

## Focus on Growth: The Entrepreneurship Pioneers Initiative™

Seeking a single resource to support the growth of your business? If you're chosen by the Entrepreneurship Pioneers Initiative™ (EPI), you'll join dozens of New Jersey entrepreneurs like you who are ready to take the next steps to business success.

Designed exclusively for first-generation entrepreneurs, EPI is a highly competitive nine-month program that will help you grow your business. At a nominal cost, EPI delivers a powerful blend of intensive training, counseling, financial guidance, peer coaching and networking – all focused on helping you develop a detailed strategic growth plan and the technical, operational and management skills you need to succeed.

### Take your business to the next level

Together with like-minded entrepreneurs, you'll learn proven techniques to:

- Demystify your financials
- Manage your operations
- Maximize your marketing
- Create new connections
- Generate growth

At the conclusion of the program, you'll have the chance to present your growth plan to a panel of local business experts, corporate partners, micro lenders and venture capitalists and receive valuable, actionable feedback.



But it doesn't end there! Upon graduation, you'll join a growing EPI Alumni Association (nearly 100 strong) that meets regularly for networking and continuing education. You'll also receive access to invitation-only events, and the opportunity to put Rutgers MBA students to work on special projects for your business.

If you're ready to devote the required time and energy, you'll find a future filled with business opportunity at EPI.

### Hands-on help from knowledgeable experts

Developed and managed by The Center for Urban Entrepreneurship & Economic Development (CUEED) at Rutgers Business School, EPI provides access to extensive university and community resources and expertise. Program partners include the [Greater Newark Enterprises Corporation](#), [Institute for Entrepreneurial Leadership](#), [The Degania Group](#), and The Growth Group.

Each month, you'll meet for one full day of instruction and interaction on the Rutgers-Newark campus. Experienced instructors – all experts in their fields – will share hands-on strategies you can begin applying immediately to your business:



## Rutgers Business School – Excellence, Diversity, and Access

### Excellence

Talented students, outstanding and demanding faculty, prestigious research University.

### Diversity

Diverse and driven student body, diverse faculty, and a wide array of programs in diverse locations.

### Access

Education that prepares students to make positive contributions to the economy of New Jersey and the world.

- Customer management
- Branding and marketing
- Finance and accounting
- Strategic management
- Business valuation
- Innovation, and more

Like dozens of EPI students before you, you and your classmates will follow our step-by-step program as a team. Bonds will be forged, networks established. You'll not only gain an important support system, you'll meet potential business partners and customers, too.

In addition to monthly classes, you'll receive individual coaching sessions with experienced counselors. Together, you'll focus on achieving your business goals and developing your plan for growth.

## Take the next step: Apply for EPI

EPI is for businesses at the growth stage. That means your company is ready to add more staff, enlarge your present location, formalize current operations, and expand your business.

### Other requirements:

- You must be a first-generation entrepreneur (your parents or grandparents did not have a formally registered business)
- You must be formally registered and in business for at least two years; start-ups are not eligible
- Your company must be located and conducting business in New Jersey

Interested entrepreneurs must complete a detailed application; finalists will be invited to interview via phone. Classes are limited to 40 participants.

For more information on dates and deadlines, visit <http://business.rutgers.edu/cueed/eipi>

*EPI is funded by the Prudential Foundation and the PNC Foundation.*

## What entrepreneurs are saying about EPI

“This program was amazing and had a direct and immediate impact on our business. Our mission and our goals became clear, we developed our brand and the networking opportunities were invaluable.”

**Carol Blank**, Utterly Global

“I gained thousands and thousands of dollars in knowledge. EPI is the best thing you could do for your business – it gives you focus and ensures you're on the right track.”

**Julia Muller**, Muller Mechanical

“Completing the program provided us with a high degree of credibility for the lenders associated with EPI. We were able to gain the financing we needed.”

**Scott Sinclair**, The Box Butler

“EPI is a great resource, from the original classes to the ongoing alumni events and roundtables. You gain exposure to so much valuable information in a setting that allows business owners to share their challenges and successes.”

**Jennifer Crayton**, Crayton's Creations



Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey – founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International – the Association to Advance Collegiate Schools of Business – a distinction that represents the hallmark of excellence in management education.

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