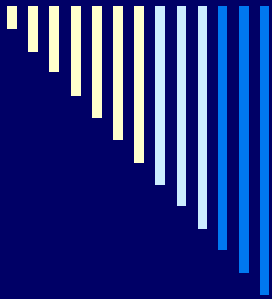


Keys to Successful Rural Entrepreneurship

NebraskaEDGE

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Nebraska EDGE Program, University of Nebraska



Nebraska**EDGE**

- ❑ **Assisted over 2,000 small business owners and partners in 45 different communities since 1993.**
- ❑ **Developed a network of more than 150 local coalition members supporting the community training efforts.**
- ❑ **50% of individuals who participate in training program will start or expand business.**
- ❑ **Partner with the national curriculum providers, NxLevelTM Education Foundation.**
- ❑ **Selected as a Best Practice for Rural Economic Development by the National Governors Association, 2003.**



Mission

To promote community and economic growth through small business and management training.

- ❑ Provide education and training for individuals to evaluate business ideas and gain management skills**
- ❑ Partner with community to create and expand small businesses**
- ❑ Develop community business support networks**
- ❑ Create and retain jobs**
- ❑ Community economic development**



NebraskaEDGE Participants

- Entrepreneurs considering a small business start-up
- Existing and expanding business owners
- Retiring Business Owners and Buyers
- Management team members
- Any enterprise that would benefit from a business plan



Primary Goals for Participating in the Course

- ▶ Enhance business skills 92%
- ▶ Increase networking opportunities 82%
- ▶ Increase self-confident in business 67%
- ▶ Increase communication with banker/lawyer 86%
- ▶ Increase products/services to community 75%
- ▶ Increase dedication to business 75%
- ▶ Expand existing income 56%
- ▶ Develop primary income source 60%
- ▶ Become better employee 63%



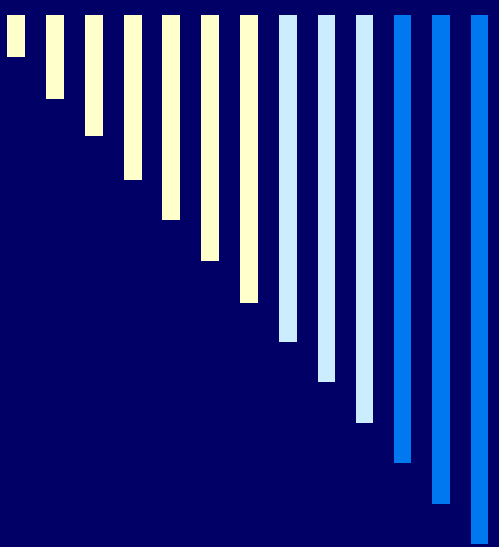
More Reasons to Have a Business Plan...

- ❑ Forces you to look at the whole business
- ❑ Focuses attention on important questions
- ❑ Helps clarify and communicate your goals and objectives
- ❑ Becomes a means of assigning priorities
- ❑ Becomes a framework for daily decision making, and better management
- ❑ Helps maintain a “proactive” business attitude
- ❑ Serves as a benchmark to track performance
- ❑ Stimulates development of new/future business opportunities
- ❑ Becomes a tool to access capital, acquire business partners, attract employees
- ❑ ROAD MAP increases your change of success



Will you be prepared when you go for financing?

- ☑ How much money do you need?
- ☑ What is the purpose of the loan?
- ☑ How will you pay the loan back?
- ☑ When will you pay the loan back?
- ☑ What collateral can you offer?
- ☑ What does your business do and how is it organized?
- ☑ What is your background, experience, and qualifications?



LEARN How to Start
An EDGE Class In
YOUR Community
By Contacting

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