



The **REAL** program is designed to assist and empower a person with entrepreneurial interests and abilities to plan and start a business or trade.

Prior business experience and/or courses are not required.

If you would like to create a business from a talent, skill, or idea you have, and you're willing to work to make it a reality,

REAL is for you!

WHAT IS AN ENTREPRENEUR?

“One who organizes, manages, and assumes the risks of a business or enterprise.”

~ Webster's Dictionary

HOW WILL I LEARN TO BE AN ENTREPRENEUR?

Participants in REAL learn to be business owners by doing!

Through experiential learning, you:

- Identify your strengths as an entrepreneur
- Access the feasibility of your idea
- Develop critical thinking and business management skills
- Learn about the local community competition and identify opportunities within it
- Develop business knowledge and skills
- Experience a comprehensive planning process
- Produce business plans
- Create and/or expand viable business enterprises

Learning will take place in the classroom, entrepreneurship lab, and in the community with fellow participants, instructors and Community Support Team members.

WHAT DO REAL GRADUATES THINK?

“I started by thinking REAL was a three-hour course and it ended being a route on my road map to success. The information and insight given by our instructor, Mrs. Barbara White, is phenomenal.

It has been a REAL tool for my future success.”

~ Charnita E. Grandison, Owner

“Sharing A Lil' Bit Of Me” Cake Decorating

“Without this REAL Entrepreneurial course I would not have been able to move forward with my lifetime dream of owning my own business.

I would recommend this course to anyone who is serious about starting a business.

~ Jo-Ann E. Gilbert, Owner

“Natural Journey” Hair Care and Restoration

“The class has and is helping me work out potential problems that, on my own, would cause me to fail.

I am looking forward to starting my business and becoming a success thanks to REAL and Ms. White.”

~ J. Louise Roseborough, Owner

“Your Hands Extended” In-Home Services

YOU CAN GET REAL TOO!