



Harlem Community  
Development  
Corporation



# Questions You Need to Answer Before Starting a Business

At the end of this free workshop, you will be able to:

- Understand common misconceptions about founding a business
- Understand how to structure your business for growth/success
- Write a business and/or marketing plan
- Strategically brand a product or service
- Develop skills to form strategic alliances
- Develop skills that will help you succeed with potential lenders, investors, and crowdfunders

**Thursday, June 28, 2018**  
**9:30 AM – 12:00 PM**

**Location: Touro College**  
231 West 124th Street – 2nd Floor Auditorium  
(You will need a photo ID to enter the building)

Space is limited. Please register for this free workshop by contacting Harlem CDC at 212-961-4100 or [harlemcdc@esd.ny.gov](mailto:harlemcdc@esd.ny.gov).

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