

2016 Binghamton Business Plan Competition



Business Development Workshop

A free workshop is being offered for city businesses and entrants in the 2016 Binghamton Business Plan Competition. Topics include writing a business plan, legal structure, marketing, funding sources and financial analysis.

Wednesday, February 24th 5:00 - 8:00pm
Holiday Inn Binghamton, Tioga Room

- 5:00 - 5:20 **Introductions; Business Plan Basics; Purpose of Executive Summary**
Chet Schultz, Vice President, Commercial Services, First Niagara Bank
- 5:20 - 6:00 **Business Financing**
Chet Schultz, Vice President, Commercial Services, First Niagara Bank
Joanne Jones, Asst. Vice President, NY Business Development Corporation
Business Financial Analysis; Sources and Uses of Funds; Projected Income Statements; Projected Cash Flow Statement; Projected Balance Sheet OR Balance Sheet and Profit and Loss; Significant assumptions (realistic, measurable); Break-Even Analysis; Local Financing Sources
- 6:00 - 6:30 **Break & Networking**
- 6:30 - 7:00 **Your Product/Your Market**
Cheryl Fabrizi, SUNY Broome
Competitors; Niche; Competitive Advantages; Market Strategy; Marketing Plan and Budget
- 7:00 - 7:30 **Visualize Your Business**
Scott Bowen, former Dir. of Special Programs for Econ. Development, Binghamton University
Location and Associated Expenses; Organization and Management; Legal structure; Professional Resources; Management
- 7:30 - 8:00 **Pitch Your Business**
Ben Giordano, Owner, Freshy Sites
Lee Rogers, Owner, The CommuniKey
Ewelina Holdrege, Owner, Idea Kraft
From Elevator Speech to a Full Presentation; Power Point; Social Media; How to Win the Business Plan Competition and Persuade Investors



For more information on the 2016 competition or an entry form, please call the Binghamton Economic Development Office at (607) 772-7161, or SUNY Broome Continuing Education: (607) 778-5071

The Entrepreneurial Assistance Program, located at SUNY Broome, is made possible by the Broome Enterprise Triad - SUNY Broome, Broome-Tioga Workforce New York and the Broome County Urban League. The program is sponsored by the BLDC and the City of Binghamton.



City of Binghamton Economic Development Office
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(607) 772-7161



Speakers: Business Development Workshop



Chet Schultz is a Vice President of Commercial Banking and SBA Specialist Relationship Manager for Upstate New York for First Niagara Bank. He has been in commercial banking for both non-bank lending institutions and traditional banking environments for 29 years. Chet started a home and lawn care business at age 16 and worked his way through high school and college, he and his wife Renee owned a small business for 6 years and he continues to operate a small sole proprietorship wood working business from his home shop. An avid motorcyclist and lead male vocalist at Northpointe Church in his off time, Chet enjoys giving back to the community through The Salvation Army, Junior Achievement and self-generated fundraising activities.



Joanne Jones is a Vice President and Loan Officer with New York Business Development Corporation. She began her career in banking as a high school intern at a local community bank. Throughout her career, Joanne has been involved in commercial lending as a loan officer and underwriter. Joanne also served as a Business Advisor at the Small Business Development Center at Binghamton University. She earned a bachelor's degree in business finance and economics from Ithaca College and is a Class of 1997 graduate of Broome Leadership Institute.



Cheryl A. Fabrizi is active in economic development through her adjunct teaching at Binghamton University, SUNY Broome and Cornell Cooperative Extension delivering courses and coaching aspiring entrepreneurs, area businesses, future business managers and leaders. She has worked for Sodexo, Caesars, Starwood, QVC, Gentex Corporation, and the State University of New York in management, sales and marketing capacities. She received a Bachelor's Degree from Penn State University and a Masters in Science degree from Mercy College. In her spare time, she runs a freelance strategy and marketing business – Fab Idea; relaxes with her husband, Jim, and toddler, Anya, as well as enjoying some creative quilting, sewing and crafting and reading to recharge.



C. Scott Bowen is a graduate of Union College and Seton Hall Law School. He worked for the Broome County District Attorney's Office, the New York State Attorney General's Office where he was the Attorney in Charge for the Southern Tier (11 counties), the New York State Organized Crime Task Force. Additionally he was in private law practice for 15 years. He last worked at Binghamton University where he was Director of Governmental Relations and for the last 8 years was Director of Special Programs for Economic Development where he supervised the Start-Up New York program for the University, ran and attended numerous Pre Seed Workshops for entrepreneurs. Currently Scott is an adjunct at Binghamton University teaching karate for the Health and Wellness program at the Decker School of Nursing.



Ben Giordano is a Binghamton, NY native who went on to get a BS in Marketing Management at Virginia Polytechnic Institute and State University (Virginia Tech) in 2008. Throughout his professional career Ben has been involved in many technology-focused businesses including facilities management consulting, internet and data marketing, and digital agency services. In 2011, Ben founded FreshySites website design and development studio. Since inception, FreshySites has grown exponentially and has become the largest website design and development studio in Upstate NY. Ben's obsession with customer service and support best practices as well as process-driven design continues to flow through the whole FreshySites team. When Ben is not at the office you can usually find him hanging out with his growing family on Binghamton's West Side.



Lee Rogers grew up in Greater Binghamton and attended Binghamton University. During his final year of undergraduate studies, he and four friends founded CommuniKey (2012 winner: Binghamton Business Plan Competition). Their goal was to connect local businesses with the growing college student demographic. Later, CommuniKey expanded their product beyond students, to the entire local population and now uses a mobile app platform so members can search 100+ local businesses and immediately redeem discounts through their cellphone. Lee ran CommuniKey as the only full-time employee for two years, building relationships with dozens of local business owners. He currently serves residents of Binghamton as the new City Clerk. The CommuniKey team is currently expanding their program to the Syracuse area.



Ewelina Holdrege is the creator and founder of Idea Kraft. Her award-winning design work has been recognized by many influential design organizations and publications. Ewelina supervises all major projects, providing creative direction and strategy. Her career includes over 12 years in creative strategy, design and leadership with a focus on strategic marketing solutions. Due to her multicultural background and exposure, she offers her clients unique vision and creative thinking with talent and experience from several art disciplines. Ewelina specializes in branding, identity, packaging and environmental design. Clients include Modern Marketing Concepts, Davis College, Caterpillar, Motili and ICS among others. She enjoys travel, fine cuisine, and spending time with her family.



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