

## BUSINESS HELP YOU CAN USE!

Available throughout and after the conference programs –  
get an Entrepreneur's Edge from the professionals!

The **Entrepreneur's Edge Series** includes:

- Step-by-Step Guidance
- Comprehensive Curriculum
- Real-World Insights
- Networking Opportunities
- Flexible Learning
- Resource Library

### Entrepreneur's Edge: The Series

Registration includes participation in the follow  
on Entrepreneur's Edge Series for free!

#### Buffalo and Erie County Central Library Auditorium

1 Lafayette Square, Buffalo, NY

**Sessions held 6:00 PM to 8:30 PM**

**SESSION 1: JANUARY 28, 2025**

Business Planning and Strategy

**SESSION 2: JANUARY 30, 2025**

What's in a Marketing Plan

**SESSION 3: FEBRUARY 4, 2025**

What's in a Financial Plan

**SESSION 4: FEBRUARY 6, 2025**

Managing Small Business Risk

**SESSION 5: FEBRUARY 11, 2025**

Taxes: Rules of the Road and Compliance

**SESSION 6: FEBRUARY 13, 2025**

Looking Forward: How Small Businesses can use AI

"SBA's participation in this event is not an endorsement of views, opinions, products or services of any other person or entity."  
"All SBA programs are extended to the public on a nondiscriminatory basis."

"Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance.  
Contact SBA, 540 Niagara Center, S. Elmwood Avenue, Buffalo, NY 14202. (716) 551-4301."



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# Entrepreneur's Edge 2025

A DAY OF INSIGHT AND ACTION

- Thought leaders • Successful entrepreneurs
- Industry experts • High-impact sessions
- Hands-on workshops • Valuable networking opportunities



**Entrepreneur's Edge** to fuel growth & inspire innovation.  
Launching a startup, scaling a business, or seeking fresh ideas  
to stay competitive? Entrepreneur's Edge will give you  
the "edge" to drive real results!

**SATURDAY, JANUARY 18, 2025 • 8:15AM – 1:00PM**

**Buffalo Niagara Convention Center**

**REGISTER at: [www.EntrepreneursEdge.net](http://www.EntrepreneursEdge.net)**



U.S. Small Business  
Administration



Buffalo Niagara



# Entrepreneur's Edge 2025

A DAY OF INSIGHT AND ACTION



**SATURDAY, JANUARY 18, 2025**

Buffalo Niagara Convention Center

Pre-paid: **\$20**

Day of event: **\$25**

Student: **\$10** (Current I.D. required)

Veterans & Military: **FREE** (I.D. required)

**(SORRY, NO REFUNDS.)**

## AGENDA

- 8:15 am - 8:30 am **Doors Open/Breakfast**
- 8:30 am - 9:00 am **Conference Welcome**
- 9:00 am - 9:15 am **Networking with Resources**
- 9:15 am - 10:15 am **First Breakout Sessions**
- 10:15 am - 11:00 am **Networking with Resources**
- 11:00 am - 12:00 pm **Second Breakout Sessions**
- 12:00 pm - 12:15 pm **Networking with Resources**
- 12:15 pm - 1:00 pm **Keynote and Conference Closing**



**REGISTER ONLINE at:**  
**[www.EntrepreneursEdge.net](http://www.EntrepreneursEdge.net)**



Buffalo Niagara

**Admission includes attendance at the Conference and Entrepreneur's Edge: The Series. For more information, please call 716-551-4301.**



**REGISTER ONLINE [www.EntrepreneursEdge.net](http://www.EntrepreneursEdge.net)**

**You have a choice of TWO seminars:  
All eight seminars will be held during each time slot.**

## LAUNCHING YOUR BUSINESS

### Start-up Business Track

#### **SEMINAR 1. STEPPING STONES; TURNING YOUR IDEA INTO A BUSINESS**

Sometimes inspiration isn't the problem, it's determining whether you have a viable business idea or not. Does it solve a problem? Will people pay for it? Is there a market for it? Learn the different steppingstones to determine if your business idea has a good foundation for a successful business.

#### **SEMINAR 2. FINDING START-UP CAPITAL FOR YOUR BUSINESS**

Start-up capital can be a challenge for new businesses. What type of funding is available for a start-up? Are there alternative sources of funds available? Hear from a panel of experts and get answers to frequently asked financing questions on how to obtain funding for your start-up business.

#### **SEMINAR 3. REACHING YOUR CUSTOMER THROUGH MARKETING & SOCIAL MEDIA**

Marketing is the key to attracting customers to your business. Learn about the 4-Ps of a successful marketing strategy and choosing the best options to effectively reach your target market.

#### **SEMINAR 4. BUILDING YOUR BUSINESS ROADMAP TO SUCCESS**

A good business strategy guides you through each stage of starting and managing your business. You'll use your business strategy plan as a roadmap for how to structure, run, and grow your new business. Learn what you need to get started: business plans and the other key parts of a successful business strategy.

## ADVANCING YOUR BUSINESS

### 2+ Years in Business Track

#### **SEMINAR 5. USING AI TO GROW YOUR BUSINESS**

Artificial Intelligence ("AI") is the new frontier in business growth. How can AI help grow revenues, sales, employment, etc.? This session will explore the current and anticipated future impact of AI in the small business space.

#### **SEMINAR 6. FINANCING YOUR GROWTH: ARE YOU LENDER READY?**

You've been in business 2+ years and are ready to ask for the capital needed to grow to the next level. Come to this session to gain the knowledge to create a strong loan application and learn how you can get a "yes" to your funding request. Discussion will include what lenders look for in a borrower, and how you can stand out.

#### **SEMINAR 7. BUILDING YOUR SOCIAL MEDIA STRATEGY**

A social media presence for your business seems like a "must have" for success these days. Many use it as a way to inexpensively grow their customer base. However, it can be complex and time consuming. Attend this session to learn the framework for a smart social media strategy that will help you accomplish your marketing goals.

#### **SEMINAR 8. DRIVING SALES THROUGH GOVERNMENT CONTRACTING**

The Federal, State and Local governments all purchase items/services directly from small businesses. If you haven't considered the government to be one of your potential customers, you may be missing out on significant revenue. Explore whether government contracting is for you, learn about different certifications options, and get tips on how to be successful in leveraging this opportunity to amp-up your revenue.