



News Release

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Contact: Cecelia Taylor (202) 401-3059
Internet Address: <http://www.sba.gov/news>

SBA Launches Free Online Course & Assessment

WASHINGTON – The U.S. Small Business Administration recently introduced a new online training resource for budding entrepreneurs to provide the fundamentals of starting a small business. The *Small Business Primer Strategies for Success* online training is a free course designed to assist individuals who are thinking about starting a small business or who are in the early stages of running a business.

The *Small Business Primer* is a self-paced assessment tool that focuses on three key areas to help small business owners (1) determine their business readiness, (2) provide an overview of basic small business principles, and (3) introduce them to key SBA resources for small business counseling and training. The assessment tool is highly recommended and useful for those who have considered starting a business or thought about what it takes to be successful as an entrepreneur.

The *Small Business Primer* is available through the SBA's Small Business Training Network, a virtual campus of business courses, trainings, education resources, learning tools and information assistance at www.sba.gov/training. It is a unique training that features an interactive assessment tool to help evaluate readiness for starting a business. It also walks participants through the key steps of business start-up.

The business topics reviewed include business planning, legal aspects, financing and marketing. In addition, the course provides links to more than 40 targeted resources and small business tools, such as a business plan template, and an automated balance sheet guide. The course also offers direct access to online counseling through SCORE, as well as to other SBA resources partners including the Small Business Development Centers, Women's Business Centers, and SBA district offices.

Participants that complete the online training have an opportunity to receive a Course Completion Certificate from the SBA. To evaluate your business readiness, go to www.sba.gov and click on "New Free Online Course."

The SBA's Small Business Training Network offers a range of online business training and counseling tools to assist entrepreneurs with business start-up, from developing marketing strategies to effective employee management. It also provides valuable information for existing small business owners. The training network is an easy-to-use tool that provides 24-hour access to business courses via the Internet.