



TECHNOLOGY VENTURES CORPORATION
Enabling Innovation • Accelerating Investment
Founded by Lockheed Martin Corporation



Crafting a Credible Market Section for Your Business Plan

Thursday, November 16th, 2006
8:00AM – 11:30AM
New Mexico State University
Jett Hall, Room 204

This seminar, designed for those who are working on business plans, will help you learn how to research your market and its potential, how to start thinking through the market planning process, and how to package the information appropriately in the business plan.

Topics included in this seminar are:

The market research process

- Defining important data points
- Determining the questions to be asked
- Practical tips for finding information and reliable resources
- Determining the best markets

The market planning process

- Defining company positioning and the value proposition
- Marketing elements – what makes sense and why
- Figuring out the most practical and efficient market approach

Interactive exercises to pull it all together

To register for this free seminar, send an e-mail to rsweitzer@hotmail.com by November 14th. Be sure to include your name, phone number, company name, and address. If you have any questions on the seminar, please call Betsy Gillette at 505-843-4204.



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"Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. Contact Yvonne Mendoza, via mail at MSC 3CR, P.O. Box 30001, Las Cruces, NM 88003, or by phone at 505.646.1434 to make arrangements."