

VENTURE LONDON GIVES BUSINESS A BOOST

Free workshop offers entrepreneurs business plan advice

LONDON, ONTARIO, 1 December 2009 Venture London – London’s premier business plan competition – will provide entrepreneurs who register for the competition with a free workshop on how to develop a successful business plan, on the morning of Wednesday, December 9, 2009 at the Small Business Centre, 316 Rectory St.

Venture London is open to new London-based businesses in operation for less than two years and entrepreneurs wanting to launch a new business. The competition features over \$45,000 in cash, prizes and business acceleration services to be won.

The free Business Plan Workshop is open to all Venture London registrants and will cover the fundamentals of how to write a successful business plan, including:

- The ins and outs of developing your company’s roadmap;
- The four key areas of a business plan’s foundation;
- What investors look for when reviewing a business plan.

Last year’s winner, Fredrik Liliegren, CEO of Antic Entertainment, says that winning Venture London has not only provided valuable businesses resources, but has helped move his business forward.

“Venture London helped us to focus our ideas and create a business plan that could be reviewed and understood by other people, not just by our team at Antic Entertainment,” Liliegren says. “As a result, we took a more focused approach and created a professional presentation that we can now use to demonstrate our long-term goals as well as our short-term goals.”

The business plan competition represents the collective effort of the London Economic Development Corporation, Small Business Centre, The Stiller Centre and TechAlliance. Gold sponsors include, Lovers AtWork, bizzmail, Lashbrook Marketing & Public Relations, and the Ministry of Economic Development and Trade.

“Venture London business competition celebrates our city’s entrepreneurial culture and recognizes the role that independent businesses play in our economy,” says Nancy Kopriva, Venture London’s Steering Committee Chair. “The competition may open doors for a company that could have a tremendous impact on our community.”

Completed business plans must be submitted by January 13, 2010. The winners will be announced at the Venture London awards celebration in March 2010.

Application forms, complete rules and further details can be found at www.venturelondon.ca.

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