



BRINGING  
YOU TO A NEW  
PINNACLE

# ***BUSINESS ACCELERATOR PROGRAMME***

**ERC**  
Entrepreneur's  
Resource Centre

ERC specialises in practical training that helps business owners and aspiring entrepreneurs crystallize their business ideas into reality. After successfully incubating 31 companies, this unique approach ensures that our trainees learn from the best entrepreneurs in the industry and achieve results that few can only dream of.

#### **Entrepreneur's Resource Centre**

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# ERC Personal Mentoring Program

- Top Practitioners Workshops
- Personal coaching by CEO of ERC, Mr Andy Ong
- Free Sessions of CEO Forum
- Two Free Networking Sessions
- 100% Money Back Guarantee\* \*Terms & Conditions apply.



**DO YOU HAVE WHAT IT TAKES TO MATERIALIZE YOUR BUSINESS DREAM?**

## Day 1 – Why Start a Business?

### 1. The facts about Entrepreneurship

Welcome to the world of Entrepreneurship. Shake off your old mindset and welcome the new and different outlook of Entrepreneurs

### 2. What's holding you back

Learn to stop giving yourself excuses and overcome your fears. Give yourself concrete strategies to start working towards achieving your business dreams!

### 3. Developing the Entrepreneurial mindset

Experience a change of mindset: Discover what it is like to think like an entrepreneur. Once your mindset has been altered, it will never be the same again.

### 4. What business to start with minimum capital

You will discover how many people have already started running their own business with minimum capital. Encourage yourself to be like them by starting your own business with minimum capital and still be able to achieve your business dreams.

## Day 2 – The Essentials of Starting

### 1. How to plan to achieve success in your design field

### 2. Business Structure 101

### 3. Essentials of Sales & Marketing Skills

Sales and Marketing is the lifeline of all business, even more so for young startups. Learn the trade secrets of successful marketing gurus who have maximized direct response to your marketing efforts

## Day 3 – Negotiating to achieve a Win-Win situation

### 1. Improvement of Your Business Ideas

### 2. Practical Business Opportunities

### 3. LIVE Practical Business

Learn about real-life situations that entrepreneurs face and how to resolve them efficiently.

Take control of your business success today by learning from the best in the industry.

Find out how you can attend our free seminar by filling out the form below:

Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Email: \_\_\_\_\_ No. of Seats Reserved: \_\_\_\_\_

Call or SMS: BAP-SEM<space>Name<space>No. of seats<space>Email to 9023 0863, or email enquiry@erc.com.sg to reserve a space.

For more information on our courses, please visit [www.erc.com.sg](http://www.erc.com.sg)