

“Creating a new company can be difficult. Small business owners start with a product, a service, an idea or a dream, but often don’t have a clearly defined, realistic plan. What we do at the Business Clinic is facilitate the fulfillment of their dreams.”

Gabe Rosica, Executive Vice President

Retired

Keithley Instruments, Inc.

Executive Volunteer, BW Business Clinic



The Business Clinic supports the BW mission of experiential learning for our students and our clients.

Benefits for...

Start-Ups:

Move your idea into action

Determine capital requirements

Develop your business playbook

Existing Businesses:

Develop your growth strategy

Expand your roadmap for success

Not-for-Profits:

Work toward your future

Help raise funding

Create a roadmap to success

Get trustees on the same page

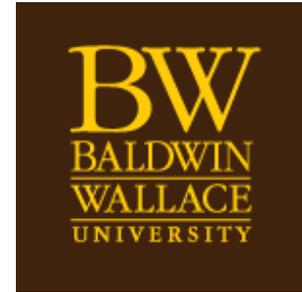
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Visit us online:
www.bw.edu/bpc

Give us a call:
(440) 826-6547

Send us an E-mail:
bpc@bw.edu

The logo for Baldwin Wallace University, featuring the letters 'BW' in a large, bold, serif font, with 'BALDWIN WALLACE UNIVERSITY' stacked below it in a smaller, all-caps serif font.



The Business Clinic



Accelerating business and non-profit success in our communities

Who We Are...

The Baldwin Wallace University Business Clinic is a community outreach program developed to help local businesses find the best way to succeed. Our team of Executive Volunteers, each with 20 to 30 years of business experience, along with our trained Student Consultants work to help you analyze a new business idea with a feasibility study, or coach you through the creation of your detailed business plan. Clients with existing business plans can have them reviewed and critiqued.

Through unique one-on-one discussions between you and one of our consultative teams, we help you to think more deeply and broadly about the issues that will lead you to achieving your business's vision, while working at a pace that matches your rate of progress.



Professor Phil Bessler, Founder and Director of the Business Clinic

A completed business plan can be a tool to gaining more market, capital, and resources. Bearing this in mind, we help you to craft your business plan to your many audiences: investors, bankers, donors, strategic partners, suppliers, or key customers. Having a plan of action and detailed review of

- ◇ *where your company currently is*
- ◇ *where you want to go, and*
- ◇ *how you are going to get there*

is the one of the best ways for you to know with confidence that your business is headed toward the future you envision.

What We Offer...

During **BUSINESS PLAN DEVELOPMENT**, our team of a Student Consultant and Executive Volunteer work with you to take a critical look at the direction of your business and help put on paper your own customized roadmap to success. Each session begins with review and feedback on the content and completeness of the previous work, then moves into a detailed discussion of the next sessions. This process continues until your business plan is done.

A detailed **BUSINESS PLAN REVIEW** is available if you are looking to improve an already developed business plan. After the consultative team has thoroughly reviewed your business plan, there is a one time meeting to discuss our recommendations to the content and completeness of the plan.

FEASIBILITY STUDY coaching guides you through the discussion of answering three critical questions:

- ◇ *Is there a sufficient market to justify your endeavor?*
- ◇ *Does the resource investment make sense?*
- ◇ *Do the skills exist to achieve your desired outcome?*

These questions and more are discussed during a one-time meeting.



Individual client meetings.

What They're Saying...

Bruce A. Sherman, Ph.D., President, B & D Specialty Concepts, Inc.:

"As an exercise physiologist with minimal business experience I found writing a business plan to be more challenging than writing a doctoral dissertation. I truly appreciated how my Business Clinic team challenged me to think out of the box and out of my comfort zone and, in the process, gave me an MBA-like business education. Now I have a far-reaching, yet focused and directed, roadmap to success for my product and my company."

Al Bubba Baker, Bubba's Q Restaurant:

"I'm really excited to get to this point with the Business Clinic, I'm seeing a vision on a larger scale than the restaurant. The Business Clinic's Team of the trained Student Consultant and Volunteer Executive are taking my thoughts to the next level. This was one of the first and wisest investments made in the new venture."

Rob Heiser, President and CEO, SEGMENT:

"The Business Plan Clinic at Baldwin-Wallace College is terrific. The Volunteer Executive and an incredible Student Consultant personally worked with our team to refine our business plan and strategy. The Clinic provided an incredible visionary experience that added tremendously during our critical start-up phase."