

TURNING IDEAS INTO OPPORTUNITY

A PRACTICAL WORKSHOP FOR ASPIRING MICRO-ENTREPRENEURS

JULY 11 (SAT) 9:00 AM - 3:00 PM

Loyola Marymount University

One LMU Drive, LA, CA 90045

Detailed location info will be provided, once the registration is completed

Join Us and Learn to:

- Become a more effective customer
- Start or expand a microenterprise as an entrepreneur
- Navigate marketplaces

TOPICS

- Understanding Value in Exchanges
- Gathering Marketplace Insights
- Designing a Product
- Developing a Business Plan

Click photo for link



MADHU VISWANATHAN
Professor
Loyola Marymount University

Professor **Madhu Viswanathan** founded and pioneered the stream of research and education on subsistence marketplaces and the social enterprise of marketplace literacy. Through the Marketplace literacy project, a non-profit organization that he leads, such education has reached more than 100,000 lower-income customers and entrepreneurs around the world. Participants become more effective customers and many start or expand a small enterprise as entrepreneurs.

SCAN ME



Register Here

tinyurl.com/3drdkdud

Free parking available in **Drollinger Parking Lot**
Complimentary snacks and a light lunch will be provided.



visit our website:
www.pacelabdc.org



for more info please email:
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Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD) and BusinessSource Center in Pico-Union Westlake Region (operated by PACE Business Development Center).