



Munir Abdul Lalani Center for Entrepreneurship and Free Enterprise

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For Immediate Release

Many people have a unique entrepreneurial dream, but don't know how to get started. By participating in i.d.e.a.WF, entrepreneurs gain a better understanding of how to develop, build, and grow sustainable businesses that will strengthen the local economy. Through in-depth training, personalized consulting, and applied research assistance, contestants enhance their knowledge and chance for success.

This year i.d.e.a.WF is returning to the original objective, which is to assist local entrepreneurs in opening or expanding their businesses. The business must be located within the counties of Archer, Clay or Wichita, and once again the retail and service sectors will both be considered. \$50,000 in cash donations will be raised from the business community and 100% of those funds raised will pass through directly to the winners.

In addition to help with a business plan, i.d.e.a.WF offers the following courses to help entrepreneurs understand key elements of owning their own business:

- Financial Statements
- Sales Forecasting
- Guerilla Marketing
- Market Research
- Pro-Forma Statements
- QuickBooks

What are the benefits of i.d.e.a.WF?

1. Win prize money of up to \$50,000.
2. Spend time working ON your business instead of spending each day working IN your business. Understand what your financial statements mean and learn how your decisions impact them. Learn what is needed to secure outside funding. Learn how to project future sales. Learn how to market your business.

Orientation is free to attend, and remaining sessions are February 9th, 18th, 21st and 23rd. The deadline to enter i.d.e.a.WF is March 1st. For details about times, dates, and deadlines, visit their website at ideawf.com or follow them on Facebook.

i.d.e.a.WF is a partnership between the Wichita Falls Economic Development Corporation, the Lalani Center for Entrepreneurship & Free Enterprise, and the Dillard College of Business Administration at MSU Texas.