

Program Purpose	To help entrepreneurs create new businesses by providing instruction, training, technical assistance and help in obtaining financing
Program Highlights	<ul style="list-style-type: none"> ▪ Comprehensive, 60-hour training program ▪ Counseling on the feasibility of starting a business ▪ Assistance in refining a business concept and developing a business plan ▪ Education in established management principles and practices ▪ In-depth business counseling in product development and marketing ▪ Guidance in exporting, contract procurement and licensing ▪ One-on-one counseling in identifying and accessing capital and credit ▪ Access to business support networks ▪ Intensive technical assistance and ongoing business support during enterprise formation and early-stage expansion
Eligibility	<ul style="list-style-type: none"> ▪ New York State residents who are seeking to start a business or who have owned a business for five years or less ▪ ESD actively recruits minorities, women, dislocated workers, public assistance recipients, disabled persons and public housing residents
Special Notes	<ul style="list-style-type: none"> ▪ Services are provided by 24 EAP centers located throughout the state ▪ Services are offered in English, Spanish, Mandarin and Cantonese depending on the service area and client population
Process	<ul style="list-style-type: none"> ▪ ESD regional offices refer prospective clients to the EAP centers ▪ EAP centers interview client and assess the business venture
Contact Information	Joyce Smith, EAP director (212) 803-3234 ESD Regional Offices: www.empire.state.ny.us/Contacts_and_About_Us/locations.asp#list

This is an overview of the program, and does not include all requirements and details.