



Entrepreneurship Assistance Centers

BINGHAMTON UNIVERSITY  
ENTREPRENEURSHIP AND INNOVATION PARTNERSHIPS

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Understanding what's important®

# Business Development Workshops

A free series of workshops are being offered for city businesses and entrants in the 2023 Binghamton Business Plan Competition. Topics include Business Financing, Marketing Plan & Strategies, Entrepreneurship Mindset, Legal Structure & Organization and, Pitching Your Business.

## Monday - Wednesday, March 27 - 29, 5:00 - 6:00 pm

*Joel Boyd, City of Binghamton Workshop Emcee*

### Monday, March 27<sup>th</sup>:

5:00 - 5:30 **Business Financing**

**Merlin Joseph, VP Branch Manager, Key Bank, Binghamton West Side Branch**

Business Financial Analysis; Sources & Uses of Funds; Projected Income Statements; Projected Cash Flow Statement & Balance Sheet; Significant assumptions (realistic, measurable); Break-Even Analysis

5:30 - 6:00 **Marketing Plan & Strategies**

**Cheryl Fabrizi, SUNY Broome Entrepreneurial Assistance Program**

Competitors; Niche; Competitive Advantages; Market Strategy; Marketing Plan and Budget

### Tuesday, March 28<sup>th</sup>:

5:00 - 5:30 **Entrepreneurship Mindset**

**Ewelina Zajac-Holdrege, Owner, Idea Kraft**

With any business endeavor, vision, motivation and discipline are key to a successful undertaking. Not only did Ewelina Zajac-Holdrege win the 2014 BLDC Business Plan Competition, she started a successful website development, packaging design, and digital marketing agency and was recognized as a 2021 Entrepreneur of the Year by New York State's Entrepreneurial Assistance Centers.

5:30 - 6:00 **Visualize Your Business**

**Samuel M. Blakley, Esq., Coughlin & Gerhart, LLP**

Location and Associated Expenses; Organization and Management; Legal structure; Professional Resources; Management

### Wednesday, March 29<sup>th</sup>:

5:00 - 5:30 **Pitching Your Business**

**Laura Whitmore, Strategic Test Prep**

**Jacob Kumpon, KLAW Industries**

Two past winners talk about what it takes to win: Elevator Speech to a Full Presentation; Power Point; Social Media; How to Win the Business Plan Competition and Persuade Investors



For more information on the 2023 competition or to register for the workshop, please visit <https://www.binghamton-ny.gov/government/departments/economic-development/2023-blcdc-business-plan-competition-page>, call or email the Binghamton Economic Development Office at (607) 772-7161, [ecodev@cityofbinghamton.gov](mailto:ecodev@cityofbinghamton.gov).

The Entrepreneurial Assistance Center, located at SUNY Broome, is made possible by a grant from Empire State Development to the Broome Enterprise Triad - SUNY Broome, Broome-Tioga Workforce New York and the Broome County Urban League. The program is sponsored by the BLDC and the City of Binghamton.

# Speakers: Business Development Workshop



**Merlin Joseph** is Branch Manager & VP with Key Bank at the Binghamton Westside office and has been in banking for over 30 years. He graduated from SUNY-Stony Brook with a BA in Economics and French literature. He worked as a Registered Representative for First Investors; then John Hancock as an insurance agent life, fire and casualty. He worked for HSBC Bank for 22 years and remained with branch bank operations through ownership transitions from HSBC to First Niagara Bank and now Key Bank in 2016. As part of his duties he works to help small business owners to grow their businesses profitably.



**Cheryl A. Fabrizi** is active in economic development through her entrepreneurship, small business and marketing instruction and coaching at SUNY Broome. She enjoys inspiring entrepreneurs and area businesses owners to successfully establish and grow their ideas, companies, innovations, products/services and customers. Her professional background also includes work for such global brands as Sodexo, Caesars, Starwood, QVC, Gentex Corporation, Penn State University and the State University of New York in management, business development, sales, product/service innovations and marketing capacities. She received a Bachelor's Degree from Penn State University and a Masters in Science degree from Mercy College.



**Ewelina Zajac-Holdrege** is the founder of Idea Kraft (2014 Binghamton Business Plan Competition winner), a Binghamton, NY based creative agency that builds award-winning brands and websites. From start-ups and non-profits to global Fortune 500 companies, Idea Kraft helps businesses grow by building smart brands and creating exceptional digital experiences. The company specializes in working with clients from non-profit, B2B and manufacturing industries. Ewelina's award-winning design work has been recognized by many influential design organizations and major publications. In 2021, Ewelina was awarded 2021 Entrepreneur of the Year by New York State's Entrepreneurial Assistance Centers.



**Samuel M. Blakely, Esq.** joined Coughlin & Gerhart, LLP as an associate in 2021. His practice is concentrated in in the firm's practice areas of Litigation and Business & Banking. During law school he was a clinical student with Penn State Law's Entrepreneur Assistance Clinic in State College. While there, he assisted start-ups and small business owners with forming their entities, creating organizational documents, and drafting contracts. Mr. Blakely was also a summer associate with Coughlin & Gerhart in 2019. Prior to joining Coughlin & Gerhart, Mr. Blakely was a Clinical Student with the Penn State Law Entrepreneur Assistance Clinic, Clinical Student from 2018 – 2020 and was a Legal Intern with the Suffolk County District Attorney's Office in 2017.



**Jacob Kumpon** is co-founder and COO of KLAW Industries, which turns landfilled glass into a cement replacement for concrete called Pantheon™. Founded in 2019, KLAW Industries won the 2021 Binghamton Business Plan Competition and purchased a production facility on the Binghamton's East Side. Jacob has used business plan competitions and grants to raise over \$1 million in non-dilutive funding. He grew up in Chenango Forks, is a SUNY Broome Alumni and holds a B.S. degree in Electrical Engineering from Binghamton University.



**Laura Whitmore** was the winner of the 2022 BLDC Business Plan Competition and is the owner of Strategic Test Prep, LLC a start-up company located at the Binghamton University Koffman Incubator that specializes in SAT and ACT test prep as well as math and science subject tutoring and college preparatory services. Its serves middle and high school students in the Southern Tier and offers in-person tutoring which is in demand as parents and students experienced limitations of remote learning during COVID. Laura also offers remote test prep services and has worked directly with students across the US, as well as in India, Finland, Azerbaijan, Nigeria, and Swaziland. Her growing YouTube channel, Strategic Test Prep, has over 5,000 subscribers in less than one year. Laura also created and launched Preptly, the first-to-market digital SAT prep mobile app, in March 2023.

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