

BLACK ENTERPRISE

Contact: Andrew Wadium
Media Relations Director
Phone: 212.886.9598
wadiuma@blackenterprise.com
www.blackenterprise.com/press

FOR IMMEDIATE RELEASE

BLACKENTERPRISE.COM AND DELL LAUNCH 'SMALL BUSINESS UNIVERSITY'

Free Eight-week Education Courses Offers Expert Guidance to Entrepreneurs Looking to Start and Grow Small Businesses, With Chances to Win Cash and Prizes Of Over \$50,000

(New York, NY) April 16, 2012—Today, [BLACK ENTERPRISE](#), the leading small business resource for African Americans, along with [Dell](#), a worldwide provider of innovative technology and business solutions, announced the launch of the [Black Enterprise Small Business University Powered by Dell](#), an eight-week, online video course offering expert advice to entrepreneurs looking to start and grow profitable small businesses. Housed exclusively at www.blackenterprise.com/sbu, the Small Business University includes customized gamification features that allow registrants to compete for more than \$50,000 in cash and prizes. Small Business University registrants are eligible to win a grand prize package that includes \$5,000 in cash, a \$10,000 Dell Office Setup, a free one-on-one consultation with a small business development expert, a profile in **BLACK ENTERPRISE** magazine and 1-year gift subscription to the publication. A runner-up prize of a \$6,000 Dell Office Setup, a free one-on-one consultation with a small business development expert, a profile on BlackEnterprise.com, and 1-year gift subscription to **BLACK ENTERPRISE** magazine will also be awarded.

[Registration](#) for Small Business University launches on **Monday, April 16th** powered by Janrain, a leading user management platform for the social web. The sites gamification features will be powered by Bunchball, a leader in engaging users by applying the same principles that inspire people to play games – achievements, status, and rewards – to websites and other online experiences.

Kicking off on **Monday, April 30th** with “**Your Small Business Checklist: What Every Business Needs to Get Started,**” the **Black Enterprise Small Business University Powered by Dell** aims to assist entrepreneurs in three different stages of business development: the aspiring start-up, the part-time entrepreneur, and those with an already established enterprise. The eight-week course will consist of three original tutorials per week featuring a team of rotating business, marketing and technology all-stars including ‘SmallBizLady’ [Melinda Emerson](#), [Buzz Marketing Group](#) CEO Tina Wells, [Young Entrepreneurs Council](#) founder Scott Gerber, ‘The Money Coach’ and personal finance expert [Lynnette Khalfani-Cox](#), SocialPeople.tv Founder James Andrews, digital lifestyle expert [Mario Armstrong](#), Mel Parker, Dell Vice President and General Manager, Consumer, Small Office and Member Loyalty, North America, and many more. In addition, our experts, along with the award-winning **BLACK ENTERPRISE** editorial team, will be available across all Black Enterprise social media platforms including [Twitter](#), [Facebook](#), [Tumblr](#), [Google+](#) and [Pinterest](#) to connect directly with participants, answer questions, and provide additional resources.

“Black Enterprise remains as committed as ever to our core mission of encouraging minority entrepreneurship,” said Black Enterprise President & CEO [Earl “Butch” Graves Jr.](#) “The path to entrepreneurship can be a difficult one to navigate, and many get lost along the way. With the enthusiastic support of Dell, a company which has set the bar in helping small business excel through innovative and practical technology solutions, services and support, we’re able to share the vital lessons of our Small Business University by way of a virtual classroom. We’re excited to partner with Dell on this opportunity to assist our audience in achieving their dream of starting a new business or taking their existing enterprise to the next level.”

The week-by-week schedule for the **BlackEnterprise.com Small Business University Powered by Dell** is as follows:

Monday, April 30

Getting Your Small Business Started

Your small business checklist - what key things every business need to have in place
Establishing your brand
Communicating your message, knowing your vision

- Monday, May 7** **Financing and Investing**
 How to raise capital for your business (loans vs. investments)
 Perfecting your elevator pitch
 Managing your budget – what to spend, what to save
- Monday, May 14** **Technology**
 Your gadget guide
 Setting up your business for success - how technology can make all the difference
 Tools to get you to the next level – from software to hardware
- Monday, May 21** **Marketing**
 Social media and what it means to your business
 Connecting with your customer organically
 How to boost the visibility of your business
- Monday, May 28** **Team Leadership**
 Hiring a good team
 How to be a good manager
 Knowing when (and how!) to let go
- Monday, June 4** **Growing Your Small Business**
 What's your growth strategy?
 Attracting *new* customers
 Rethinking and reinventing your brand
- Monday, June 11** **Time Management**
 Finding balance
 The part-time entrepreneur
 Getting organized
- Monday, June 18** **The Exit Strategy**
 How to create an exit strategy
 Who to trust with your business
 How to ensure the company lives on

For a steady stream of additional information, tools and resources regarding small business success, be sure to visit www.blackenterprise.com and to follow the conversation on Twitter @BlackEnterprise using Hashtag #SmallBizU.

###

BlackEnterprise.com is the leading website for Money, Small Business and Career development. Providing executive and entrepreneurial resources, information, and profiles on the topics of money management, employment, career and start-up development, **BlackEnterprise.com** features expert resource articles, original video packages, and blogs, customized to empower its niche audience while consistently providing universal resource-value.

BLACK ENTERPRISE, *your ultimate source to build Wealth for Life*, is the premier business, investing, and wealth-building resource for African Americans. Since 1970, **BE** has provided essential business information and advice to professionals, corporate executives, entrepreneurs, and decision makers. Every month, **BLACK ENTERPRISE** magazine provides 4 million readers with information on entrepreneurship, careers, and financial management. A multimedia company, **BE** also produces television programming, business and lifestyle events, Web content, and digital media.