



WIBO History

WIBO has been called a “boot camp” for entrepreneurs. Founded in Harlem, NY in 1966 by Walter Heiser and Mallalieu Woolfolk, WIBO was designed to help inner city community residents acquire the skills needed to open and manage their own businesses. Their dream was to help minorities achieve lasting economic power through entrepreneurship. Four decades later, WIBO remains a vital, privately funded resource in communities throughout the United States. FSW’s WIBO program was established in 1999.

WIBO is a program of FSW’s Family Assets group, whose goal is to help low-to-moderate income individuals achieve economic self-sufficiency. Family Assets’ programs address the economic health of the community through support, financial education, and access to savings plans, capital and credit opportunities.

The design of this brochure is based on Sandra Bromer’s “Faces of Bridgeport,” a series of paintings depicting the spirit, pride and love of life the artist saw in her subjects, in spite of the challenges they face.



FSW is a member of the national Alliance for Children and Families and the Connecticut Council of Family Services Agencies.

FSW is accredited by the Council on Accreditation of Services for Families and Children and is certified by the State of Connecticut as a licensed mental health clinic for both adults and children.

www.fswinc.org



FSW’s mission is to empower people to build a brighter future by linking flexible, innovative, collaborative programs to restore personal capability, develop skills and build a pathway to economic self-sufficiency.



changing lives, shaping brighter futures
formerly Family Services Woodfield

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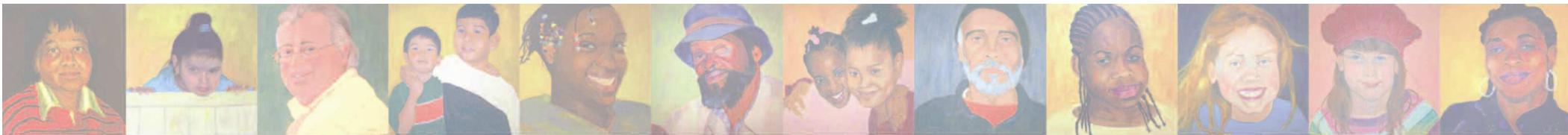


**changing lives,
shaping brighter futures**

WIBO

Workshop in Business Opportunities





Workshop in Business Opportunities A Sixteen-week Course for Entrepreneurs

Hundreds of Connecticut residents are creating brighter financial futures by achieving their dream of starting and growing a successful small business. Are you ready to join them? Workshop in Business Opportunities (WIBO) can help you reach your goal.

Comprehensive business training for a successful start

WIBO offers one of the most comprehensive entrepreneurial education courses available. WIBO will challenge you to develop specific skills, that are critical to the success of your business.

Through a sixteen-week interactive training curriculum, participants gain the essential skills and knowledge required to get their businesses off the ground, while receiving valuable information about resources and alliances that will help their businesses thrive. There is no tuition; students pay only the cost of their workbooks.



WIBO's curriculum covers all facets of starting and running a small business:

- ◆ Concept development
- ◆ Business plan development
- ◆ Personnel Management
- ◆ Break-even analysis; pricing strategies
- ◆ Market research
- ◆ Marketing and sales
- ◆ Purchasing and inventory management
- ◆ Financial management
- ◆ Record-keeping and taxes
- ◆ Business law
- ◆ Credit and collections

The WIBO curriculum, designed and taught by business professionals and WIBO alumni, is updated and refined continuously to ensure relevancy. Participants also complete extensive homework, research projects and participate in weekly workshop discussions.

Ongoing Support to Help Your Business Thrive

Entrepreneurs who participate in FSW's WIBO program also benefit from networking opportunities and ongoing support:

- ◆ Membership in WIBO's Alumni Association.
- ◆ Participation in small business showcases.

Program participants can also take advantage of other FSW programs, including:

- ◆ Financial literacy workshops for effective business and personal financial management.
- ◆ Individual development accounts for businesses, with matched savings.
- ◆ Access to credit through FSW's Micro Credit Businesses (MCB), and referrals to other lending sources.

How Can I Get Involved?

Contact us today to learn if the class can help you meet your goals. Explore volunteer and mentoring opportunities, become a financial partner, or make a donation to help WIBO continue to serve the community.

For more information,
contact the WIBO director at:
203-368-5547