

**LOUISIANA TECHNOLOGY PARK**

Home to Louisiana Entrepreneurs®

ENews

November 14, 2007



Keep Your Day Job, Be a Tech Entrepreneur at Night Deadline is this Friday!

This Friday is the deadline to participate in Louisiana Technology Park's class for rising entrepreneurs, [Tech Park U](#). Up to ten open slots are available for the class of 2008. Created last year in association with [Baton Rouge Business Report](#), the program meets every Wednesday for ten weeks, and then monthly to provide promising technology entrepreneurs the education and facilities needed to jump start their ideas into businesses.

Applicants must exhibit a strong willingness and commitment to turn their dream into a reality. Once accepted, each member will pay only \$99 a month for office space, support services, and office resources including individual cubicles with phones (providing long distance, voice mail and call forwarding), high-speed Internet access, e-mail, administrative support, use of fax, printer and copy machines, office and meeting space, as well as 24-hour, seven-days-a-week, secured office access.

The program uses the FastTrac Tech Venture Curriculum to teach entrepreneurs how to develop their business ideas into a commercial enterprise. During the first three months, class will meet every Wednesday evening from 6:00-9:00 pm to focus on writing a business plan and receiving in-depth training on specific business topics from guest experts. At the end of the program, members compete in a business-plan competition, for a \$2,000 grant and possible acceptance into the Louisiana Technology Park incubator.

Applications can be obtained through our website, www.TechParkU.com and must be submitted by Friday, November 16, 2007.

Entrepreneurs in the Library

Today, everyone thinks they have the next big idea or business venture. But



do they know how to get started? There are numerous how-to books on starting your own business and being successful. With so many books on the market, entrepreneurs may wonder which ones have the best advice for them.

In 2006, Forbes Magazine listed the top 10 books entrepreneurs were reading. Number one on the list was The E-myth by Michael Gerber. The E-myth is a series of books dedicated to helping guide small business owners individual success. Not only does Gerber write books, but he also holds seminars that demonstrate first hand how his tactics work.

The second book on the list was Good to Great by Jim Collins. In this book, Collins writes about how good companies can become great companies by simply incorporating some minor changes. Through his research Collins found that great companies didn't need a high-profile CEO or the latest technology; they needed disciplined, loyal people in the right positions. This book gives real life examples of how a "good" company can achieve "great" status.

Tech Park member and founder of RAMware, LLC, Rick Mekdessie highly recommends budding entrepreneurs read this book by Collins. "The findings resulting from the years of research used in the book are amazing, interesting, and the concepts are very impressive. Many times over I have used terms like 'finding the right seat on the bus' and 'rinse the cottage cheese' in meetings to get my point across," said Mekdessie.

Other books on the Forbes list were Art of the Start by Guy Kawasaki, Built to Last by Jim Collins, The Tipping Point by Malcolm Gladwell, The World is Flat by Thomas Friedman, The Art of War by Sun Tzu, The 7 Habits of Highly Effective People by Stephen Covey, The Complete Entrepreneur by Mark A. Peterson and The Upstart Start-ups by Ron Lieber.

Is It Time to Pack Up Your Home Office and Move Into Commercial Space?

Working from home definitely has its perks. After all, the rent is cheap and there's no dress code. However, running a home-based business has plenty of drawbacks, too among them, work that creeps into personal space and time in addition to an endless supply of distractions. If you're considering the leap from home into commercial office space, ask yourself these questions before you make the move.



1. Do you have money in the bank and a steady stream of sustainable income

to cover rent, insurance and all overhead? Don't forget to budget for one-time costs associated with the move and the purchase of new furniture and equipment, as well as ongoing fixed costs, such as rent, insurance, and utilities. Don't assume that just because you hang a shingle your revenue will increase. Do the math on what you need to pay your overhead before you move away from home.

2. Would your revenue benefit from a commercial location? Be careful, if you get most or all of your business via referral, the answer to this question is probably "no." On the other hand, if a physical location with foot traffic would benefit your bottom line, it may be time to move.

3. Do you have a lot of client meetings? If you are tired of clients tromping through your house looking at your kids' messy bedrooms or you have a limited number of meetings, think about moving meetings off site to a neutral location (Barnes & Noble, Starbuck's) or to the client's office. But if office space influences your clients' decision to hire you and meetings are a big part of your day, you may need your own space.

4. Do you have employees that come to your home every day? Having employees come to your home may put you in violation of residential zoning regulations. This alone would be reason to move out of your house before the neighbors get annoyed. Conversely, if you are a solo operator or infrequently have employees at your residence, it may make more sense to stay put.

5. Are you lonely? If you are a solo operator and ready to make the leap away from home to find companionship or a collaborative atmosphere, consider a shared office environment, such as Louisiana Technology Park. The Tech Park offers members their own fully furnished office with shared amenities and common areas. No matter where you work, it's important you are in circulation talking to people. If you stay at home, consider networking groups and volunteer opportunities.

6. Are distractions hampering your productivity? With all the distractions at home (cooking, cleaning, television, kids, dog), you may feel you are not getting anything done. Will moving into an office solve this problem? Or is there something else going on in your life that is getting in the way of you crossing out the "to dos" on your to-do list?

7. Do you need a better technology solution for your business? If you are running any kind of technology-driven business, it can be hard to turn a room of your home into a tech savvy space. The right office environment can give you access to professional office machines, high speed Internet access, and advanced telecom systems difficult to duplicate at home.

8. Have you considered a move to [Louisiana Technology Park](#)? Starting a new business, especially in technology, can be a risky venture. Grow your company to the next level in a supportive environment designed for success. When you become a member of the Louisiana Technology Park you have instant

access into our Technology Business Accelerator which means our professional staff becomes an extension of your team, providing a network of strategic partners who will support you with the tools you and your growing technology company need to flourish. You'll find the space, technology and resources you need at a fee that won't break your budget.

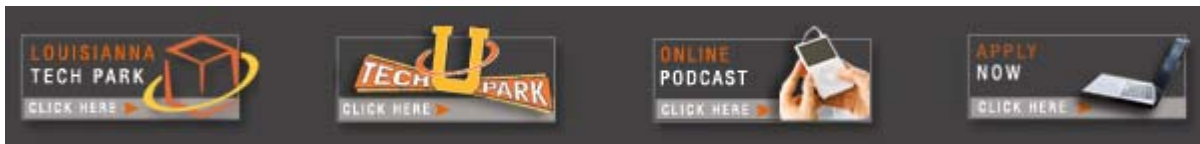
Contact us today If you are interested in joining the [Louisiana Technology Park](#).

Could You Use a \$4,000 Grant?

We are offering \$4,000 grants to companies that successfully complete the admissions process to become a member of the Incubator. Those that make the grade will not only be offered admission into the Incubator, but also will be given cold, hard cash!

- [Learn More](#) by logging onto our award-winning website
- [Apply Now](#) if you have a first-to-market, patent-pending technology-oriented product
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