February 1, 2025

To Our Delegates,

A warm welcome to the ***South Bend Community Bootcamp for Entrepreneurs***. We are so pleased to have you with us. This is a program about dreaming and doing. We have a razor-sharp focus--- to help folks with a passion for their own business to get started, and if they have already started, to stabilize and grow their ventures.

While all are welcome to the South Bend Bootcamp, we are especially concerned with those who are more economically or otherwise disadvantaged---those who face more adversity---those who have big dreams but not a lot in the way of resources. Hopefully, you will come to see that you have much more than you think. But these can be difficult businesses in terms of finding ways to make money from them. As you will see, the keys to addressing these difficulties are creativity, adaptation, and enduring tenacity.

It is difficult to cover everything in just six Saturdays, but we will do our best to give you key tools, concepts, frameworks, principles and ideas that are instrumental is creating and growing a successful venture. It is about developing your skills and capabilities as an entrepreneur, and also about developing your business concept into something that is viable and sustainable. And if you complete the six Saturdays, there will be more to come in terms of assistance.

If we move at too fast a pace, slow us down. If a concept is unclear, ask us to clarify. If you do not see how something applies in the real entrepreneurial world, push us to show you applications. This is a program about you. We believe in you and in what you can create. So please use us to help move your dream forward. Ask questions, raise issues, and encourage us to apply concepts, tools and ideas to ventures like the one you want to start. Immerse yourself in the program, and you will get much out of it.

I hope you find it to be a rigorous, relevant and enriching experience.

Sincerely,

Michael H. Morris, Ph.D.

Professor of Entrepreneurship and Social Innovation

Director, South Bend Entrepreneurship and Adversity Program (SBEAP)