

**Entrepreneurship: Nailing it from the Start**  
***(Both budding entrepreneurs and intrapreneurs welcome!)***

***Two Events: A webinar & workshop***

**WEBINAR**

TUESDAY OCTOBER 29<sup>TH</sup>; 5:00-6:00 PM

This webinar will include:

1. Brief Intro to social entrepreneurship
  - a. Pitfalls for a social entrepreneur
2. The Idea
  - a. What is an idea?
  - b. How do you come up with one?
  - c. How to pick one?
3. You have an idea. Now what?
4. Review the Ideal Customer/Employer assignment
5. Q&A

(there is no limit on the number of attendees. Participants can connect remotely or join group at Nicholas School; must register to receive link for webinar if connecting remotely)

**ON-SITE WORKSHOP**

WEDNESDAY NOVEMBER 13<sup>TH</sup>; 5:00-7:00 PM

(Workshop limited to 35 participants)

In this workshop series, learn how an entrepreneurial mindset can help advance your sustainability career—whether by launching a business or driving an existing entity forward.

*Note: While the webinar and workshop are designed to build on each other, they can be taken separately. To register for these events, visit:*

<https://www.surveymonkey.com/s/registrationEntrepreneurshipseries>

This series is presented by [Alexa Bach-McElrone](#), founder and principal of Bach-McElrone Consulting, a strategy and communications firm driving innovation and leadership in sustainable business. She created her first two (and only) jobs as an employee, transitioned to life as a full-time independent consultant in '08, and later founded Bach-McElrone. She currently is co-founding a new venture in sustainable tourism. Alexa is a Nicholas School alum (MEM 2003).

Alexa has also written an article for the upcoming DukeEnvironment magazine (attached).