

# GreaterGood Academy



SUSTAINABLE ENTERPRISE FOR ALL

- **DEVELOP** a business plan for your idea
- **LAUNCH** a green product or service
- **INCREASE** your market share
- **REDUCE** your environmental impact
- **MANAGE** your team members effectively
- **CUT** your costs
- **LEAD** in your community
- **NETWORK** with local business and government leaders
- Gain **ACCESS** to financing options
- Receive **MENTORING** from experienced professionals

The **Greater Good Academy**, a groundbreaking 8-week course, will help your business grow by embracing the “**Triple Bottom Line**” of people, planet, and profit. You’ll learn from Denver’s top sustainability experts how to build a company that **supports the environment and your community, all while generating revenue**. We’ll help you apply the Triple Bottom Line to your company’s **mission, financial plan, product development, marketing, operations and more**. By the end of the course, you will have created a custom Triple Bottom Line **action plan** for your business, and will have the chance to present it at a **public showcase** of business, civic and government leaders.

**HOW MUCH:** \$175

**WHEN:** 8 Tuesdays 6-9 PM, 2/22-4/12 2011

**WHERE:** Mi Casa Resource Center, 360 Acoma Street

**WHO:** Low- and moderate-income entrepreneurs from the City of Denver

**REGISTRATION/MORE INFO:** 303-478-0131, richard@proggroup.com

<http://www.proggroup.com/greater-good-project>



Presented in collaboration with our network partners:



[www.MileHighBiz.org](http://www.MileHighBiz.org)