

Paul Profeta Community Entrepreneurship Program

Nurturing New Jersey's Entrepreneurial Spirit

[Get in Touch](#)

Do you want to launch or grow your business?

Open to all future entrepreneurs! This free program has been developed by Paul Profeta to meet the underserved needs of budding entrepreneurs in the Newark, NJ area.

The workshop is available to aspiring and early-stage entrepreneurs from Newark and the surrounding areas. Seats are limited and available on a first-come, first-served basis. Programming includes 27 hours of instruction on key topics in entrepreneurship, delivered by Paul Profeta. Post program one-on-one mentoring and additional support is available to all participants who complete the workshop. Cost: Free – Est. Value at \$1k+

Program Lessons

Include:

- Assessing the Viability of Your Business Idea
- Choosing Your Legal Business Structure (Inc., LLC, etc.)
- How to Manage Your Company
- Marketing & Branding
- Market Research & Competition
- Researching Your Market
- Building Brand Identification
- Leveraging social media
- Financial Analytical Tools & Break-Even Analysis
- Developing a Pricing Strategy
- Human Resources

Now Accepting Registration

Entrepreneurs are invited to enroll in this FREE 9-session entrepreneurship workshop. All sessions are in-person and will be held on Thursdays March 6th, 2025 through May 1st, 2025 from 6:00 pm to 9:00 pm.

Location: The Profeta Center for Innovation and Entrepreneurship on campus at New Jersey Institute for Technology. Street address is 211 Warren Street, Newark, NJ 07103

Contact Karen Q. Pisciotta, Director of Community Entrepreneurship karen.pisciotta@njii.com 201-704-0577

[Register](#)

Outcomes

This program is designed to help new startups succeed. Graduates gain access to small business coaching, venture loan funds and online group membership. The first Profeta Entrepreneurship Workshop was delivered in 2023, where 45 participants completed the program. 15 participants went on to launch their own businesses. The program continues to mentor several of them. Three new business owners were finalists in the annual NJIT New Business Model Competition last November.

Three new business owners were finalists in the annual NJIT New Business Model Competition last November:

- Bendue James: [Home Away from Home Childcare](#)
- Courtney Pugh: Fashion to Perfection
- Marilyn Rivers: [A Beam of Light](#) life coaching

Resources for Small Businesses:

- If you are just starting your business in NJ, you should review the [Guide to Doing Business in NJ](#).
- Not sure if you or your business need to be licensed or obtain a certification? Review the [NJ Licensing and Certification Guide](#).
- Do you need to collect sales tax on the goods and services you sell and remit those taxes to the state? [Review the NJ Sales Tax Guide](#) to be sure and be sure to [register for taxes](#).
- When you are ready to hire people to help you operate the business, [visit this site](#) to learn about avoiding discrimination, worker eligibility verification. For information about NJ state labor laws, employer requirements and worker classification, [visit this site](#).

- For resources about filing to protect your intellectual property through trademarks, patents, and copyrights, [visit this site.](#)
- [Seeking funding for your small business? The Small Business Administration and the NJ Economic Development Authority](#) each offer funding programs to help you build your business.
- If you are starting a food business from your home, you will want to learn more about the [NJ Cottage Food Operator](#) rule and get a permit application.



About the Program Founder & Instructor, Paul Profeta

Paul Profeta is one of two sons born to immigrant parents in Maplewood, New Jersey. He graduated from the Phillips Exeter Academy in 1962, was admitted to Harvard College as a sophomore, graduated in 1967 and then got an MBA from Harvard Business School in 1971.

Profeta is a member of the Board of Overseers at NJIT, Board of Trustees at Newark Beth Israel Hospital, Board of Advisors at Rutgers Business School, and Board of New Jersey Chamber of Commerce, and was formerly a member of the Board of Trustees and Board of Overseers of Rutgers, the 200 Club of Essex County, Our House, and the Intersect Fund.

[Paul V. Profeta's Full Bio](#)

Recent Updates

DECEMBER 18, 2024



[Defense](#) [Entrepreneurship](#)

[Healthcare](#)

[Learning and Development Initiative](#)

[Resources](#)

[About Us](#)

[Contact Us](#)

COMMUNITY PROGRAM

[Search](#)

[Pioneering Cardiovascular Health: A Spotlight on QuanBio](#)

DECEMBER 9, 2024

[Merck Digital Sciences Studio: Meet Our Third Cohort](#)

DECEMBER 2, 2024

[Profeta Entrepreneurship Workshop Success Story – Redwood Dog Grooming](#)

[NOVEMBER 13, 2024](#)

[See More](#)

Get In Touch

Tell us what you're up to and how we can help and we'll set up time to talk.

Name *

First

Last

Title *

Title Name

Company *

Company Name

Email *

jane.doe@company.com

Message *



Write a Message

Stay Connected

[To subscribe to updates from NJII, check here.](#)

Please find the [NJII privacy policy here](#). You can unsubscribe, and withdraw your consent, at any time.




Defense  Entrepreneurship 

Healthcare 

Learning and Development Initiative 

Resources 

About Us 

Submit

Contact Us

COMMUNITY PROGRAM

[Search](#) 