



Giving Global Entrepreneurs Real-World Knowledge

The Cisco Entrepreneur Institute is a true collaboration that offers:

- Media-rich, business-relevant information from expert sources
- Tools and technologies that help enable business success
- A central point for business people to meet, share, mentor, and do business with each other

Cisco authorized training organizations connect participants with:

- People, including facilitators, program managers, business coaches, and guest speakers
- Facilities, including computers and broadband Internet access
- Local, business-relevant information that's added to the course materials provided by Cisco

The many benefits of the Entrepreneur Institute include:

- Fostering and enabling entrepreneurs globally
- Helping create jobs in local economies
- Encouraging innovative solutions and business opportunities to address challenges
- Improving the success rate of new entrepreneurial ventures
- Helping to grow and sustain economic growth in the communities where Cisco does business

Whether you're a business owner or an employee who's considering starting a business, one fact is clear: If you want to succeed, you need the best, most current business knowledge. Learning about the right business practices for your region can give you a much-needed competitive advantage. Ideally, you need knowledge from today's top business schools, as well as highly relevant, practical information that can come only from real-world experience in the private sector.

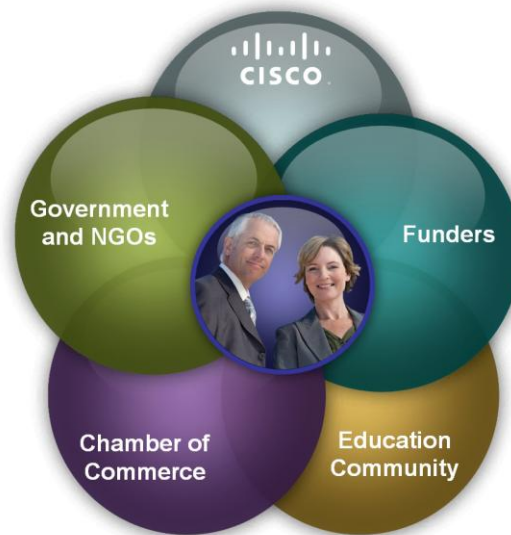
And you get both with the Cisco® Entrepreneur Institute.

Through the Entrepreneur Institute's business workshops, mentoring networks, and technology resources, you gain both academic knowledge and expertise that is highly relevant for doing business in your particular country. Your business benefits from the institute's collaboration with local government, recognized entrepreneurial leaders, and business organizations. The result is valuable business skills and access to local business expertise that can help your business compete and thrive, both locally and globally.

What Is the Cisco Entrepreneur Institute?

The Cisco Entrepreneur Institute's mission is to strengthen the entrepreneurial spirit, increase jobs, and help develop and sustain economic growth throughout the world. It fosters innovation, growth, and prosperity and helps transform the economies and social landscape globally by providing:

- Entrepreneur-specific business knowledge, including business planning skills and Cisco's Internet business solutions
- A resource center where entrepreneurs can find sound business advice, mentoring, and services
- Internet business solutions for small and medium-sized enterprises
- A technology-enabled human network



Over the past 20+ years, Cisco has used technology to advance its own business, becoming one of the world's leading companies. Cisco's vision is to offer the lessons learned from its own experience, combine business-relevant knowledge from the world's leading business and learning resources, and connect you with people, information, and the leadership of local organizations. You gain strengthened business skills that can help your business grow, differentiate, and innovate—and dramatically improve your potential for success. Cisco believes that the Entrepreneur Institute will help create significant, long-term economic and social

prosperity for you, your community, and your nation, while enabling Cisco to expand its business and social impact around the globe.

How the Cisco Entrepreneur Institute Works

Cisco has created a series of workshops made up of media-rich, business-relevant content from a variety of preeminent sources, including Stanford University, Cornell University, My Own Business, Inc., and Aries Technology, Inc. Its current offerings cover starting, growing, and tech-enabling a business, and they are enhanced by the experience of local, successful entrepreneurs and facilitators. Participants discuss strategic ideas ranging from information delivery to the use of Internet technologies to drive business growth. These workshops will expand and evolve to support the growing needs of entrepreneurs like you, through collaboration with attendees and Entrepreneur Institute feedback.

Cisco delivers these workshops through a network of training centers and local institutes that host live meetings. If participants cannot attend in person, they can attend remotely using a Web- and media-enable platform comprised of Cisco WebEx Training Center and the Virtual Learning Environment (powered by Moodle). The training centers and institutes are expected to operate in a sustainable manner, either through a cost recovery model or through grant donations.

Using the Power of Human Connections

More than a resource for learning, the Cisco Entrepreneur Institute is designed to facilitate the human side of entrepreneurship by creating a sustainable network for participants. Whether you want to find mentors, interact with other business owners, open new distribution channels, or seek out collaboration opportunities, the Entrepreneur Institute enables peer networking through the power of its local presence and the scope of its technical capabilities. Cisco is also joining with community organizations and government offices to create a community of support that enables business success.

A Model for Aspiring and Successful Private Sector Entrepreneurs.

The Cisco Entrepreneur Institute provides participants with real-world business skills, combining business theory with tested strategies for success. Through it, you'll gain real-world ideas, inspiration, and tactical tools. The networking capabilities made possible by the Entrepreneur

Institute help enable you to connect with fellow entrepreneurs and mentors. Helping to grow the global economy is an important part of Cisco's broader mission, and entrepreneurship is a critical component of that growth. To learn more about the Cisco Entrepreneur Institute's collaborative vision for your entrepreneurial success, visit <http://ciscoinstitute.net> or contact Cisco at entrepreneurs@cisco.com.



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