



Noospheric founder and CEO, Jacques Habra, to lead entrepreneurial program at Santa Barbara City College

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Founder aims to share insights and vision for launching a business to budding entrepreneurs

SANTA BARBARA, CA. August 13, 2007 — Award winning entrepreneur of the year Jacques Habra always references past mentors as a significant contribution to his success. Jacques will wear the mentor hat during a 3 day intensive bootcamp to be held at Santa Barbara City College from August 18 through August 20, 2008. Noospheric, LLC, experts in business consulting, investment strategy, and technology development, announced the bootcamp via the corporate Web site, www.noospheric.com. The bootcamp is a joint collaboration between Ventura and Santa Barbara's small business development centers and sponsored by Santa Barbara City College. The 3 day course will target students ranging in age from 15 – 22 who are very interested in becoming entrepreneurs.

Jacques Habra explains how the program came together, "Guy Smith at SBCC put all the pieces together through his network."

Guy D. Smith, Dean of Educational programs at Santa Barbara City College collaborated with Santa Barbara and Ventura Small Business Development Director Becki Walker to setup the innovative program. The 3 days will provide broad overview on all aspects of launching and growing a business including: business positioning, marketing, finance, management, operations, and even fund raising. Becki Walker adds, "these programs are designed to educate and inspire young minds. We hired the best young professionals we could find and let them go..."

In addition to Habra, Lorrie Thomas, a local Santa Barbara based marketing expert will lead several of the courses and share particular insights in the realm of marketing on-line and beyond. "Lorrie is a marketing therapist... she really understands all the facets and has tons of experience, we're very fortunate to have her leadership," adds Habra.

Students will also have the benefit of business strategist Ray Bowman to share experience and direction through the 3 day course. Guy Smith, the original architect of the program says, "One of the goals of SBCC's Scheinfeld Program on Entrepreneurship and Innovation is to make entrepreneurship a core value for students and programs across the College. The program goes a long way to fulfilling that vision and we are thrilled to be a sponsor."

Habra adds, "I have been very blessed throughout my professional career to have mentors and educators guide me a long. Our entire team that helped put together the curriculum is simply delighted to share our experience with tomorrow's entrepreneurial leaders."

About Noospheric, LLC

Noospheric, LLC provides creative, strategic consulting to emerging companies. Noospheric has helped seven companies launch into market leaders by providing startup guidance, management support, business planning, technology services, marketing plans, and financial insight for fund-raising and to valuation modeling. To learn more, please visit www.noospheric.com or contact Jacques Habra at 866-745-3555, ext. 101.

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