

Frequently Asked Questions

What is the NYC Craft Entrepreneurship Program?

The NYC Craft Entrepreneurship Program is a training program that enables artists and craftspeople to supplement their income and improve their wellbeing by starting independent, creative businesses online. The City of New York is proud to launch the program through a partnership between the [NYC Department of Small Business Services](#) and [Etsy](#).

How will participants benefit from the program?

Through a special curriculum that will be taught by experienced facilitators (who are also successful Etsy shop owners), participants will learn skills like starting and setting up an online business, basic business finance, pricing, marketing, and growing a business. During the course, participants will immediately apply their classroom knowledge to their own online shop.

What are the requirements to apply to the NYC Craft Entrepreneurship Program?

Applicants must currently have a craft and interest in starting their own online business (small, part-time businesses are fine and even encouraged!). Selected applicants will be asked to bring a representative photo of their work to the first class.

As part of the course, selected participants are required to start their own online business, so they must own an active credit card and bank account for online financial transactions (or the ability to obtain one before class starts). Participants also must have regular access to a computer and Internet and should be familiar with using a computer and have some experience with the Internet.

Selected participants must be available to attend four in-person class sessions (currently scheduled for Wednesday evenings and Saturdays during the day, starting on Wednesday, September 25th).

Enthusiasm for craft making and collaborative learning are a definite plus!

How much does it cost to participate in the program?

The program is free for individuals who are selected to join the NYC Craft Entrepreneurship Program. Note, however, that participants will incur [fees](#) that come with opening their own online shop.