



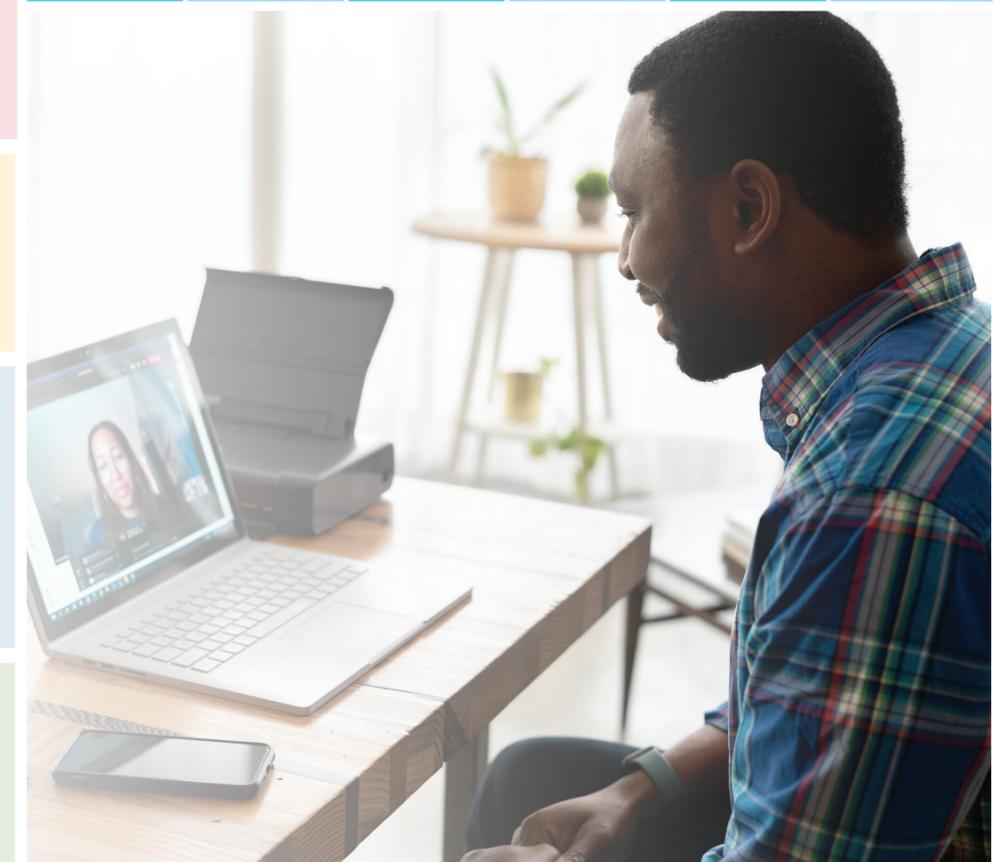
'22-'23

SEMINAR SCHEDULE FOR EXISTING BUSINESSES



SEMINAR SERIES	WORKSHOPS	CYCLE 1	OVERVIEW
SERIES 1 Re-inventing and Strengthening Your Business Post COVID-19	Overview of Business Plan Components <i>Stephanie Hopkins, DTW Investors</i>	10/11/2022	COVID-19 has impacted how we deliver products and services, and may require you to create or update your business plan. This seminar series will give a brief overview of the business plan and its components with a focus on Marketing and Branding Strategies.
	Marketing Strategies <i>Kalea Sanders, KSW Social Media</i>	10/25/2022	
	Branding Strategies <i>Kalea Sanders, KSW Social Media</i>	11/08/2022	
SERIES 2 Start-ups and/or Business Structuring	Business Structuring Business 101: Do's and Don'ts <i>Kay Powell, Speedy Taxes</i>	11/22/2022	Structure determines legal compliance. This seminar series will focus on how to determine the best structure for your business, and the pitfalls to avoid to ensure legal compliance.
SERIES 3 Increasing Your Digital Footprint	FB/IG Marketing Strategies LinkedIn TikTok <i>Kalea Sanders, KSW Social Media</i>	01/10/2023	Product and service delivery has been significantly altered by COVID-19, causing us to pivot to other means of service delivery. This seminar series will our on how to create and implement social media into your business marketing plan thereby increasing your customer base and digital footprint.
SERIES 4 Business Finance	Business Credit <i>Kay Powell, Speedy Taxes</i>	01/24/2023	Every successful business needs a budget. Although your business may be operational, it is essential to re-evaluate the budgeting section of your business plan and tightly manage your financial performance. This seminar will focus on how to create, restructure and manage your budget, budget forecasting, and explain what business credit is and how to obtain it.
	Business Budgeting <i>Kay Powell, Speedy Taxes</i>	02/07/2023	
	Business Banking <i>Kay Powell, Speedy Taxes</i>	02/21/2023	
SERIES 5 E-Commerce	E-Commerce 101 <i>TBD</i>	3/07/2023	Participants will learn how to pivot in a digital world through e-commerce and learn best practices to grow their business.

OTHER WORKSHOPS					
WELLNESS WEDNESDAY Tips for small business owners to help maintain work/life balance.					
10/19 2022	11/16 2022	12/21 2022	01/18 2023	02/15 2023	03/15 2023



STAY IN THE KNOW
Employee Retention Credit - What you need to know?

Employee Retention Credit explained. Pastor Kay gives you the information you need to take advantage of this important financial resource.

09/22/2022



'22-'23

SEMINAR SCHEDULE FOR STARTUP BUSINESSES



SEMINAR SERIES	WORKSHOPS	CYCLE 1	OVERVIEW
WEEK 1	Planning Prep & Pinpointing a Vision & Mission <i>Patricia Click, Ventress Click Ventures</i>	10/04/2022	In this session, participants will receive an introduction to the course, as well as, identify key players in business, gather background data, & set a reasonable timetable for staying on track and accomplishing goals. We want our participants to be cautious not to rush or shortchange the process and reaffirm what you/your team does, why it does it, for whom, and what it wants to become.
WEEKS 2 & 3	Mapping Reality <i>Patricia Click, Ventress Click Ventures</i>	10/18/2022	In these sessions participants will accomplish the following: <ul style="list-style-type: none"> Isolate what is currently working and what isn't: strengths and impediments. This includes assessing both external and internal challenges and opportunities. Externally, identify factors that impact your ability to achieve goals and meet targets. This may include consideration of the economy, changes in customer needs, client expectations, suppliers, costs, regulations, etc. Internally, identify factors that impact your ability to achieve objectives, quotas, and goals. This may include considerations like time management, personnel issues, facilities, resources, operation requirements, revenue pressures, etc. Once the factors are identified, participants will engage in Setting Goals and Objectives: Develop goals. In a nutshell, goals answer the core question, "What are the desired outcomes that we want to achieve?" Objectives break the goals into smaller specific pieces that are measurable.
WEEK 4	Brainstorming Marketing Strategies <i>Kalea Sanders, KSW Social Media</i>	11/01/2022	Participants will discuss how they will achieve their goals and objectives. In other words, what are the actions or methods that you will use to meet your goals and objectives. What is your Marketing Plan? Your brainstorming should address key issues, possible choices that must be made, and questions that need to be answered.
WEEK 5	Writing the Business Plan <i>Patricia Click, Ventress Click Ventures</i>	11/15/2022	During this session, participants will select the best course of action for their business and develop a plan. This is a work plan of what will get done when and by whom. It should include the identification of resources, needs, key players, and decisions to be made. Be sure to gather necessary input, secure buy-in for the plan, and seek final approval. One step often missed in the planning process is identifying and Removing Threats & Maximizing Opportunities: Determine the best way to implement your plan. Consider impediments, possible threats, "selling" the action plan, who can help, obstacles, and potential opportunities otherwise known as a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats).
WEEKS 6 & 7	Financial Management <i>Patricia Click, Ventress Click Ventures</i>	01/17/2023	Sound financial management is one of the best ways for your business to remain profitable and solvent. How well you manage the finances of your business is the cornerstone of every successful business venture. Each year thousands of potentially successful businesses fail because of poor financial management. As a business owner, you will need to identify and implement policies that will lead to and ensure that you will meet your financial obligations. To effectively manage your finances, plan a sound, realistic budget by determining the actual amount of money needed to open your business (start-up costs) and the amount needed to keep it open (operating costs). The first step to building a sound financial plan is to devise a start-up budget. Your start-up budget will usually include such one-time-only costs as major equipment, utility deposits, down payments, etc.
WEEK 8	The Perfect Pitch - Business Pitch Competition <i>TBD</i>	1/31/2023	If you're an entrepreneur, you need to know how to pitch your business. Even if you're not planning to pursue funding, having a solid elevator pitch ensures that you know your business inside and out. Which comes in handy if or when you eventually decide to seek out investment. During this session, come prepared to pitch your business plan to a small group of business experts.