



**Ready to take your business to the next level?
Then sharpen your entrepreneurial skills while
learning how to prepare to access capital.**

**Apply today for Miami Bayside Foundation's
SMALL BUSINESS TRAINING**

At no charge

**Attend a minimum of 8 out of the 10 classes to receive a
Certificate of Completion.**

WHEN

**10 sessions: February 13, 15, 20, 22, 27 March 1, 6, 8, 13, 15.
Each session is from 6:30 p.m. to 9:00 p.m.**

WHERE

**Little Haiti Cultural Center
212 NE 59th Terrace
Miami, FL 33137
(Free Parking on-site)**

**Criteria: Active business in operation for a minimum of one
year, at least 51% minority owned, and located in City of Miami.
As defined by Florida statute, minority includes: African,
Hispanic, Asian, Native Americans, and women.**

DEADLINE TO APPLY: FEBRUARY 2, 2018

**DOWNLOAD APPLICATION AT:
MIAMIBAYSIDEFOUNDATION.ORG/EDUCATION/ENTREPRENEURIAL-TRAINING
AND EMAIL APPLICATION TO INTERN@MIAMIBAYSIDEFOUNDATION.ORG
OR CALL (305) 379-7070 EXT. 204**

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SYLLABUS

**Session 1
Understanding your Business:
Mission Statement & Branding**

**Session 2
Establishing your Business:
Structure & Credit**

**Session 3
Developing your Business Plan**

**Session 4
Understanding Financial
Statements**

**Session 5
Market Analytics & Projections**

**Session 6
Digital Marketing:
Social Media & SEO**

**Session 7
Backoffice Resources:
IT, HR & Sales**

**Session 8
Protecting your Business:
Policies & Procedures**

**Session 9
Business Resources &
Pitch Preparation**

**Session 10
Presenting to Lenders**