



**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

Free to Attend

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

WHEN

**10 sessions: July 11, 16, 18, 23, 25, 30, August 1, 6, 8, 13
Each session is from 6:30 p.m. to 9:00 p.m.**

WHERE

**Betty T. Ferguson Recreational Complex
3000 NW 199 Street, Miami Gardens, FL 33056**

CRITERIA

**Active business in operation for a minimum of six months, at
least 51% minority owned, and located in Miami-Dade County.
As defined by Florida statute, minority includes African
American, Hispanic, Asian, Native Americans, and women.**

QUESTIONS

**Email eliza@miamibaysidefoundation.org
Call (786) 703-5767**

APPLY

miamibaysidefoundation.org/apply-sbt

Deadline to apply June 11, 2019

SPONSORED BY:



Tourism Business Enhancement Initiative

SYLLABUS

Session 1

**Understanding Your Business:
Mission Statement & Branding**

Session 2

Developing Your Business Plan

Session 3

**Establishing Your Business:
Structure & Credit**

Session 4

**Understanding Financial
Statements**

Session 5

Market Analytics & Projections

Session 6

**Digital Marketing:
Social Media & SEO**

Session 7

**Backoffice Resources:
IT, Human Resources, & Sales**

Session 8

**Protecting Your Business:
Policies & Procedures**

Session 9

**Business Resources &
Pitch Preparation**

Session 10

Presenting to Lenders