



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: October 10, 15, 17, 22, 24, 29, 31 November 5, 7, 12  
Graduation is on November 14, 2019  
Each session is from 6:30 p.m. to 9:00 p.m.

**WHERE**

Gibson Education Center  
3629 Grand Ave. Coconut Grove, FL 33133

**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: [joann@miamibaysidefoundation.org](mailto:joann@miamibaysidefoundation.org)  
Call: (786) 703-5768

**APPLY**

[miamibaysidefoundation.org/apply-sbt](http://miamibaysidefoundation.org/apply-sbt)

**Deadline to apply September 16, 2019**

**SPONSORED BY:**



Commissioner Xavier L. Suarez  
District 7



**SYLLABUS**

**Session 1**

Understanding Your Business:  
Branding & Marketing

**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