



**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 10 classes to receive a  
certificate of completion.**

### **WHEN**

**10 sessions: March 24, 26, 31; April 2, 7, 9, 14, 21, 23, 28**

**Graduation is on April 30, 2020**

**Each session is from 6:30 p.m. to 9:00 p.m.**

### **WHERE**

**Sunkist Grove Community Center**

**12500 NW 13<sup>th</sup> Avenue, North Miami, FL 33167**

**(free parking onsite)**

### **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 [mitchelle@mbf.miami](mailto:mitchelle@mbf.miami) or call (786) 703-5764**

### **APPLY**

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

**Deadline February 21, 2020**

### **SPONSORED BY:**



## **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**