

SCHEDULE & LOCATION

WEEK 1: THE VALUE OF A BUSINESS PLAN, APRIL 1

WEWORK, 100 W BROADWAY, DOWNTOWN LONG BEACH
Module 1: Starting Your Business – Overview (Bruce Sparks, CSULB)
Module 2: What Is a Business Plan (Bruce Sparks, CSULB)

WEEK 2: YOUR MARKETING PLAN, APRIL 8

STUDIO 111, 245 E 3RD ST., DOWNTOWN LONG BEACH
Module 1: Writing Your Marketing Plan (Dr. Hieu Nguyen, CSULB)
Module 2: How to Do Digital Marketing (Dr. Scott Flexo, CSULB)

WEEK 3: FINANCIAL ASPECTS OF YOUR BUSINESS, APRIL 15

STUDIO 111, 245 E 3RD ST., DOWNTOWN LONG BEACH
Module 1: Funding Opportunities (Frank McNulty, CSULB)
Module 2: Accounting Basics (Bruce Sparks, CSULB)

WEEK 4: LEGAL AND HR QUESTIONS, APRIL 22

STUDIO 111, 245 E 3RD ST., DOWNTOWN LONG BEACH
Module 1: Legal Structures (Allison Butler, CSULB)
Module 2: Human Resource Basics (Dr. Ruben Delgado, CSULB)

WEEK 5: WHERE TO LOCATE YOUR BUSINESS, APRIL 29

STUDIO 111, 245 E 3RD ST., DOWNTOWN LONG BEACH
Module 1: Site Selection (Adam Carrillo, DLBA)
Module 2: Negotiate a Lease (Adam Carrillo, DLBA)

WEEK 6: MAY 6, PITCH WORKSHOP

Studio 111, 245 E 3rd St., Downtown Long Beach

All sessions start promptly at 8 a.m. and run until 12 p.m.

Questions? Contact Adam Carrillo,
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