



Entrepreneur and Small Business Education Series

Week 1 - April 1, 2017 (Location: WeWorks)

The Value of a Business Plan

Module 1: Starting your business (Mr. Bruce Sparks, CSULB)

1. Introduction and Workshop Series Overview
2. What should you know prior to starting a business
 - In each of the following categories
 - Marketing / strategy
 - Accounting / finance
 - Human resources
 - Other
3. Assess your business idea – what makes a successful business idea
 - What is strategy?
 - Differentiation
 - Competitive advantage
 - The importance of adequate capital
 - Location, location , location
4. Research your business idea
 - Customer research
 - Competitor research
 - Industry research
5. Resources for small businesses

Module 2: What is a Business Plan

(Mr. Bruce Sparks, CSULB)

1. Elements of a business plan
 - a. Overview with focus and discussion of each section
 - Executive Summary
 - Business Description and Vision
 - Management and Organization
 - Marketing
 - Market analysis
 - Marketing Plan
 - Operations
 - Financial highlights and projections
2. Question and Answer

Week 2 – April 8, 2017 (Location: Studio 111)

Your Marketing Plan

Module 1: Writing Your Marketing Plan

(Dr. Hieu Nguyen, CSULB)

1. Situational analysis – SWOT
 - Brief introduction to Quick Market Intelligence (QMI)
 - Competitive Advantage:
 - Product/service differentiation
 - Price differentiation
 - Niche
 - Is it sustainable?
2. Who are my target customers?
 - Benefit segmentation: How to
 - Customer Acquisition: the funnel of customer relationship management
 - Targeting & Positioning strategies
3. How do I price my products/services?
 - Skim pricing
 - Penetration pricing
 - Status quo pricing
 - Markup
 - Break-even analysis

4. How do I approach them:

- Promotional mix:
 - Advertising
 - Personal Selling
 - Sales Promotion
 - Public relation

5. Question and Answer

Module 2: Digital Media and Marketing (Dr. Scott W. Flexo, CSULB)

1. Introduction to Digital Marketing

- What is the difference between traditional and digital marketing?
- The old rules versus new rules of marketing.
- The digital world of paid, earned and owned marketing media
- Connecting with digital customers today: How to successfully think about marketing digitally.

2. Web Sites and Marketing

- How to create the optimal web site – technical issues, software, optimal content.
- How to market a Web site – Seeding, Search engine optimization, Search “pay-per-click”.
- How to market ON a Web site – Display advertising and Google ad words.

3. Social Media Marketing

- What is social media marketing and how is it different from traditional marketing.
- How to market with Facebook.
- How to facilitate earned media and social publishing on sites like YouTube, Instagram.

4. Customer Relationship Management and E-Mail Marketing

- CRM and why it is important for successful digital marketing.
- How to use e-Mail marketing to build customer relationships.
- Elements of effective e-Mail marketing.

5. Question and Answer

Week 3 – April 15, 2017 (Location: Studio 111)

Financial Aspects of Your Business

Module 1: Funding Opportunities (Mr. Frank McNulty, CSULB)

1. Alternatives for Raising Money for a New Venture
2. Sources of Personal Financing
 - a. Personal funds, friends & family, bootstrapping
3. Preparing to Raise Debt or Equity Financing
4. Sources of Equity Funding
 - a. Business Angels, venture capital, IPOs
5. Sources of Debt Financing
6. Commercial Banks
7. SBA Guaranteed Loans
8. Other Sources of Debt Financing
9. Creative Sources of Financing or Funding
10. Crowdfunding
11. Leasing
12. SBIT and STTR Grants
13. Private Grants
14. Other Government Grants
15. Strategic Partners
16. Other Miscellaneous Sources
17. Question and Answer

Module 2: Accounting Basics (Mr. Bruce Sparks, CSULB)

1. Basic accounting principles
 - Double entry book keeping
2. Basic Financial statements
 - Income Statement
 - Balance sheet
3. The importance of understanding Cash Flow
 - Profitable businesses can go bankrupt
 - Costs of growth
4. Accounting platforms
5. The basics of financial forecasting for your business plan
 - Excel spreadsheet overview

6. Question and Answer

Week 4 – April 22, 2017 (Location: Studio 111)

Legal and Human Resource Questions

Module 1: Legal Structure (Ms. Allison Butler, CSULB)

1. Introduction – Select the business entity, description of common business forms, and 5 essential considerations.
2. Sole Proprietorship – formation, taxes, liability, termination.
3. General Partnership – formation, taxes, liability, termination.
4. Limited Partnership - formation, taxes, liability, termination.
5. Corporation – formation, taxes (C Corp v. S Corp), , liability, termination
 - General, Close Corporation, and Non-Profit
6. Limited Liability Company - formation, taxes, liability, termination.
7. New Developments – Benefit Corporations, B Corp. Certification, Series LLC.
8. Other Considerations
9. Closing Remarks
10. Question and Answer

Module 2: Human Resource Basics (Dr. Ruben Delgado, CSULB)

1. Introduction – HR Administration and Payroll Administration
2. The HR Function (Overview)
 - Legal Aspects of Human Resources Administration
 - Employer Responsibilities
3. Payroll Administration
 - Laws Affecting Payroll Administration
 - Payroll: Worker Classification
 - Payroll: Employee Subsidies
 - Payroll: Employee Handbooks
 - Payroll: Tracking Working Time and Calculating Earnings
 - Calculating Overtime for Hourly Employees
 - Payroll: Calculating Withholding Taxes and Other Deductions
4. Closing Remarks

5. Question and Answer

Week 5 – April 29, 2017 (Location: Studio 111)

Where To Locate Your Business

**Module 1: Site Selection
(Mr. Adam Carillo, DLBA)**

1. Appropriately zoned site for your business.
2. Foot traffic and parking requirements.
3. Office specific requirements/suggestions.
4. Retail specific requirements/suggestions.
5. Restaurant specific requirements/suggestions.
6. Putting it all together.
7. Question and Answer

**Module 2: Negotiate a Lease
(Mr. Adam Carillo, DLBA)**

1. Understand your lease options.
2. Do I need a broker?
3. Who pays for tenant improvements?
4. What can I negotiate?
5. Question and Answer

Week 6 – May 6, 2017 (Location: Studio 111)

PitchFest Workshop

1. Your business plan – the final session is designed to have entrepreneurs pitch their business plan and get questions answered by the experts that taught the modules.
2. Everyone that attended all six sessions will receive a certificate of accomplishment.
3. There will be 4-5 judges who are experts in evaluating business plans.
4. All workshop instructors will be there to coach each team.

Week 7: May 11, 2017 (Location: DLBA Offices)

DLBA Economic Development Committee

The finalists from the PitchFest Workshop will compete before the DLBA Economic Development Committee for funding. Details to be provided.