



**DOWNTOWN
LONG BEACH
ALLIANCE**

The Entrepreneur and Small Business Education Series

A partnership between the Downtown Long Beach Alliance and California State University Long Beach

The series is focused on providing the tools and skills needed to start and run a successful business.

California State University Long Beach will provide a certificate of accomplishment to those who complete the entire program.

Location: Downtown Long Beach

Week 1: WeWork, 100 W Broadway

Weeks 2-6: Studio 111, 245 E 3rd St, Long Beach, CA 90802

Time: All classes start promptly at 8am and finish at 12 noon

- **Week 1: The Value of a Business Plan, April 1**
 - **Module 1: Starting your business – overview (Bruce Sparks, CSULB)**
 - Assess your business idea – what makes a successful business idea
 - Research your business idea
 - Business plan development
 - Resources for small businesses
 - What will be covered in this workshop
 - **Module 2: What is a Business Plan**
 - Elements of a business plan
 - Organizational plan
 - Marketing plan
 - Financial Projections
 - Competitive Analysis
 - Putting it all together
- **Week 2: Your Marketing Plan, April 8**
 - **Module 1: Writing your Marketing Plan (Dr. Hieu Nguyen, CSULB)**
 - Competitive analysis – SWOT
 - Who are my target customers?
 - Customer Acquisition
 - What channels do I use to reach them?
 - How do I price my products/services?
 - Putting it all together
 - **Module 2: How to do digital marketing (Dr. Scott Flexo, CSULB)**
 - Design and construct your website
 - Types of social and digital media
 - Email marketing
 - Putting it all together



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- **Week 3: Financial Aspects of Your Business, April 15**
 - **Module 1: Funding Opportunities (Frank McNulty, CSULB)**
 - Traditional types of funding opportunities
 - Non-traditional types of funding opportunities
 - Applying for funding
 - How to choose the right bank
 - Lender's panels
 - Putting it all together
 - **Module 2: Accounting Basics (Bruce Sparks, CSULB)**
 - Basic accounting principles
 - Types of accounting platforms
 - Financial statements
 - Putting it all together
- **Week 4: Legal and HR Questions, April 22**
 - **Module 1: Legal Structures (Allison Butler, CSULB)**
 - Business entities (sole proprietorships, partnerships, LLCs, Series LLCs, B-corps, corporations)
 - Formation, duration, taxation, and liabilities
 - Partnership agreements
 - Current business issues
 - Putting it all together
 - **Module 2: Human Resource Basics (Dr. Ruben Delgado, CSULB)**
 - Hiring employees (EEOC and discrimination questions)
 - W-2 vs. Independent contractors
 - Employee handbook
 - Payroll
 - Employee subsidies
 - Putting it all together
- **Week 5: Where to Locate Your Business, April 29**
 - **Module 1: Site selection (Adam Carrillo, DLBA)**
 - Appropriately zoned site for your business
 - Foot traffic and parking requirements
 - Office specific requirements/suggestions
 - Retail specific requirements/suggestions
 - Restaurant specific requirements/suggestions
 - Putting it all together
 - **Module 2: Negotiate a lease (Adam Carrillo, DLBA)**
 - Understand lease options
 - Do I need a broker?
 - Who pays for tenant improvements
 - What can I negotiate?
 - Research the area prior to lease negotiations
 - Putting it all together
- **Week 6: May 6, *Pitch Workshop**
- **Week 7: May 11, DLBA Economic Development Committee**

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