



**DOWNTOWN
LONG BEACH
ALLIANCE**

The Entrepreneurship Education Series

A partnership between the Downtown Long Beach Alliance (DLBA), Farmers & Merchants Bank (F&M), and the Institute for Innovation & Entrepreneurship (IIE) at Cal State Long Beach

Target Audience:	Entrepreneurs/Small business owners and future start-ups
Potential Class Size:	30-50 per session
Goal:	Have the same group matriculate through all 6-weeks
Location:	Downtown Long Beach – Zoom
Timeline:	Saturday Mornings, 8:00 am to 12:00 pm; 2 modules/week, 2 hours each: April 10 – May 15, 2021
Outcome:	A Certificate of Completion and a Business Plan for those who finish the entire program.

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

WEEK ONE (APRIL 10): THE VALUE OF A BUSINESS PLAN

Module 1: What is a Business Plan (Dr. Ingrid Martin, CSULB)

- Elements of a business plan
 - Organizational plan
 - Marketing plan
 - Financial Projections
 - Competitive Analysis
- Putting it all together

Module 2: Creating a Business Model Canvas (Ingrid Martin, CSULB)

- Structure of a BMC
- Defining your Value Proposition
- Who is your customer?
- Generating Revenue
- “Producing” your product or service
- Cost projections

WEEK TWO (APRIL 17): YOUR MARKETING PLAN

Module 1: Writing your Marketing Plan (Diana Sifford, CSULB)

- Assessing your Business Idea
- Competitive analysis
- Who are my target customers?



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- How do I reach them?
- 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 (Aleks Lason, Chrilleks)

- Design and construct your website
- Types of social and digital media
- Email marketing
- Putting it all together

WEEK THREE (APRIL 24): FINANCIAL ASPECTS OF YOUR BUSINESS

Module 1: Accounting Basics (Sabrina Landa, CSULB)

- Financial Literacy
- Basic accounting principles
- Types of accounting platforms
- Financial statements
- Putting it all together

Module 2: Funding Opportunities – Becoming Bankable! (Dean Heiss/Wade Martin)

- Traditional types of funding opportunities
- Non-traditional types of funding opportunities
- Applying for funding
- How to choose the right bank
- Access to Capital

WEEK FOUR (MAY 1): WHERE TO LOCATE YOUR BUSINESS

Module 1: Site selection (Austin Metoyer, 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 (Karie Armstrong, SBDC)

- Understand lease options



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- 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 FIVE (MAY 8): LEGAL AND HR QUESTIONS

Module 1: Legal Structures (Ashleigh Stone, Stone Law Firm)

- 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. Kerri Cissna, CSULB)

- Hiring employees (EEOC and discrimination questions)
- W-2 vs. Independent contractors
- Employee handbook
- Building teams
- Putting it all together

WEEK SIX (MAY 15): PITCHFEST

Businesses that have completed all modules will be eligible to pitch to a panel of judges to compete for prize money. Prize money from F&M Bank totaling \$20,000 will be awarded based on recommendations from the DLBA Economic Advisory Board, F&M Bank, and CSULB IIE. Participants will also be awarded a Certificate of Completion from the CSULB Institute for Innovation & Entrepreneurship.



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Presenting Sponsors:

- Downtown Long Beach Alliance (DLBA)
 - Institute for Innovation & Entrepreneurship at California State University Long Beach
 - Farmers & Merchants Banks
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- **Location:**
 - Virtual via Zoom
 - **Time:**
 - 8am-12pm each consecutive Saturday
 - **Target Audience:**
 - Existing and Potential Downtown Business Owners, Entrepreneurs, Start-Ups, and Small Business owners
 - **Potential Class Size:**
 - 25-50 per session
 - **Goal:**
 - Have the same group matriculate through all 5-weeks to create new businesses and high paying jobs in Downtown resulting in the leasing of available office space.
 - **Cost to Attend:**
 - Free to attend for Existing and Potential Downtown Business Owners and CSULB Students (Value of \$1,350)
 - **Timeline:**
 - April/May 2021

**For More Information Contact:
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(562) 485-3130**

**Or visit our website:
www.DTLBbusiness.com**

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