



**DOWNTOWN
LONG BEACH
ALLIANCE**

The Entrepreneurship & Small Business Education Series

A partnership between the Downtown Long Beach Alliance and the Institute for Innovation & Entrepreneurship (IIE) at California State University Long Beach

Target Audience:	Entrepreneurs/Small business owners and future start-ups
Potential Class Size:	25-50 per session
Goal:	Have the same group matriculate through all 6-weeks
Location:	Studio One Eleven: 245 E 3 rd Street, Long Beach CA 90802
Timeline:	Saturday Mornings, 8:00 am to 12:15 pm; 2 modules/week, 2 hours each: April 2 – May 14, 2021
Outcome:	A Certificate of Completion and a Business Plan for those who finish the entire program. Eligible to compete for grant funding through Pitchfest Competition.

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

Week 1 (April 2): The Value of a Business Plan

Module 1: Creating a Business Model Canvas (Ingrid Martin)

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

Module 2: What is a Business Plan (Ingrid Martin)

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

Week 2 (April 9): Your Marketing Plan

Module 1: Writing your Marketing Plan (Darilyn O’Brien)



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

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

Break for Easter (April 16): Class will be postponed one week

Week Three (April 23): Financial Aspects of your Business

Module 1: Accounting Basics (Sabrina Landa)

- 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 (April 30): Where to Locate your Business

Module 1: Site selection (Austin Metoyer)

- 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)

- Understand lease options
- Do I need a broker?
- Who pays for tenant improvements
- What can I negotiate?



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- Research the area prior to lease negotiations
- Putting it all together

Week Five (May 7): Legal and HR Questions

Module 1: Legal Structures

- 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 (Kerri Cissna)

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

Week 5 (May 7, Noon): Pitch Practice (Wade, Ingrid, Kerri)

- We will bring in food and drinks and work with teams eligible to pitch.

Week 6 (May 14): Pitchfest Competition

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
- **Location:**
 - Zoom
- **Time:**
 - 8am-12noon 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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