



**DOWNTOWN
LONG BEACH
ALLIANCE**

The Entrepreneurship Education Series

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

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

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

- **Week 1: The Value of a Business Plan, April 20**
 - DLBA Introduction including PitchFest review and requirements
 - **Module 1: Starting your Business – Overview (Mr. 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
- **Week 2: Your Marketing Plan, April 27**
 - **Module 3: 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?
 - **Module 4: How to do digital marketing (Dr. Scott Flexo, CSULB)**
 - Design and construct your website
 - Types of social and digital media
 - Email marketing
- **Week 3: Financial Aspects of Your Business, May 4**
 - **Module 5: Funding Opportunities (Mr. 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
 - **Module 6: Accounting Basics (Mr. Frank McNulty, CSULB)**
 - Basic accounting principles
 - Types of accounting platforms
 - Financial statements



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- **Week 4: Where to Locate Your Business, May 11**
 - **Module 7: Site selection (Mr. Sean Lieppman, Lee & Associates & Mr. 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
 - **Module 8: Negotiate a lease (Mr. Sean Lieppman, Lee & Associates & Mr. Austin Metoyer, DLBA)**
 - Do I need a broker?
 - Understand lease options
 - Who pays for tenant improvements?
 - What can I negotiate?
 - Research the area prior to lease negotiations
- **Week 5: Legal Issues & Funding Opportunities, May 18**
 - **Module 9: Legal Structures (Ashleigh Stone Esq., Stone Law & Consulting)**
 - Business entities (sole proprietorships, partnerships, LLCs, Series LLCs, B-corps, corporations)
 - Formation, duration, taxation, and liabilities
 - Partnership agreements
 - Current business issues
 - **Module 10: Human Resource Basics (MaryEllen Johnson)**
 - Hiring employees (EEOC and discrimination questions)
 - W-2 vs. Independent contractors
 - Employee handbook
 - Payroll
 - Employee subsidies
 - **Pitch Breakout: IIE Instructors will break out into groups to finalize pitch & business plan competition**
- **Week 6: May 25, *PitchFest**
- **Week 7: June 13, DLBA Economic Development Committee**



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Presenting Sponsors:

- Downtown Long Beach Alliance (DLBA)
- Institute for Innovation & Entrepreneurship at California State University Long Beach
- **Location:**
 - Weeks 1-6 Studio One Eleven, 245 W 3rd St., Long Beach, CA 90802
- **Time:**
 - 8am-12noon each consecutive Saturday
- **Target Audience:**
 - Existing and Potential Downtown Business Owners, Entrepreneurs, Start-Ups, and Small Business owners
- **Potential Class Size:**
 - 45-75 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 2019

**For More Information Contact:
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(562) 485-3130
Or visit our website:
www.DTLBbusiness.com**

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