

Course Information: 9-Week Small Business Planning Course

Dates: Saturdays, May 7-July 2, 9am-12pm

Class will be offered **in conjunction with the STEAM Garden, but will be held virtually on Zoom.**

***Please let us know if you have connection issues or wish assistance setting up Zoom.

The tuition for the course is \$240 and includes class materials.

*** Scholarships may be available; reach out to rose@mycommunityloanfund.org.

****If you or your organization would like to sponsor a scholarship, please inquire directly to rose@mycommunityloanfund.org.

This course covers: 9 sequential 3 hour sessions presented by community experts in business

Course Outline: This outline is subject to change

Session 1: Introduction to Entrepreneurship & Business Plans May 7

Presenter: Rose Bordett

Session 2: Legal Issues: Business Formation, Contracts & Intellectual Property May 14

Presenter: Nancy Delain, Esq.

Session 3: Marketing Concepts & Market Research May 21

Presenter: Khamel Abdulai

Session 4: Commercial Real Estate and Website Development May 28

Presenter: Felton McLaughlin

Presenter: Michael Roach

Session 5: Insurance Concepts & Interactive Business Plan Exercise June 4

Presenter: CLF Staff

Presenter: Neal Brady

Session 6: Social media marketing and Best Accounting Practices June 11

Presenter: Aimee Tweedy

Presenter: TBD

Session 7: Creating Cash flow Projections & Credit analysis (Personal/Small Business) June 18

Presenter: Destiny Watkins

Session 8: Financial Management June 25th

Presenter: Keith Kaplan, CPA

Session 9: Finance for Small Business, Small Business Concerns and Graduation July 2

Presenter: John Staugaitis

Presenter: Karen Schupack

Presenter: CLF Staff

An online resource page and CLF staff are available anytime during the course to provide weekly resources (content depends on the session) such as: handouts, links, slide-decks, and replays.