



**Ready to take your business to the next level?  
Then sharpen your entrepreneurial skills while  
learning how to prepare to access capital.**

**Apply today for Miami Bayside Foundation's  
SMALL BUSINESS TRAINING**

**At no charge**

**Attend a minimum of 8 out of the 10 classes to receive a  
Certificate of Completion.**

#### **WHEN**

**10 sessions: February 13, 15, 20, 22, 27 March 1, 6, 8, 13, 15.  
Each session is from 6:30 p.m. to 9:00 p.m.**

#### **WHERE**

**Little Haiti Cultural Center  
212 NE 59th Terrace  
Miami, FL 33137  
(Free Parking onsite)**

**Criteria: Active business in operation for a minimum of one  
year, at least 51% minority owned, and located in City of Miami.  
As defined by Florida statute, minority includes: African,  
Hispanic, Asian, Native Americans, and women.**

**DEADLINE TO APPLY: JANUARY 22, 2018**

**TO APPLY EMAIL APPLICATION TO:  
[INTERN@MIAMIBAYSIDEFOUNDATION.ORG](mailto:INTERN@MIAMIBAYSIDEFOUNDATION.ORG)  
OR CALL (305) 379-7070 EXT. 204**

#### **SPONSORED BY:**



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#### **SYLLABUS**

##### **Session 1**

**Understanding your Business:  
Mission Statement & Branding**

##### **Session 2**

**Establishing your Business:  
Structure & Credit**

##### **Session 3**

**Developing your Business Plan**

##### **Session 4**

**Understanding Financial  
Statements**

##### **Session 5**

**Market Analytics & Projections**

##### **Session 6**

**Digital Marketing:  
Social Media & SEO**

##### **Session 7**

**Backoffice Resources:  
IT, HR & Sales**

##### **Session 8**

**Protecting your Business:  
Policies & Procedures**

##### **Session 9**

**Business Resources &  
Pitch Preparation**

##### **Session 10**

**Presenting to Lenders**