



**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 first 10 classes to receive a  
Certificate of Completion.**

**WHEN**

**10 sessions: July 12, 17, 19, 24, 26, 31; August 2, 7, 9, 14.  
Graduation: August 16, 2018.  
Each session is from 6:30 p.m. to 9:00 p.m.**

**WHERE**

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

**Criteria: Active business in operation for a minimum of six  
months, 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: JUNE 12, 2018**

**COMPLETE THE APPLICATION AT:**

**[MIAMIBAYSIDEFOUNDATION.ORG/EDUCATION/ENTREPRENEURIAL-TRAINING](http://MIAMIBAYSIDEFOUNDATION.ORG/EDUCATION/ENTREPRENEURIAL-TRAINING)**

**IF YOU HAVE ANY QUESTIONS,**

**EMAIL [JANE@MIAMIBAYSIDEFOUNDATION.ORG](mailto:JANE@MIAMIBAYSIDEFOUNDATION.ORG)**

**OR CALL (305) 379-7070 EXT. 204**

**SPONSORED BY:**



Tourism Business Enhancement Initiative

**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**

**Graduation**