

# At REV Birmingham, we're all about small business...

## WHAT

We know how small business impacts the vibrancy of a community, and that's exactly why we have been working to retool REV's Business Growth program - to better serve the needs of our local entrepreneurs and small business community. To that effect, we are excited to launch **BIZ 1.0: Entrepreneur Essentials**, a four-part workshop series focused on providing the essentials needed to build a profitable and sustainable business. We believe that by acquiring these fundamental business tools, entrepreneurs will be better equipped to start and grow more successful Birmingham businesses.

## WHEN & WHERE

This invaluable curriculum will be offered regularly at **SocialVenture, 5529 1<sup>st</sup> Avenue South**, historic Woodlawn.

Cost is only **\$15 per session** or **\$50 for the full four-part series**.

*"Great vibe! Great info!  
Can't wait for the next  
session!"*  
-Birmingham Small Business Owners



## BIZ 1.0: ENTREPRENEUR ESSENTIALS —> WORKSHOP CURRICULUM

### Developing Your Business Model

- Difference between business model and business plan
- See a business model in action
- Create your own business model
- Testing your business model

1

### Financial Intelligence

- Financial Tools (reports, budgets, revenue projections & models)
- Record Keeping, Documentation
- Pricing products and services
- Financing your startup
- Managing your working capital and cash flow

2

### Building Your Business Structure + Operations

- Choosing your business name
- Registering your business name
- Legal entity forms; legal and tax implications
- Employees vs. Independent Contractors
- Employment law requirements
- Establishing key relationships through contracts
- Licensing requirements

3

### Branding + Marketing + Advertising

- What's in a brand?
- Types of marketing
- Developing your marketing plan
- Creating and deepening your message around your value proposition
- Measuring results

4