

# SMALL BUSINESS CERTIFICATION FOR ASPIRING & EARLY-STAGE ENTREPRENEURS

## WHO SHOULD ATTEND

Entrepreneurs with a concept for a new business and want to start within the next 6 to 12 months as well as start-up businesses in operation less than 2 years that want to develop a plan for more growth, profitability, and access to capital.

All participants will have the option, upon completion of the four week course, to receive optional additional assistance to access a minimum of **\$100,000, guaranteed.**

## WHEN

Four weekly sessions available on-line, on-demand.

## COST

Four payments of \$99.

*This course is often offered for \$2,500.00. Our reduced price point is due to grant funding and sponsorship support from local financial institutions and partners.*

**The Small Business Certification Training is a hands-on, in-depth, four week, on-line course with personalized mentoring designed to provide practical information, tips, exercises and tools to help you be successful.**

This course incorporates content from the award-winning Money Smart for Small Business developed by the FDIC and promoted by the SBA and was created by Business Management college professors, SBDC Advisors, SCORE Mentors, and business bankers to assist small businesses in successfully starting entrepreneurial endeavors and accessing capital to reach their potential.

The on-line curriculum is taught by current or former college professors with a minimum of a graduate degree in business, i.e., MBA, and 10+ years of entrepreneurial experience. Participants also receive personalized assistance between each of the four lessons to apply the material covered to your business.

The Institute for Improved Minority Financial Literacy, a non-profit organization, was exclusively selected to administer this Certification Program.

## LEARNING OBJECTIVES

- Understand how to properly set up a business regardless if you are pre-launch or a start-up.
- Become familiar with how to access capital with topics including building business credit, avoiding common mistakes, types of capital including debt- and equity-based, etc.
- Create a lender-compliant business plan and loan package to qualify for a SBA/business loan even as a start-up.
- Gain familiarity on key financial management topics including compliance, creating financial projections, legally minimizing taxation, etc.
- Learn how to gain access to a minimum of \$100,000 capital raise to start or grow your small business.

**FOR MORE INFORMATION**  
<https://IIMFL.org>