

SO YOU WANT TO START A BUSINESS

- Business Planning
- Legal and Finance
- Marketing

DATES

Sept. 25 • CLASS 1
Oct. 1 • CLASS 2
Oct. 10 • CLASS 3
Oct. 18 • CLASS 1
Oct. 25 • CLASS 2
Nov. 1 • CLASS 3
Nov. 6 • CLASS 1
Nov. 15 • CLASS 2
Nov. 27 • CLASS 3
Dec. 4 • CLASS 1

TIME

6 pm – 9 pm

COST

\$20 per class

LOCATION

Marin Health and
Wellness Center
3260 Kerner Blvd.
San Rafael, CA

REGISTER/ QUESTIONS

santarosasbdc.org
707.595.0060

Is there a market for your business? How do you plan to finance? Do you know what form of business ownership is best for you? Do you know what licenses and permits are required? Do you have a marketing plan? Have you written a business plan?

This course gives you the answers to these questions and more! This 3-part series provides small business start-up information to people who have developed a business concept and have initiated the planning process to start their business.

CLASS 1 *Business Planning:* Covers the importance of a business plan, the elements a business plan should include and hands-on work on your own basic business plan.

CLASS 2 *Legal and Finance:* Covers legal structure, business insurance, licenses/permits, leases/contracts, and protecting your intellectual property. It also goes over the basics of financing your business, estimating start-up costs, break even analysis, the importance of cash flow and basic financial statements.

CLASS 3 *Marketing:* Covers the process and how-to's needed to conduct your own market research and answer questions about whether your product or service is viable in your community. The class also provides an outline and covers the elements of a successful marketing plan.



SMALL BUSINESS
DEVELOPMENT CENTER
Santa Rosa