

# EMPOWER OUR SMALL BUSINESSES



FUNDAMENTALS OF  
ENTREPRENEURSHIP  
AND SMALL BUSINESS  
OWNERSHIP



LEGAL, TAX, AND  
LIABILITY  
CONSIDERATIONS



MARKETING,  
BRANDING, AND SALES  
STRATEGIES



BUSINESS FINANCES,  
LENDING, AND GRANT  
OPPORTUNITIES

## **small business** *Academy*

A **FREE** SERIES OF 4 DIGITAL EDUCATION COURSES  
DESIGNED FOR SMALL BUSINESS SUSTAINABILITY AMID COVID-19

**SESSION ONE: NOVEMBER 4<sup>th</sup> - NOVEMBER 19<sup>th</sup>**

**SESSION TWO: DECEMBER 2<sup>nd</sup> - DECEMBER 17<sup>th</sup>**

Applicants must commit to attend and complete all four courses which are held on Zoom.  
Our mandatory orientation session is Monday, November 2, 2020 from 6:00pm - 7:00pm.

**APPLY NOW ON [WWW.OLDGOLDVENTURES.COM](http://WWW.OLDGOLDVENTURES.COM)**



[WWW.KCBCC.CO](http://WWW.KCBCC.CO)  
[WWW.OLDGOLDVENTURES.COM](http://WWW.OLDGOLDVENTURES.COM)



@KCBCKERN  
@OLDGOLDVENTURES



@KCBCC  
@OLDGOLDVENTURES



**Free Business Development Courses  
Designed for Small Businesses  
Navigating the Pandemic**

# **GRANT SCHOLARSHIPS AWARDED**

To Participants for Full Completion  
of the Small Business Academy

## **Fundamentals of Entrepreneurship and Small Business Ownership**

Learn how to evaluate your idea, identify benefits and risks, explore business model options, and understand the key elements needed to launch, grow, and sustain a successful business.

## **Legal, Tax, and Liability Considerations**

Which entity choice is best for my business? What are the legal, tax, and liability implications that need to be considered? How do I protect my idea and the business? What are my options for my business to contract with the government?

## **Marketing, Branding, and Sales Strategies**

Target market identification is critical to understanding and being strategic with your marketing efforts. Learn how to determine who will buy your product or service, how to reach them, and how to convert them into a paying customer. Dive deep into how to "brand" your business, how to create compelling marketing content, and the best methods to communicate your message to your ideal customers.

## **Business Finances, Lending, and Grant Opportunities**

Learn how to identify potential revenue streams, calculate fixed and variable expenses, how to track profits, and strategies to avoid losses. Understand the difference between calculating a sales forecast, cash flow projections, and budgets. Develop meaningful metrics to ensure you and your business stay on track.



**2 SESSIONS  
AVAILABLE**



**4 DIGITAL COURSES  
PER SESSION**



**100% FREE TO  
THE PUBLIC**

**This opportunity is open to all businesses and entrepreneurs in  
Kern County desiring equitable access to information, data, funding,  
and training to help maintain and grow.**

**LIMITED SPOTS AVAILABLE  
APPLY NOW ON [WWW.OLDGOLDVENTURES.COM](http://WWW.OLDGOLDVENTURES.COM)**