



Friday Boot- CAMP

June 4, 11, 18th

9:00am-5:00pm



Sacramento Business Services Center is proud to facilitate another NxLevel® Academy, its mission is to serve as an entrepreneur training network to support and strengthen small businesses and promote economic development. NxLevel® has become the premier entrepreneurial training program in the United States through the development and delivery of curricula designed to teach best practices for small businesses. More than 170,000 entrepreneurs, aspiring entrepreneurs, and small business owners have completed NxLevel® courses. In addition, there are over 6,000 certified NxLevel® instructors around the country.

DAY 1 (June 4, 2010)

Introduction, Overview & Entrepreneurship

- **Introductions**
- **Book Distribution**
- **Overview of services and programs**
- **Brief History of NX Level**
- **Course Introduction**
- **Expectations**
- **Student Introductions**
- **Instructor Lecture Topics**

Time:
9:00-10:00am

Steve Gandola
Celia Cortez
Cassy V. Matu

Ixiim Flores, Wells Fargo

Jenna Wainaina, Wal-mart

Objectives:

- **Gain and understating of the course curriculum and expectations**
- **Learn the difference between being on Entrepreneur and "having created a job"**
- **Gain Knowledge of the components of the NX Level Business Plan**
- **Understand and develop a set of goals and objectives and a mission statement**
- **Experience networking with class participants**

1. The Legal Structure of Your Business

- a. Options
- b. Pros & Cons

- Government Regulations & taxes

Other Legal Issues:

- Contracts & Leases
- Intellectual Property
- Risk Management, Insurance
- Estate Planning & Business Succession
- Developing the Management Team
- Employee Relations

Objective:

- Identify and select a legal structure for your business
- Become aware of legal issues facing small business and outside resources available for help
- Identify internal and external management team members.
- Identify and select a legal structure for your business
- Become aware of legal issues facing small business and outside resources available for help
- Identify internal and external management team members
- Determine current and future employee needs and associated costs
- Understand the pros and cons of outsourcing

10:00-11:00

Leonor Dicdican, Esq.
Diepenbrock Harrison

11:00-12:00

Curtis Namba, Esq.
Namba Law

Marketing- Behind the Scenes: Analysis and Understanding; Tactics & Implementation

1. What is marketing?
 - i. The 4 P's of Marketing
2. Analyzing the Customer/ Competition
3. Where Do you do Business
4. Product Strategies
 - i. Product Line
 - ii. Packaging & Image Development
 - iii. Service Enhancements
5. Pricing Strategies- What is the Right Price
6. Promotional Strategies
 - i. Networking
 - ii. Advertising & Media
 - iii. Marketing Tools

Univ. of Phoenix
Marketing Expert.
(TBD)
12:30-2:30pm

Marketing: Analysis, Tactics & Implementation

Video: Signage

Objectives:

- Develop an understanding of marketing issues and their day-today impact on company profitability
- Understand the necessity for market research
- Develop our customer profile and analyze the competition
- Learn how to use customer and competition profits to analyze market potential
- Understand the relationship between the 4 P's of marketing
- Understand the importance of your sign being visible and conspicuous
- Understand the importance of the business image in overall marketing

Walmart
Corporate Marketing
Expert.(TBD)
2:45-5:00pm

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- strategies
- Learn what elements influence price and the price/quality relationship
- Develop an understanding of the principals of customer service and their impact on profitability
- Examine promotional tools and select the most effective mix for your business

DAY 2 (June 11, 2010)

Financial Overview: Financial Planning, Budgets, Books, Records and Controls

9:00-11:30

Sam Perez, CPA

Rodriguez, Perez & Delgado CPAs

- Overview of Financial Statements
- The Balance Sheet
- Your personal Financial Statement
- Your Business Balance Sheet
- Tools for Analyzing Financial Statements
- The Importance of a Good Accounting system
- Controls- Accounting, Record-Keeping & Operations
- Why should you budget?
- The Basics of Budgeting?
- How to prepare your Budgets?
- Feedback from your Budgets & other Performance Measures

Objective:

- Gain an understanding of basic financial statements and their uses.
- Understand how accounting systems tie to the production of useful financial statements
- Prepare a Personal Financial Statement and current Business Balance Sheet
- Begin using Financial Statement Analysis (ratios) to analyze Balance Sheet information.
- Examine the bookkeeping and recordkeeping activities of their business and who controls them
- Determine other operations controls required in their business and who is responsible for them.
- Understand the importance of budgeting
- Explore how budgets provide performance feedback
- Prepare budgets, Sales Forecasts, Cost Projected Units Sold, Fixed Assets, Growth/Start Up Expenses
- Review and adjust budgets prepared in earlier sessions

Managing your Money: Developing and Using Cash Flow Projections & Understanding Financial Statements.

12:00-2:30
Diego Garcia
SCORE

- Break –Even Analysis
- Managing the Cash Flow Cycle
- Internal Controls for Cash
- Preparing Cash Flow Projections
- The Income Statement
- The Balance Sheet
- Statement of Owner’s Equity
- Statement of Cash Flows
- Summary of Financial Statements

Objective:

- Understand the concept of Break-even
- Calculate the Break-Even Point for their business in units and sales volume
- Explore ways of managing the cash flow cycle
- Understand internal operations controls relating to cash management
- Prepare monthly and annual cash flow projections with accompanying notes
- Prepare the Monthly Projected Income Statement and Understand how it differs from the Cash Flow Projection
- Develop a Projected Balance Sheet and compare with the beginning Balance Sheet
- Become familiar with Statement of Owner’s Equity and Annual Statements of Cash Flows
- Gain an understanding of managerial uses of financial statements

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Financing Your Business: Alternative Sources of Money & Managing Growth

2:40-5:00

Julio Valenzuela
Business
Wells Fargo

- **Choosing the Right Financing**
- **Debt Financing**
- **Equity Financing**
- **Other Financing Sources**
- **Keys for Successfully Obtaining Financing**
- **Managing growth**
- **Growing Pains & Considerations**
- **Ongoing Cash Management**
- **Should you grow?**

Objectives:

- **Develop and understanding of the difference between debt and equity financing**
- **Gaining knowledge of alternative sources of financing**
- **Understand the components of a complete financing proposal**
- **Explore ways to “work with” the banks**
- **Summarize financial needs for their project**
- **Examine Reason for growing your business**
- **Recognize the pitfalls of unmanaged growth**
- **Gain an understanding of managed growth**
- **Understand financial management**

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DAY 3 (June 18, 2010)

Potpourri Items: Sales, Networking, Customer Service, Deal Makings and more:

- Negotiating the Deal
- Making the Deal
- Contract and Project Management
- Customer Service
- Networking – social and online
- Managing the Deal

Learning Objectives:

- *Develop an understanding of the negotiating process*
- *Gain knowledge of negotiating techniques*
- *Explore the deal-making process and tips for effective deal-making*
- *Understand effective contract management and how it relates to their business*

Practice/develop negotiating skills

Your Business Future:

Managing Growth & Plan Completion

1. *Growing Pains*
2. *Growth Consideration*
3. *Financial Management*
4. *Should you grow?*

Nick Montoya, Pres/CEO of Montoya Inc.

Ruby Maciel, Membership Manager

Celia Cortez, Dir. of Programs/Events.

Graduation Day!

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Thank you Wells Fargo Bank and Wal-mart Foundation for making this program possible; and helping fostering the economic prosperity in Sacramento.