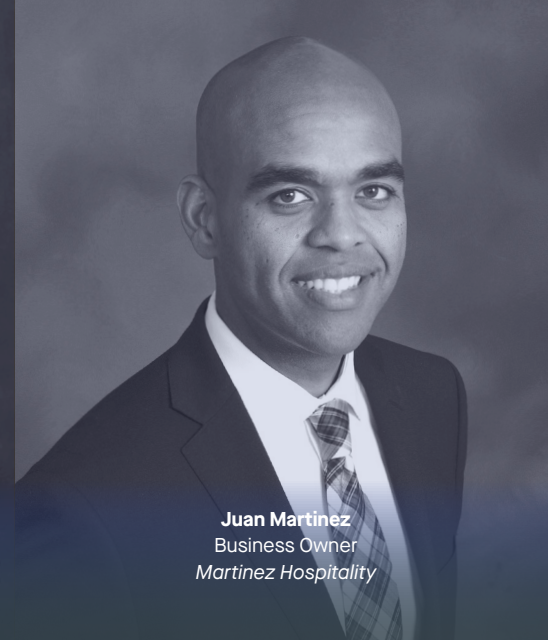




**Lizette Epps, MBA, CUDE**  
Executive Director of Community and  
Economic Development  
Alvernia University



**Juan Martinez**  
Business Owner  
Martinez Hospitality



**Marilyn Morel**  
VP Community Leader  
Community First Fund



SMALL BUSINESS  
ENTREPRENEURSHIP  
**WORKSHOP**

# Building Blocks of Business Success: Small Business Entrepreneurship Workshop

Whether you're just stepping into the entrepreneurial world, already own a small business, or are considering a fresh start in the business realm, this no-cost series is tailored for you.

Led by our experienced leadership team, volunteer board, and expert guests, each session from 9 am to 4 pm will cover topics crucial for business success, including business model understanding, comprehensive planning, financial projections, and navigating legal challenges. Enjoy the added benefits of a complimentary lunch, networking opportunities, and a celebratory wrap-up session with key stakeholders.

**Dates:** Saturdays — July 13th, July 20th, and July 27th

**Time:** 9 am - 4 pm

**Location:** 6126 Hamilton Blvd., Allentown, PA 18106

Registration and Pre-Work are due by July 5, 2024.

Get the guidance you've been searching for with this business series. Take the plunge and register today at [firstcomcu.org/workshops](https://firstcomcu.org/workshops)

Federally insured by NCUA. First Commonwealth staff do not provide tax or legal guidance. For such guidance please consult with a qualified professional.





SMALL BUSINESS

# ENTREPRENEURSHIP WORKSHOP

2024 Workshop Agendas

## Day One, July 13<sup>th</sup>

### **Morning Session: Foundations of Business Model Canvassing**

Facilitator: Lizette Epps and Adonis Fleming

- Introduction to the Business Model Canvas
- Business Model Canvas (Comprehensive Review)
- Business Model Canvas Template Provided

### **Afternoon Session: Crafting Your Business Plan**

Facilitator: Lizette Epps, Adonis Fleming, and Staff

- Benefits of Combining the Business Model Canvas with a Traditional Business Plan
- Comprehensive Review of All Key Components of a Business Plan
- Building a Business Plan
- Business Plan Template Provided

## Day Two, July 20<sup>th</sup>

### **Morning Session: Developing Three-Year Pro Formas**

Facilitator: Marilyn Morel, and Staff

- Introduction to Financial Forecasting and Pro Forma Statements
- Understanding Income Statements, Balance Sheets, and Cash Flow Statements
- Forecasting Sales Revenue, Expenses, and Profitability
- Techniques for Making Realistic Financial Projections
- Tools for Creating and Managing Pro Forma Statements

### **Afternoon Session: Selecting Responsible Resources for Your Business**

Facilitator: Marilyn Morel

- The Importance of Assembling the Right Team of Professionals
- Building and Maintaining Effective Relationships With Your Advisory Team
- Identifying the Roles of Key Advisors: Attorneys, Accountants, Bankers, Etc. and Presentation From a Local Accounting Firm

## Day Three, July 27<sup>th</sup>

### **Morning Session: Navigating Legal and Financial Challenges**

Facilitator: Marilyn Morel, Staff, and Business Attorney

- Legal Considerations for Startups and Small Businesses
- Understanding Tax Obligations and Financial Compliance Requirements
- Strategies for Managing Cash Flow and Accessing Funding Sources
- Mitigating Risks and Protecting Your Business Interests

### **Afternoon Session: Entrepreneurs Wrap-Up Session**

Facilitator: Juan Martinez and Marilyn Morel

- Keynote Address by a Successful Local Entrepreneur to Discuss Their Experience, Provide Guidance, and Answer Questions
- Mock Interview Sessions With Attorneys, Bankers, and Accountants With Professional Guidance on Legal, Financial, and Strategic Aspects of Business Operations
- Wrap-up/Debrief and Networking
- Receipt of Certificate of Completion
- Celebrate and Meet With Facilitators, Volunteer Board Members, and First Commonwealth Leadership