



Start-Up *process*

THREE SIMPLE STEPS FOR HELPING SMALL BUSINESS OWNERS ESTABLISH A SOLID FOUNDATION FOR GROWTH AND SUCCESS

Step 1 *B.A.S.E. Workshop*

This one-evening virtual workshop sets the stage for business ownership. Evaluate your initial concept, determine readiness, learn how to identify and target customers, and explore goal setting. Business structure and funding will also be discussed.

Step 2 *BizStart 2.0*

This four-week, interactive program, led by experienced advisors, will guide you through the essential steps of validating your business model. Through hands-on activities, you'll delve into crucial areas such as customer research, competitive analysis, pricing strategies, and financial planning. By the end of the program, you'll have a solid foundation for making informed decisions and building a sustainable business. (Prerequisite B.A.S.E. Workshop)

Step 3 *Business Growth Advising*

After completing steps 1 & 2 you will be assigned to an Ohio SBDC Certified Business Advisor. Your Advisor will coach you through the development, launch and growth of your business.



*All sessions are offered virtually monthly and taught by a Certified Business Advisor.
Visit website for more details and listing of dates and times.*

www.SBDCColumbus.com/events

