

Columbus State Community College

Start-I

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



The Ohio Small Business Development Center (SBDC) Program is funded in part through a cooperative agreement with the U.S. SBA. The SBDC U.S. Small Business program is also funded in part by the Ohio Department of Development. All services are extended to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. Contact SBDC at (614) 287-5294 or at our website: www.sbdccolumbus.com