



**Urban League of
Greater Atlanta**

***Empowering Communities.
Changing Lives.***

ULGA SMALL BUSINESS START-UP ACCELERATOR

The **ULGA Small Business Start-Up Accelerator Program** is a three-month-long training and development course that will help entrepreneurs identify a business venture and learn market driven fundamentals for the launch and operation of a profitable small business enterprise. Classes are conducted at the ULGA's Empowerment Center at ULGA's headquarters, 229 Peachtree Center, International Tower, Suite 300, Atlanta, Ga., 30303. Classes are held from 6:00 – 8:30 p.m. on consecutive Tuesday evenings, and are facilitated by the ULGA TEC team, business experts and experienced entrepreneurs who share advice, guidance and lessons learned.

Starting with an idea, participants create a business in real time. As students and entrepreneurs learn by doing, they will see their ideas evolve as they build the details. A strong, well-researched business plan increases the likelihood of success. Entrepreneurs will save time and money by making mistakes up front and on paper. The skills learned in business planning will pay off in other areas of their lives, as well.

After participants have planned their businesses, the TEC Coach can guide them to resources that will help with business financing and operations.

| COHORT | | START/END |
|--------------------------------|-------------|--|
| 2 | | 10/04/16 to 12/13/16 |
| WEEK/SESSION NUMBER | DATE | TOPICS |
| 1 | 10/04/16 | Is owning a business a good fit for you? Organization Types |
| 2 | 10/11/16 | Planning for a healthy business |
| 3 | 10/18/16 | Focus on the customer Positioning/Branding Marketing/Pitching the business |
| 4 | 10/25/16 | Pricing/Selling |
| 5 | 11/01/16 | Financial projections |
| 6 | 11/08/16 | Financial management Recordkeeping |
| 7 | 11/15/16 | Banking services Credit reporting |
| 8 | 11/22/16 | Tax planning and reporting Insurance |
| 9 | 11/29/16 | Developing the plan |
| 10 | 12/06/16 | Selling your business and succession planning Time management |
| 11 | 12/13/16 | Wrap-up panel |

REGISTER AT: <http://tecfallbizplanseries.eventbrite.com>