



HOUSTON COMMUNITY COLLEGE

Small Business Success Series by HCC®



**Glenda & David Regenbaum
Center for Entrepreneurship**

Northwest Houston

Spring 2021 Graduation Ceremony 🎉

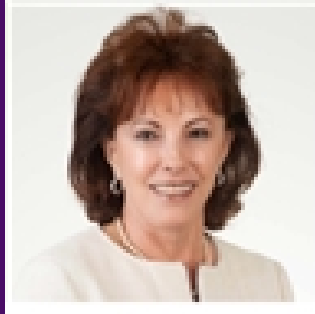


HOUSTON COMMUNITY COLLEGE
Small Business Success Series by HCC®

LET'S HEAR FROM SOME OF OUR ENTREPRENEURIAL CHAMPIONS



Dr. Zachary Hodges, President, HCC Northwest



Maya Durnovo, Chief Entrepreneurial Officer



**David Regenbaum, Entrepreneur in Residence,
Glenda & David Regenbaum
Center for Entrepreneurship - HCC NW**



**Sandra Louvier, Director,
Glenda & David Regenbaum
Center for Entrepreneurship - HCC NW**

Thank You Wells Fargo Bank!

**SMALL BUSINESS
SUCCESS
SERIES BY**



Thanks to our Sponsor,
Wells Fargo Bank, the VEP2
Small Business Success
Series by HCC®, Spring
2021 is **FREE**

**WELLS
FARGO**

The VEP2 Small Business Success Series by HCC®, Spring 2021

Five Modules- Each Module has TWO afternoon sessions:

Tuesdays & Thursdays 2:30pm-4:30pm and Office Hours Wednesdays 3:30–4:30pm

Veteran Entrepreneurship Program



Dr. Patrick Woock
Director
The McNair Center for Entrepreneurship
and Free Enterprise

University of St. Thomas



Ravi Brahmabhatt
Director
Southwest Center for
Entrepreneurship

Houston Community College

Small Business Success Series by HCC®

Interactive Modules – VEP2 SBSS, Spring 2021

Five Module Series

VEP2 SBSS Class
1 Module/Week

Each Module has two Sessions:
Tuesdays & Thursdays
2:30 pm – 4:30 pm

Mod 1 – 04/06 & 04/08

Mod 2 - 04/13 & 04/15

Mod 3 – 04/20 & 04/22

Mod 4 – 04/27 & 04/29

Mod 5 - 05/04 & 05/06

Vet the Venture – 04/06 & 04/08

Is My Idea Lucrative?

Ignite the Entrepreneur in You – 04/13 & 04/15

Personality Profile & Leadership

**Financials for Small Business
Launch & Growth – 04/20 – 04/22**

How Much Will it Cost? Cash Projections

Sales & Marketing Powered Up – 04/27 & 04/29

How do I Market My Idea? Generating Revenue

Minimizing Risk - 05/04 & 05/06

Protecting Your Assets, Your Business and Your Future

2021 FACILITATORS



Thea Goldin-Smith
Chief Possibilideas Guide for
Level VII Resource



Ashley Small
Founder/CEO of Medley Inc.,
PR & Digital Marketing Agency



Ned Mueller
Entrepreneur in Residence,
HCC Southeast



Nannette Ray
President and Founding Partner,
TNR Accounting & Management
Consulting, LLC



Austin Tenette
Entrepreneur in Residence,
HCC Northeast



David Regenbaum,
Entrepreneur in Residence,
HCC Northwest



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Our VEP2 Small Business Success Series by HCC®
2021 COHORT – ON ZOOM!



Recording...

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Small Business Success Series

Operations Test
Required Operating Systems

- **Lead Conversion**

Leads	Pipeline	Sales
The # of new leads you bring in.	The # of leads you qualify for sales follow-up.	The number of leads who convert into customers.

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Centers for Entrepreneurship **HCC**

Austin and Ned took the class through steps to conduct their own tests to vet their ventures:

- Market Test
- Operations Test
- Financial Test
- SWOT Analysis

Each entrepreneur used a workbook.



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POLLS ALLOWED CLASSMATES TO WEIGH IN
ON THEIR BUSINESS ASSUMPTIONS

Recording...

HCC HOUSTON COMMUNITY COLLEGE Small Business Success Series

Unmute Start Video Security Participate

Download Share Results Re-launch Polling Leave

Polls

Polling 3: Question 3 Edit

Polling is closed 23 voted

1. What are your areas of competitive advantage? (select one)

Price	(2) 9%
Location	(0) 0%
Business model – how you will serve customers differently	(9) 39%
Unique product or service	(6) 26%
Expertise in a niche	(6) 26%

In this Poll, each entrepreneur is considering competitive advantages for their company.

They also learn about their peers' competitive advantages along the way.

They continue to evolve their business assumptions as the series progresses.

Recording...

SMALL BUSINESS SUCCESS SERIES BY

Sabiha Dh...

Northwest

Sandra Louvi...



thea goldin smith


Ned Mueller



Lluvia Berzoza

EXTRAVERSION and INTROVERSION

Are complementary attitudes toward the world







Extroverts THINK out loud -
form and polish their
thoughts by speaking and
discussing them

Introvert's THINK inside -
form and polish their
thoughts inside their head
before speaking them

© 2010 Level VII Resources Inc.

Chat

it was hard

From Felicia Royal-Baham to Everyone:
uncomfortable but better
than my dominate hand

From YC Lawson to Everyone:
I had the actually think about
my letters

From Lenny Morley to Everyone:
not in control

From Kay Kizer to Everyone:
definitely odd

From Willie Smith IV to Everyone:
Been there done that still
doesn't look the best lol

From Delia White to Everyone:
awkward

To: Everyone

Type message here...

Mod 2 was about
the personalities of
entrepreneurs.

Each entrepreneur
took a personality
profile – MBTI Test.

Mod 2 was also
about Mind
Mapping.

Recording Paused

What is Your Business Idea?

- What **Opportunities** Do You See? Niche?
- What **Marketplace Changes** Do You See?
- What Are The Most **Critical Issues**?
- What Are The Most **Pressing Challenges**?
- What **Actions** Could You Take Now?

MINDMAP



MIND MAPS

Mod 2A - Introduction to Mind Maps.

Coursework Assignment between Mod 2A and 2B – Create your Mind Map.

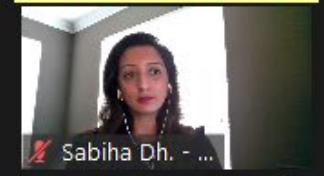
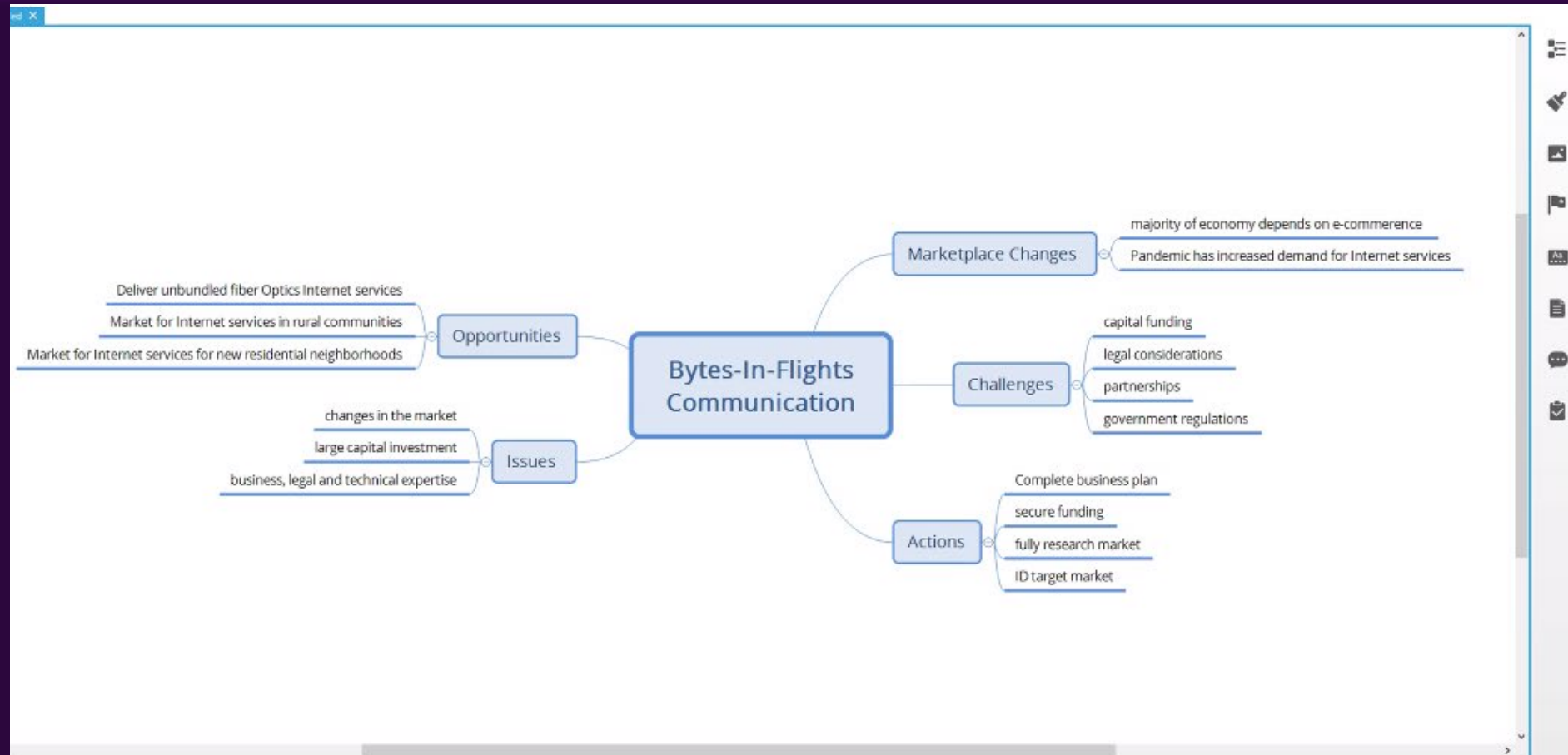
Mod 2B - Breakout Group Exercises for each team to present, review and get peer-to-peer feedback on their Mind Maps.



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SMALL GROUP BREAKOUT EXERCISES – MIND MAPS





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NANNETTE RAY IN MOD 3 – FINANCIALS FOR SMALL BUSINESS LAUNCH & GROWTH

Workbook Templates.pdf
Page 8 of 14 — Edited

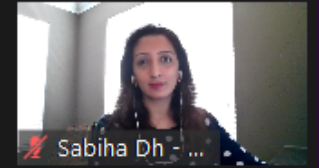
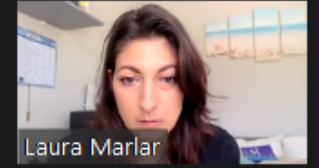
Zoom Share Highlight Rotate Markup Search

Exhibit C Year 2 Projections

SALES & EXPENSE CASH FLOW YEAR 2 PROJECTIONS

For period beginning: January and ending: December

Year 2 Projections	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
SALES	6	6	6	6	6	6	6	6	6	6	6	6	72
Sales (Deposit)	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$360,000
Sales (Collected AR)	\$15,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$345,000
Total Sales	\$45,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$705,000
COGS	\$4,500	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$70,500
Gross Profit Sales	\$40,500	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$54,000	\$634,500
Scanner Sales	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400
COGS Scanners	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Gross Profit Scanners	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$7,200
Gross Profit	\$41,100	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$54,600	\$641,700
EXPENSES													
Filing Fees LLC	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Financial Software	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Business Insurance	\$250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250
Business Website	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$200
Rent	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$32,400
Business Phone & Internet	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Furniture, Fixtures	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Office Supplies	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Marketing	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Salaries/Officer	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Salaries/Other	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$3,467	\$41,604
Accountant	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,200	\$1,200
Charitable Donations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$1,500
Interest	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$12,692	\$12,242	\$12,242	\$12,242	\$12,242	\$12,242	\$12,242	\$12,242	\$12,242	\$12,242	\$12,242	\$14,942	\$150,054
Depreciation Furniture	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$396
Depreciation Equipment	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$396



Lenny Morley



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FINANCIALS FOR SMALL BUSINESS LAUNCH & GROWTH Mod 3B – FINANCIAL PANEL



Mod Facilitator:

- Nannette Ray

Moderator:

- Mark Winchester – SBA

Panelists:

- Anthony Lopez – Lift Fund
- Rebecca Schultz – Synerlock
- Corey Dolina – Wells Fargo
- Lawson Gow – The Cannon



Tye Rollins

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Small Business Success Series

Sales Process

*Sandler Sales Institute

```
graph BT; A[Bonding & Rapport] --> B[Up-Front Contract]; B --> C[Pain / Gain]; C --> D[Budget]; D --> E[Decision]; E --> F[Close]; F --> G[Fulfillment]; G --> H[Post-Sell]
```

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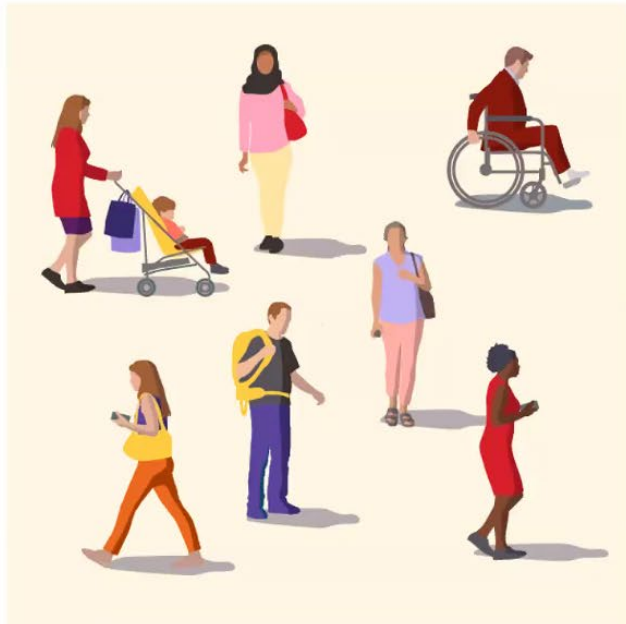


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MOD 4 – SALES & MARKETING POWERED UP!

Marketing



- **Digital & Social**
 - Optimize your online presence
 - Communicate with customers
- **Don't forget existing customers**
 - Relationships matter
 - How do you talk to your current clients?

Our Sponsor

Wells Fargo also shares small business resources.

- Financial
- Covid-19 Pivots
- Sales and Marketing
- And More.....

Binh To and Gideon Lake from Wells Fargo participate through out the series.





Sabiha Dh. - ...

David Regenbau...

Sandra Louvi...

Ozzie gallegos

Zafar Abdi

Recording...

RISK IDENTIFICATION

<p>1. Risks caused by Customers</p> <p>Loss of one Customer who generates majority of Revenue</p>	<p>4. Risks caused by Information Technology</p> <p>Cyber Security/Server failure</p>	<p>8. Threats to Goodwill and Reputation</p> <p>Product recall or bad customer service or advice</p>
<p>2. Risk caused by Vendors</p> <p>Is there a single Vendor whose failure could cause disruption of the business</p>	<p>5. Risk caused by Natural Disasters</p> <p>Business disruption resulting from Hurricane, Pandemics, Flood or Fire</p>	<p>9. Risk caused by Competitors</p> <p>Competitor develops new business process</p>
<p>3. Risk caused by Employees</p> <p>Loss of Employee that is critical to the business' success. Employee Liability Claims</p>	<p>6. Financial Transactions</p> <p>Inability to function because of loss of financial backing</p>	<p>10. Risk caused by Government Action</p> <p>Loss resulting from adoption of adverse actions or legislation</p>
	<p>7. Risk of loss of Personal Assets</p> <p>Failure of Business resulting in claims on personal assets</p>	

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Chat

politics

From Andre Sitbon to Everyone:

Having money can cause you to spend when you do not have to.

From Ozzie gallegos to Everyone:

law suites

From Laura Marlar to Everyone:

Injuries, illness, deaths within the company

From Ursula McLendon to Everyone:

Death of a business partner

From Donnell Stephens to Everyone:

disruptive technology

crypto currency upturns is an example of an injection of capital into the economy

To: Everyone

File

Type message here...

Zoom Meeting

Remaining : 00:30:00

Zafar Abdi

Sabiha Dh. - Glenda & David Regenbaum Ctr,...

Ozzie gallegos

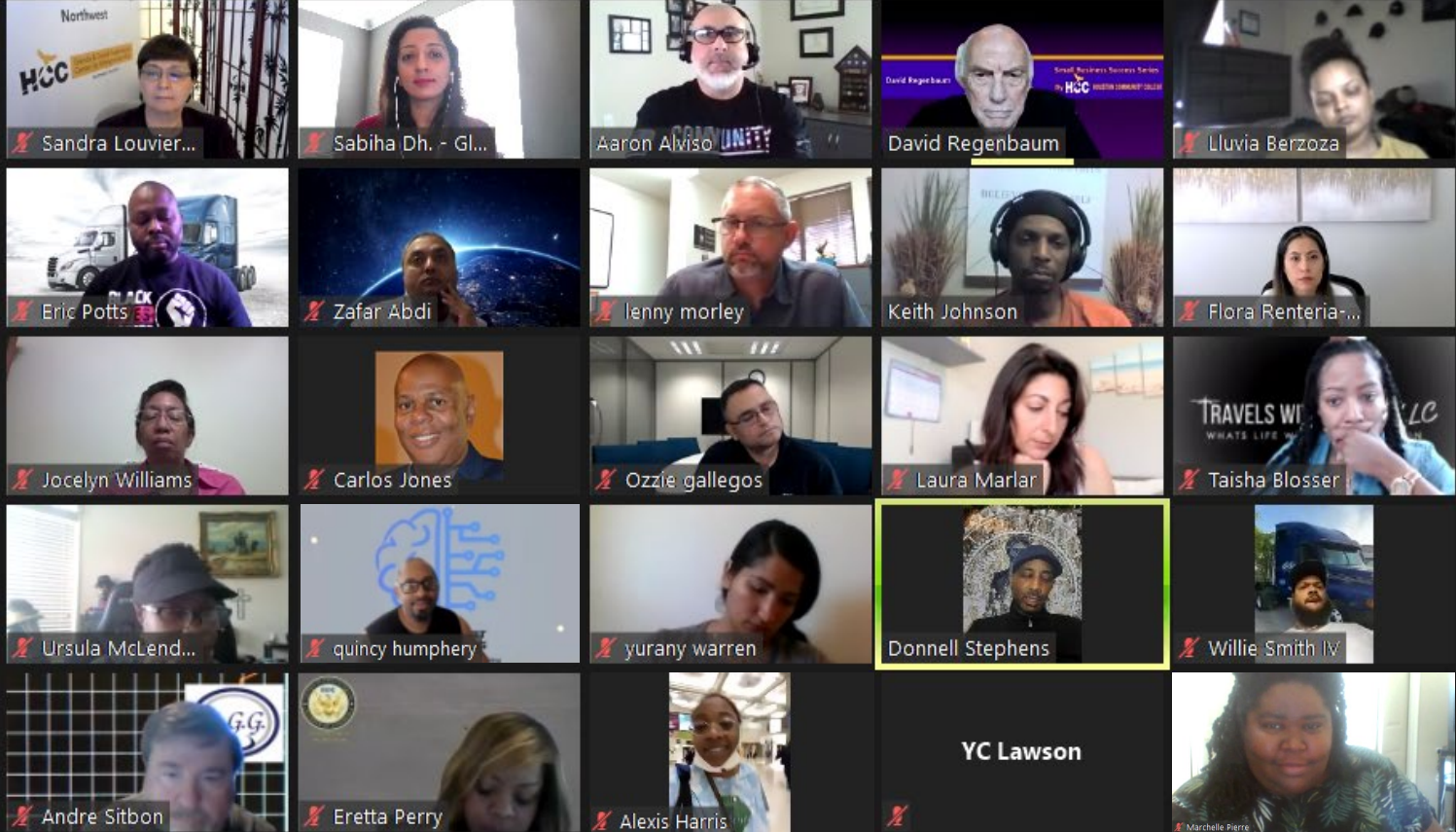
Sandra Louvier -Glenda & David Regenbaum Ctr,...

Marchelle Pierre

Felicia Royal-Baham

Zoom Meeting

Recording...



Participants (from top-left to bottom-right):

- Sandra Louvier...
- Sabiha Dh. - Gl...
- Aaron Alviso
- David Regenbaum
- Lluvia Berzoza
- Eric Potts
- Zafar Abdi
- lenny morley
- Keith Johnson
- Flora Renteria...
- Jocelyn Williams
- Carlos Jones
- Ozzie gallegos
- Laura Marlar
- Taisha Blosser
- Ursula McLend...
- quincy humphery
- yurany warren
- Donnell Stephens
- Willie Smith IV
- Andre Sitbon
- Eretta Perry
- Alexis Harris
- YC Lawson
- Marchelle Pierre

Chat

rental storing cars on high rise parking....garages....planning in the event of a flood...

From YC Lawson to Everyone:

insurance to cover your loss will be a great start

From Laura Marlar to Everyone:

We'll pray for no more pandemics

From Sandra Louvier -Glenda & David Reg... to Everyone:

Ozzie - financials and assumptions should be on point and as accurate as possible..stay up on trends to respond to them and how to maintain a positive reputation...

From Andre Sitbon to Everyone:

Change in Tax Laws - Loss can present new opportunity

Over-extended - Taking on employees or 1099s

To: Everyone

File



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MINIMIZING RISK - MOD 5 AARON ALVISO – WELLS FARGO CYBER SECURITY

Recording...



CYBER SECURITY

- Phishing
- Ransomware
- Malware
- Social Engineering

<https://www.cisco.com/c/en/us/products/security/what-is-cybersecurity.html>

Northwest
HCC
Sandra Louvi...

Sabiha Dh. - ...

Aaron Alviso

David Regenbau...

Zafar Abdi

Chat

Hire slow...fire fast!

From Taisha Blosser to Everyone:
okay

From Sandra Louvier -Glenda &... to Everyone:
Aaron Alviso - Wells Fargo
Cyber Threat team
Phish and smish

From Willie Smith IV to Everyone:
Cyber security is one of the
leading new jobs too

From Sandra Louvier -Glenda &... to Everyone:
Two factor authentication can
be used to secure your
Amazon account and other
apps you use
Good Cyber hygiene is
important

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OFFICE HOURS ON WEDNESDAYS



Sandra Louvier-Glenda & David Rege...



Sabiha Dh. - Glenda & David Rege...



David Regenbaum



Aaron Alvizo



Jocelyn Williams



Ursula McLendon



Flora Renteria-Glenda & David Re...



Donnell Stephens



Marchelle Pierre

- ❖ **McLendon and Associates, LLC:** Ursula McLendon
- ❖ **Smart Start Technologies, LLC:** Quincy Humphery
- ❖ **LBSi, Freight & Transport Solutions:** Yolanda “YC” Lawson
- ❖ **Frank Trucking Enterprises, LLC:** Eric Potts
- ❖ **Industrial Services & Design, Inc.:** Lenny Morley
- ❖ **Oasis Spices:** Laura Marlar
- ❖ **Safety Kinetics Consulting & Construction LLC:** Sabriyah Callis
- ❖ **CCJay’s Enterprises LLC:** Carlos Jones
- ❖ **Latina Couture:** Yurany Warren
- ❖ **Point Blank Period:** Tyronee Rollins
- ❖ **Economic Growth Group, Inc.:** Andre Sitbon
- ❖ **Subway (Franchise):** Zafar Abdi

Spring 2021 Graduates

- ❖ **CRJ Communications:** Jocelyn Williams
- ❖ **Chris Cross Solutions LLC:** Felicia Royal-Baham
- ❖ **Warrior Refuge:** Donnell Stephens
- ❖ **Travels with Taisha:** Taisha Blosser
- ❖ **Kinky Beauty Club:** Alexis Harris
- ❖ **Strategic Network Solutions:** Keith Johnson
- ❖ **Connect Community Youth & Family Services-CCYFS:** Marchelle Pierre
- ❖ **Love and Hope for Our Heroes:** Eretta Perry
- ❖ **West Side Logistics Inc.:** Willie Smith IV
- ❖ **Maricela's Commercial & Residential Cleaning Magnificence:** Fahad Kamal
- ❖ **Rain Designs:** Lluvia Berzoza
- ❖ **LightPulse Communication:** Ozzie Gallegos





Congratulations Spring 2021 Graduates!

What's Next?

VEP₃

- Veteran Local Entrepreneurship Panel – May 7, 1:00 – 3:00 pm
- Veteran's Pitch Contest – HCC and University of St. Thomas:
 - Applications Open till May 28.
 - Pitch Day and Awards – June 11.

Veteran Woman Entrepreneur Grant.

- Grant Applications - Due May 14
- Grant Winners Announced - June 12

2022 HCC Business Plan Competition

- Your graduation from SBSS prequalifies you to apply in January 2022.



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VEP Stage 3 - Panel

Veteran Local Entrepreneurship Panel

Event Hosted by SCORE Houston
Sponsored by HCC & UST

The armed forces teach you lifelong skills, and many of these skills are transferable in becoming a business entrepreneur. Effectively managing risk, operating under pressure, and being resourceful are just a few qualities needed in both business and the military. Hear from a panel of local business owners & resource partners who will share insightful tips and experiences to help aspiring veteran entrepreneurs.

Register at:
<https://bit.ly/veplocal>

Friday, May 7
1 p.m – 3 p.m.

Moderator:

Tim Stroud, Easter Seals of Greater Houston

Sponsors:

Ravi Brahmabhatt, HCC
Dr. Patrick Woock, UST

Panelists:

Mark Winchester, SBA
John Harris, SCORE
Maggie Peterson, Texas Veterans Commission
Jeremy Davis, Grace After Fire
Bob Gebhard, Greater Houston Veteran Rotary Club



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**Glenda & David Regenbaum
Center for Entrepreneurship**

Northwest Houston

**Thanks to all of you for your
contribution to a great program!**



Graduation Ceremony Photos



HOUSTON COMMUNITY COLLEGE

Small Business Success Series by HCC®

Dr. Zachary Hodges, President, HCC Northwest
Congratulated the Graduates!





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VEP2 Small Business Success Series by HCC®

Spring 2021 COHORT – 24 Graduates!





Congratulations Graduates!
Thanks again to all of you for your
contribution to a great program