



HOUSTON COMMUNITY COLLEGE

Small Business Success Series by HCC[©]



Glenda & David Regenbaum
Center for Entrepreneurship

Northwest Houston

Spring 2021 Graduation Ceremony 



HOUSTON COMMUNITY COLLEGE

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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



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Veteran Entrepreneurship Program



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

University of St. Thomas



Ravi Brahmbhatt
Director
Southwest Center for
Entrepreneurship

Houston Community College

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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



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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!





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AUSTIN & NED IN MOD 1 –
VET THE VENTURE



Recording...

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Operations Test Required Operating Systems

- Lead Conversion



Leads
The # of new leads you bring in.

Pipeline
The # of leads you qualify for sales follow-up.

Sales
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... ▶

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Unmute Start Video Security Participants

Download Share Results Re-launch Polling Leave

Polls

Polling 3: Question 3

Polling is closed 23 voted

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

Competitive Advantage	Number of Votes	Percentage
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.



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THEA & NED IN MOD 2 –
IGNITE THE ENTREPRENEUR IN YOU!

The image shows a video conference interface with five participants: Sabiha Dhi..., Sandra Louvi..., thea goldin smith, Ned Mueller, and Lluvia Berzoza. A recording icon is visible in the top left. The video content displays a slide titled "EXTRAVERSION and INTROVERSION" with the subtext "Are complementary attitudes toward the world". The slide features two cartoon characters: an extrovert (a person with speech bubbles saying "BLAH! BLAH!") and an introvert (a person thinking with a hand on their chin). Below the characters are two large letters: "E" for extroversion and "I" for introversion. The text on the slide reads: "Extroverts **THINK out loud** - form and polish their thoughts by speaking and discussing them" and "Introvert's **THINK inside** - form and polish their thoughts inside their head before speaking them". The slide is from "© 2010 Level VII Resources Inc." On the right, a "Chat" window shows messages from various participants, including Felicia Royal-Baham, YC Lawson, Lenny Morley, Kay Kizer, Willie Smith IV, and Delia White, discussing their personality traits.

Recording...

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.



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THEA & NED IN MOD 2 –
IGNITE THE ENTREPRENEUR IN YOU!

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?

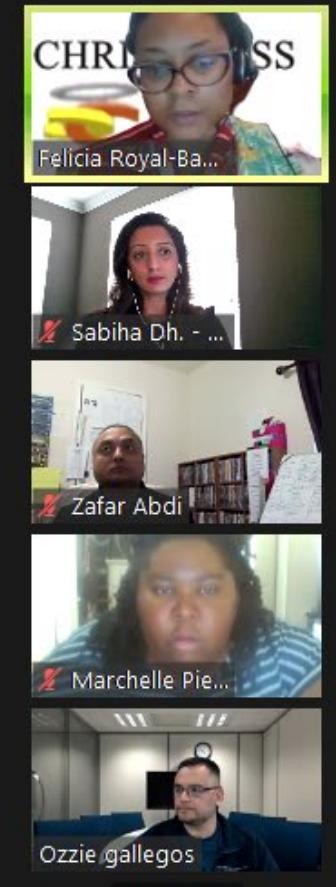
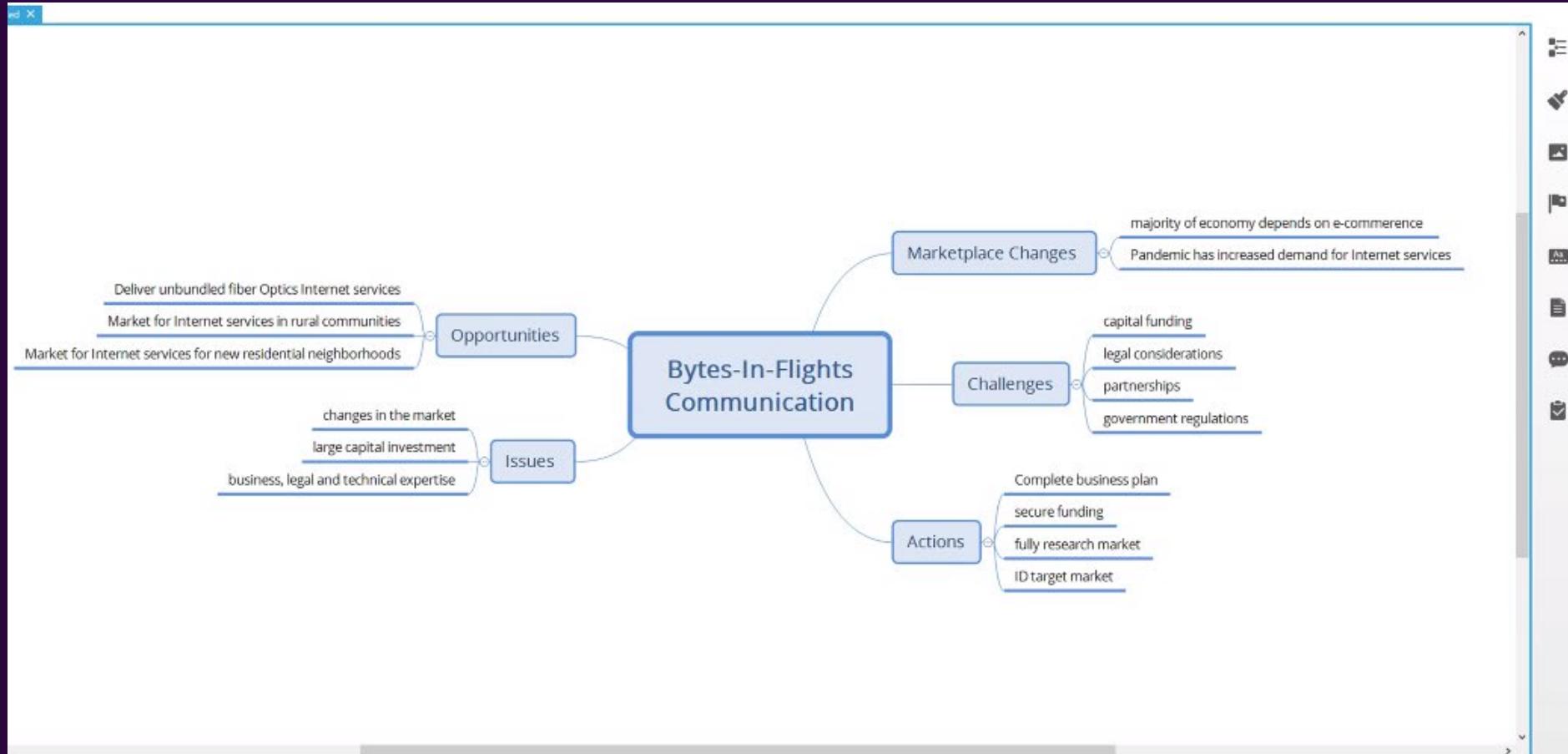
MINDMAP

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.





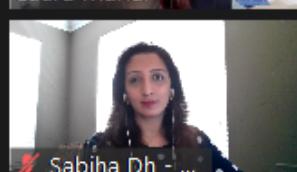
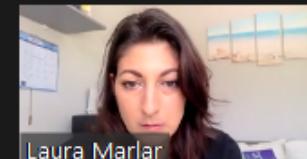
Workbook Templates.pdf
Page 8 of 14 — Edited

Search Zoom Share Highlight Rotate Markup

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	\$0	\$1,200
Charitable Donations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$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	\$12,242	\$14,942
Depreciation Furniture	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$396
Depreciation Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0



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



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AUSTIN & ASHLEY IN MOD 4 –
SALES & MARKETING POWERED UP!

The image shows a video conference interface with six participants: Sabiha Dh., Austin Tenette, Eretta Perry, Ashley Small, Sandra Louvier-Glen..., and Tye Rollins. The HCC logo and Small Business Success Series branding are visible on the left. The main content is a diagram titled "Sales Process" on a brick wall, illustrating the steps: Bonding & Rapport, Up-Front Contract, Pain / Gain, Budget, Decision, Close, Fulfillment, and Post-Sell. A red circle highlights the "Up-Front Contract" step. The HCC logo and "Centers for Entrepreneurship" are at the bottom.

Sabiha Dh. ...

austin tenette

Eretta Perry

Ashley Small

Sandra Louvier-Glen...

Tye Rollins

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*Sandler Sales Institute

Bonding & Rapport

Up-Front Contract

Pain / Gain

Budget

Decision

Close

Fulfillment

Post-Sell

Centers for Entrepreneurship



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 throughout the series.



RISK IDENTIFICATION

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

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...

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Centers for Entrepreneurship



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OUR SMALL GROUP BREAKOUT EXERCISES

Zoom Meeting

Remaining : 00:30:00

Zafar Abdi

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

Ozzie gallegos

Northwest

Glenda & David Regenbaum Center for Entrepreneurship

Sandra Louvier -Glenda & David Regenbaum Ctr...

Marchelle Pierre

Felicia Royal-Baham



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AFTER BREAKOUTS THE CLASS CAME BACK TO WEIGH IN, IN THE LARGE GROUP

Zoom Meeting

Recording...

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



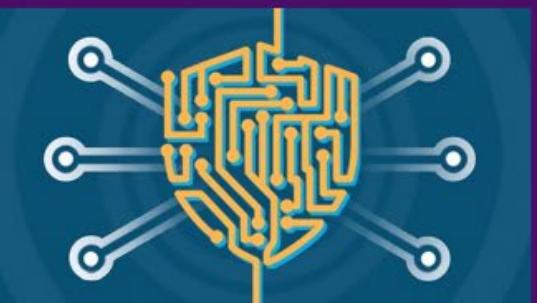
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MINIMIZING RISK - MOD 5
AARON ALVISO – WELLS FARGO
CYBER SECURITY

Recording...

CYBER SECURITY



Phishing
Ransomware
Malware
Social Engineering

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

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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

Sandra Louvier

Sabiha Dh.

Aaron Alviso

David Regenbauer

Zafar Abdi



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OFFICE HOURS ON WEDNESDAYS



Spring 2021 Graduates

- ❖ **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



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Cohort Graduate Speaker
Entrepreneur – Laura Marlar - Oasis Spices





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Cohort Graduate Speaker

Entrepreneur – Eric Potts – Frank Trucking Enterprises



Glenda & David Regenbaum
Center for Entrepreneurship

Northwest Houston

Certificate of Completion

Small Business Success Series by HCC[©]

Presented to

Eric Potts

Award Date:
May 06, 2021

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David Regenbaum

David Regenbaum
Entrepreneur in Residence

Sandra Louvier

Sandra Louvier
Director, Center for Entrepreneurship

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.



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 Brahmbhatt, HCC
Dr. Patrick Wock, 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



Northwest Houston

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



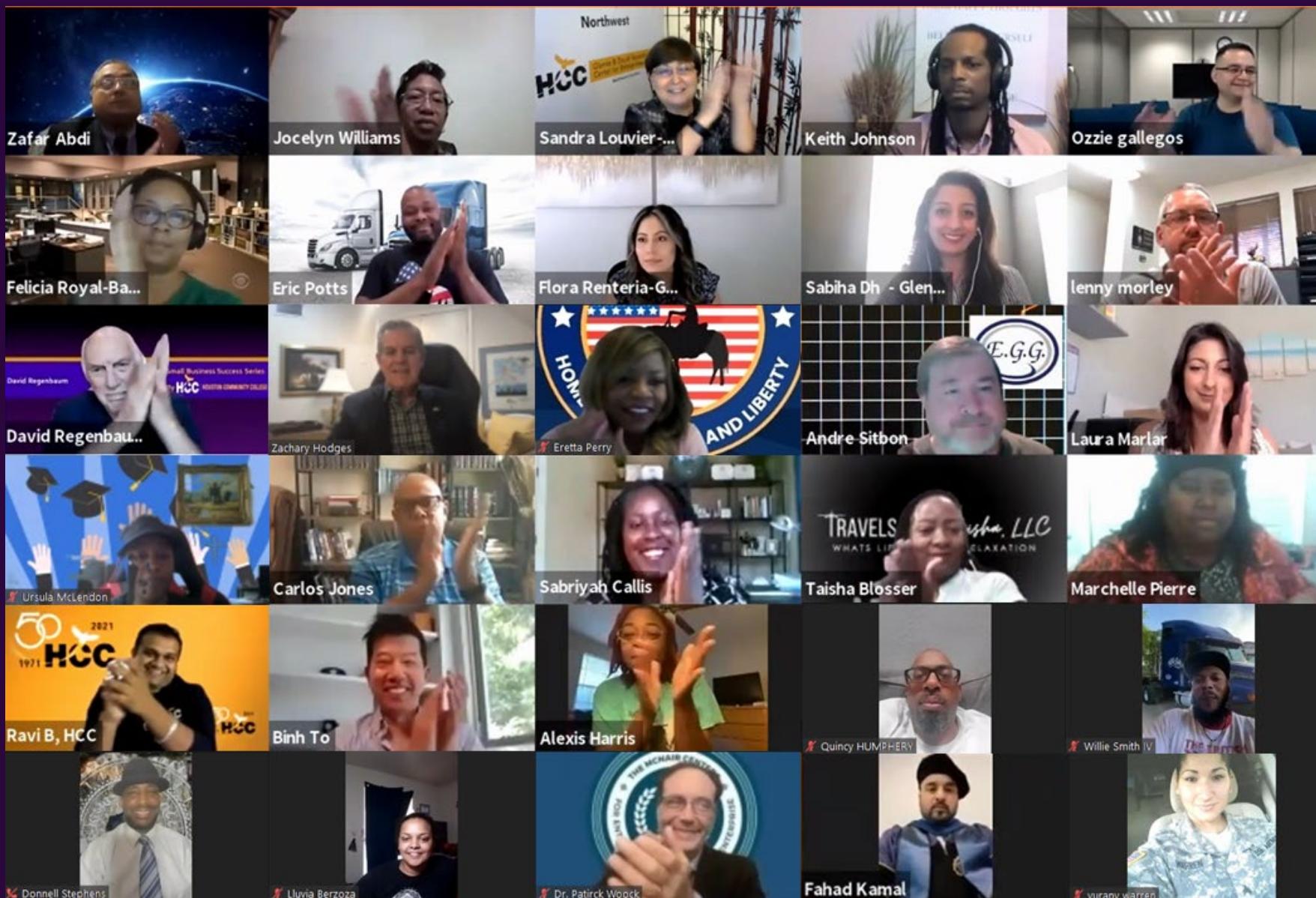
Graduation Ceremony Photos



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





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Spring 2021 COHORT – 24 Graduates!





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