



**ACCELERATOR #1**  
**TRUIST BANK**  
**SMALL BUSINESS START UP ACCELERATOR**

The **Small Business Start-Up Accelerator Program** is a 10 week small business start-up accelerator training and development program that will support metro Atlanta entrepreneurs to identify a business venture, learn market driven fundamentals of planning for the launch and operation of a profitable small business enterprise. Classes are currently conducted virtually. Classes are conducted weekly and are facilitated by the ULGA TEC team, business experts and experienced entrepreneurs who share advice, guidance and lessons learned. Two cohorts will be operated during the program year with approximately 25 business owners in each cohort.

Starting with a business idea, participants create a business in real time. As students and entrepreneurs learn by doing, they will see the business idea evolve as they build the details. A strong, well-researched business plan increases the likelihood of success. Entrepreneurs will save time and money later on by making mistakes up front and on paper. The skills learned in business planning will pay off in other areas of your life, as well. After participants have planned their business, the TEC Coach can guide access to resources that will help participants finance and operate their business.

WEEK NUMBER	TOPICS	EXPECTED OUTCOMES
1	✓ New Venture Ideas ✓ Venture Feasibility	Explore new venture opportunities Determine the feasibility a venture
2	✓ The right mindset ✓ Developing the idea ✓ Success planning ✓ What is in a business plan	Learn how to put idea onto paper and evaluate. Understand what goes into a business plan
3	✓ Develop the products/Services ✓ Market research ✓ Who is your competition	Evaluate what products they plan to sell and if there is a market for them.
4	✓ Focus on the customer ✓ Positioning/Branding ✓ Marketing/pitching the business	How to determine who the target customer is and how to reach them through marketing
5	✓ Pricing/Selling ✓ Building the plan ✓ Review Next Steps	How to price the products/services and how to start building the plan
6	✓ Business financials ✓ Determining startup capital needs ✓ How to get funded	Understanding the basic business financials, determining how much money will be needed to start and where to get potential funding
7	✓ Projecting sales ✓ Cash vs Profits	How to do sales and cash flow projections.

	✓ Cash flow projections	
8	✓ Form of business ✓ Accounting and Taxes ✓ Record keeping ✓ Licenses and permits	Understanding the different forms of business, basic accounting and taxes and how to keep good records
9	✓ Putting it all together ✓ Developing the action plan ✓ Completing the business plan	Building the plan and developing and action plan for business.
10	✓ Business Plan Presentations and Graduation	Receive completion certificate
By Appointment and Group Sessions	✓ Coaching – Individual and Group - Up to 4 Sessions to support completion of Business Plan	Business Start-Up/Launch Access to Capital Access to Contracts Build Capacity

#### **Program Eligibility:**

- Metro Atlanta Resident
- Individuals interested in starting a business or operating a business less than two years

#### **Program Model and Course Ma**

- Utilize the LIVE Plan Business Planning Course and FDIC Small Business Curriculum
- 10 Weekly Two Hour Sessions
- Identify a viable business venture
- Plan for business success
- Receive one on one and group coaching
- Plan to meet the needs of the marketplace
- Plan the business cash flow needs
- Plan how the business will operate
- Taught by experienced business experts and entrepreneurs
- Access to business planning tools via LIVE Plan

#### **Program Goals:**

- Identify a viable business venture
- Determine the feasibility of the venture
- Develop roadmap for starting a small business
- Learning the fundamentals of starting and operating a small business
- Prepare to secure capital and contracts for the business

#### **Objectives:**

- Create a Business Plan that articulates the vision, sets measurable goals and determines the strategies to get there.
- Determine start-up costs and possible funding sources
- Prepare financial projections for the first year
- Prepare to lay a solid foundation and launch the small business



## ACCELERATOR #2

### TRUIST BANK

#### SMALL BUSINESS STRATEGIC GROWTH ACCELERATOR

The Small Business Strategic Growth Accelerator Program is a small business growth training, coaching and development program that is conducted over 3 months that will support existing entrepreneurs and their enterprises to develop a Strategic Plan and present to group, conduct a Marketing, Operational and Financial Review. Classes and coaching are currently conducted virtually via the ZOOM platform. Classes are conducted monthly from 6:30 – 9:30 pm twice per month. The program is facilitated by the ULGA and classes are conducted by ULGA trainers, business experts and experienced entrepreneurs who share advice, guidance and real-world experiences that support small business growth and capacity building.

This exciting, interactive program has been designed specifically for experienced small business owners who are ready to grow their businesses. It will also be used to help strengthen the capacity of Small Business Enterprises (SBEs) and Minority Business Enterprises (MBEs) who are seeking to learn more about public and private sector contracting, access to capital and other capacity building opportunities. It is tailored to the entrepreneur who is in at least in their third year of business and is specifically looking for ways to grow revenue and increase profitability.

WEEK NUMBER	TOPICS	EXPECTED OUTCOMES
1	✓ Developing a Strategic Business Plan Session 1 - Setting Strategic ST and LT Goals - Strategy Development for Business Growth	Work toward development of strategic roadmap for growth.
2	✓ Developing a Strategic Business Plan Session 2 - Financial Projections and Plan - Determining capital needs - Development of Roadmap/Presentation	Continued work toward development of strategic roadmap for growth.
3	✓ Marketing Audit - Customer Analysis - Competition Analysis - Marketing Strategy/Plan - Market/Industry Profile - Pricing/Selling	Evaluation of current marketing plan and strategy and revisions to approach

4	✓ Financial Review (Individual Sessions) <ul style="list-style-type: none"> <li>- 3 Years Financial Statements and Tax Returns</li> <li>- Projected Financials</li> <li>- Capital Requirements (if any)</li> </ul>	Understanding the business financial position, determining how much money will be needed to grow and where to get potential funding
5	✓ Management/Operational Review <ul style="list-style-type: none"> <li>- Management Style</li> <li>- Leadership Style</li> <li>- Management Effectiveness</li> </ul>	Gain understanding of characteristics of effective leaders/leadership; provided TEC Coach assessment of operations and recommendations for more effective strategies/systems
6	✓ Strategic Plan Roadmap Presentations	Develop an action plan for growth, enhanced profitability and expansion of the company
7	✓ Graduation	Dinner (sponsored) meeting for participants to share experiences/outcomes, recommendations and connect with key DeKalb County elected officials and leadership.
Monthly Coaching Sessions	Minimum of Two Coaching Sessions Per Month (In-Person and by Phone)	Establishment of program goals; Building the plan and developing an action plan for business; Conducting the Operational Assessment and monitoring progress toward goals.
Peer Coaching	One Peer Coaching per Month	Share advice, connections, forge partnerships and experience in a peer setting. Peer led.

#### **Program Eligibility/Targeted Participants:**

- Metro Atlanta Resident or Business Location
- Existing business owners that have been in business for two years or more
- 51% of Business Owners in the Aggregate (Tracks I and II) Must Meet LMI Income/Family Size Requirements
- Non-competing businesses will be selected for the peer groups
- Industry clusters may also be established driven by participants
- Interested in growing the business and profitability

#### **Program Model/Curriculum:**

- 6 sessions over 6 weeks, one session per month for three hours at a Fee
- Six sessions to draft and present strategic plan to the group/independent review panel
- Operational Audit – Individual Interviews and Coaching
- Financial review – Individual Interviews and Coaching
- TEC Coaching to support plan development and access to contracts and capital
- Peer coaching for problem-solving
- Management review – Individual interviews and Coaching
- Taught by experienced business experts and entrepreneur
- Utilize the LIVE Plan curriculum, business plan development tool and FDIC

- Peer group of like-minded entrepreneurs focused on growing their business and making money
- Binder/Assessments

**Program Goals:**

- Develop strategic roadmap for growing an existing business
- Increase revenue
- Explore contracting/sales opportunities
- Increase profitability of the business and wealth of owner

**Objectives:**

- Create Strategic Business Plan – articulate the vision, set measurable goals and determine the strategies to get there.
- Conduct marketing audit and revise marketing approach
- Conduct financial audit and develop financial plan
- Conduct operational audit and develop specific strategies for improving operational efficiency
- Organize, review and understand financial statements for decision making

Develop network of “trusted” peers to conti