USDA

AMERICA'S SBDC NEW JERSEY
William Paterson University

Our Mission:

The NJ Rural Business Academy delivers practical online business education and training that strengthens rural business competitiveness, supports job creation, and builds resilient local economies - empowering rural entrepreneurs to create, grow, and succeed in a changing economic environment.

Business Outcomes

01. A fundable business plan
02. 12-month financial projections
03. A capital access roadmap
04. A marketing strategy
05. A hiring & workforce plan



06. A disaster resilience plan
07. AI tools & workflows
08. Cybersecurity basics
09. A network of support

A 7 Module Learning System



1 Introduction & Rural Ecosystem

2 Business & Entrepreneurship Fundamentals

3 Access to Capital/Financial Management & Strategic Growth

4 Marketing/Sales Strategies & AI for Rural Enterprises

5 Workforce Development/Job Creation Strategies & Succession Planning

6 Disaster Preparedness & Economic Resilience

7 Building a Rural Entrepreneurial Ecosystem & Collaboration

Live Webinars

https://njsbdcwpunj.eventbrite.com

Strategic Business Planning Fundamentals

Learn how to set clear goals, define your vision, and build a roadmap that aligns your operations, finances, and team around long-term growth.

Cap Stack & Cash Flow

Learn how to understand your numbers, manage cash flow, and prepare your business to access the capital needed for growth.

Tech Stack & AI

Learn how to reduce costs, increase efficiency, and scale smarter by using modern technology and AI tools in your business.

Workforce Development

Learn how to recruit, retain, and develop the workforce your business needs to grow while planning for long-term sustainability.

NJRBA Business Summit

Join us for a day of business educational resources and tools to grow your business

Registration

1. Access

Navigate to:

https://njrba.learnworlds.com and Get Started!

2. Eligibility Verification

SBDC staff will follow up to determine eligibility

3. Enrollment

Eligible & interested participants will be automatically enrolled

USDA Rural Business Development

- Grant funded
- Hosted by the NJ SBDC at William Paterson University
- Built for 7 rural New Jersey Counties
- Designed for Rural NJ Entrepreneurs

What to Expect

- ~30 minutes per module × 7
- Worksheets & application work
- Consulting sessions
- Live webinars & events

You'll be:

- Loan-ready
- Grant-ready
- Investor-ready
- Ready to hire help
- Clear on pricing (path to profitability)
- Stronger on cash flow
- Connected to real & ongoing support

THE NJ RURAL BUSINESS ACADEMY

Practical training for rural NJ businesses



Practical Training

Technical Support

Built for you.

America's SBDC New Jersey, William Paterson University

U.S. Small Business Administration

NJBAC New Jersey Business Action Center