



Capacity Building, Business Support Services, Business Development, and Coaching for Startups and Small & Medium Enterprises

By

Business Seals Consulting Firm, LLC

Purpose Statement:

Engage disadvantaged entrepreneurs to provide equitable opportunities, & Coaching, mentoring counseling, and training in the domains of research, product development, technology, finance, and marketing.

Guiding Principles:

- Economic Advancement: Access to a variety of employment & entrepreneurship opportunities through **training and capacity building to ensure sustainability.**
- Education & Training: Quality education & training opportunities for adults and youth are readily available through mentorship and coaching.
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The objectives are to:

- Help advance the local community goal of increasing middle-wage jobs through **economic growth.**
- Help advance the State's objective of promoting small **business growth** and **workforce development.**
- Helping local entrepreneurs develop established companies rooted in underserved, and underrepresented communities—companies become permanent contributors to the overall vitality, **diversity**, and growth of the community's economy.
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Training Modules: This workshop focuses on bank readiness. The goal is to contract with local lenders to provide training and workshops as part of their money-borrowing processes. These capacity-building curriculums include:

- bank readiness,
- understanding business credit,
- important business relationships entrepreneurs must have (Banker, Attorney, Insurer, Lawyer),
- understanding the books and QuickBooks training, other bookkeeping software (Financial Statements),
- employee engagement,
- employee accountability,
- employee ownership,
- networking etiquette,
- the 4 Ps of marketing,



- the CEO in you, the leader in you,
- Capital planning options: grants, loans, crowdfunding, savings
- business planning and exit strategies,
- personal finances and business credit,
- emotional intelligence for entrepreneurs,
- Scaling up and growth opportunities: franchising, selling, and government contracting.

Our framework to develop an entrepreneurial incubator focuses on creating and growing high-growth entrepreneurs to facilitate local economic development. Through interactive workshops, logistics development, & educational curriculum, we aim to work with community stakeholders to organize resources that help towards:

- Creating an infrastructure where individuals from diverse backgrounds can equally participate in the economic development of the State.
- Creating a support system where culturally diverse entrepreneurs can achieve wealth equity by participating in and having equitable access to the entrepreneurial ecosystem.
- Engage disadvantaged entrepreneurs to provide equitable opportunities.
- Mentoring, counseling, and training in the domains of research, product development, technology, finance, and marketing.

Product delivery: Entrepreneurs will undergo research foundations workshops & requirements to exercise several activities to validate their products & business idea into fully data-proven concepts.

- Access to Key Networking relationships: Access to high-quality relationships that lead to business opportunities cultivates authentic relationships that lead to high-quality information exchange and opportunities for entrepreneurs.
- Financial readiness to facilitate access to capital: Entrepreneurs will become familiar with basic financial terminologies from bookkeeping, and understanding different financial statements, business credit, business loans & grants, to financial projections.

Collaborations Neighborhood community houses and public libraries and traditional banks (make it a requirement).

Occurrence: Quarterly. Targeting fifteen (15) entrepreneurs for a 3-month accelerated program.

Outcomes: LLC, EIN, DUNS Number, SAM Account, MBE certification, SBA certification. Accounting system. Social media platforms. Invoicing system/POS. Licensing/ Contractor. DOL registration. Doing business with the state of Nebraska. Pair up with business for coaching, mentorship, sponsorship



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