



PURPOSE OF THE SMALL BUSINESS MICRO-ENTERPRISE PROGRAM

DeKalb County is committed to helping small business enterprises and entrepreneurs succeed. Taking a business from a concept, to sustainability and profitability, requires business management skills, planning, strategy, access to capital, contracts/sales and passion. We can help you with the first five, and the last is up to you! We offer a program and coaching with information essential to starting and running a business, including the legal, financial, marketing, accounting, human resources and promotional aspects of an enterprise.

Our partner in this endeavor is the Urban League of Greater Atlanta - an organization with decades of proven success in helping small businesses launch, grow and thrive. If you are considering starting a business or have operated your business for less than two years in DeKalb County, our small business micro-enterprise accelerator program is tailor-made for you.

MICHAEL THURMOND
CHIEF EXECUTIVE OFFICER

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**SMALL BUSINESS
MICRO-ENTERPRISE PROGRAM**

For additional questions, please contact:

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SPECIAL PROGRAMS MANAGER



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For more information and to apply, please visit: <https://tinyurl.com/DeKalbStartUp>



DeKalb County
GEORGIA

SMALL BUSINESS MICRO-ENTERPRISE ACCELERATOR PROGRAMS



Urban League of
Greater Atlanta

*Empowering Communities.
Changing Lives.*



INFO SESSIONS

Info sessions are designed to provide an overview of the Start-up and Growth programs, answer frequently asked questions and introduce participants to the class facilitator. Please join us at an upcoming info session as a first step toward making your dream of small business ownership a reality or growing your existing business. Upcoming info session dates and registration info can be found at <https://tinyurl.com/DeKalbStartUp>

PROGRAM DETAILS

These programs will support the development, growth and expansion of entrepreneurs and small businesses whose owners live in and/or have a business located in DeKalb County.

REQUIREMENTS

Must be a resident of DeKalb County or have an existing business operating in DeKalb County

TIME: 6:00 - 8:30 P.M.

SCHEDULE: EVERY THURSDAY

LOCATION: WorkSource DeKalb
774 Jordan Lane, Building 4
Decatur, GA 30033

PRICE: **\$49 pp: Start up Accelerator**
\$99 pp: Growth Accelerator

EXPECTED OUTCOMES

START UP ACCELERATOR

- Learn how to refine your business concept or idea.
- Determine the market and feasibility of your venture.
- Develop a Basic Business Plan for Your Venture.
- Define and evaluate the products and/or services you plan to sell and if there is a market.
- Determine your target customers and develop a marketing strategy and plan.
- Learn how to price your product and services.
- Understand the basics of small business formation, management, planning and financials.
- Determine how much money will be needed to start and sustain the business.
- Identify sources of capital.
- How to use technology and social media to grow your business.

GROWTH ACCELERATOR

- Develop a strategic roadmap for business growth.
- Evaluate current state of business using SWOT.
- Analysis of current marketing methodology.
- Modify and revise marketing plan.
- Gain understanding of characteristics of effective leadership.
- Work toward more effective systems.
- Identify operational systems workflow and key success measurements for human and financial performance.
- Review and understand current financial position.
- Determine how much capital is needed for growth and evaluate various avenues for funding.
- Recognize the components of profitability.
- Connect with key officials and leadership of DeKalb County.

