



City of Columbia's Office of Business Opportunities 2024 NxLevel For Microentrepreneurs *Climbing The Competition Through Scalability*

The NxLevel For Microentrepreneurs module focuses on teaching "self-sufficiency through self-employment." Participants will learn how to choose a business idea, develop a marketing plan, explore financing options, develop a customer service philosophy, as well as other relevant entrepreneurial skills.

Are you bankable and cash flowing? Tips for establishing and sustaining a solid banking relationship for your business as well as the necessity of a positive cash flow statement. This includes one's personal financial statement (PFS), the use of community development financial institutions (CDFIs), and a keen understanding of the Community Reinvestment Act.

The Entrepreneurial Mindset (EMM) is a empirically based, cutting edge, online assessment tool based on extensive research into the traits, motivations, and skills of entrepreneurs.

Elevator pitch and soft skills focuses on the soft skills of communication, initiative, enthusiasm, and negotiating. Additionally, the NxLevel For Microentrepreneurs course will highlight the importance of marketing, social media presence, and networking aspects to business ownership.

Embrace the opportunity for ideas to stabilize and grow your business. NxLevel For Microentrepreneurs consists of a small group setting where participants are relaxed and can share how they operate, how others operate, and hear from professionals and subject matter experts the options to give your business an edge over the competition!

In Person Class Schedule

January 29 - March 7, 2024
March 21 and March 28, 2024
Busby Street Community Center
235 Busby Street
Columbia, SC 29205

March 14, 2024
Earlewood Park Community Center
1115 Recreation Drive
Columbia, SC 29205

This is a first come, first serve; class size is limited to 35 participants.



NxLevel For Microentrepreneurs Training Program

Instructor: Mr. Paul Smith, CEO of BEST Carolina, LLC

Instructor Paul Smith is a certified NxLevel facilitator specializing in business start-ups, existing businesses who wish to grow, microenterprises, and specialty training in agriculture-based ventures, going green, signage, and money management. Additionally, he is also a certified FastTrac New Venture Trainer with the Kauffman Foundation.

During the ten-week session, participants will:

- Understand the characteristics of successful entrepreneurs.
- Understand the business planning process, the reason for feasibility studies, and the internal and external uses of a formal business plan.
- Understand why, how, where, and when to do market research.
- Learn how to select the right legal and management structures.
- Understand the impact of government regulations on business.
- Develop an understanding of marketing issues and their day-to-day impact on profitability.
- Understand the principles of customer service.
- Understand basic financial statements and their uses.
- Understand budgeting and the roles of assumptions.
- Understand the concept of break even, and the value of cash flow.
- Have completed a draft business plan.



For more information or questions on the NxLevel for Microentrepreneurs course, you can go to our website

<https://obo.columbiasc.gov/technical-assistance/nxlevel/> or contact Kalenna Ginyard, OBO Program Compliance Specialist at (803)545-3960 or email at Kalenna.Ginyard@columbiasc.gov.