

NXLEVEL FOR MICRO ENTREPRENEURS

# Biz '26: Turning Roadblocks into Runways



During this 10 week course,  
*participants will learn:*

- *How to choose* a business idea.
- *Develop* a marketing plan.
- *Explore* financing options.

**January 29 – April 2, 2026**

| Busby Street Community Center, 1735 Busby Street, Columbia, SC 29203

For more information, contact:

**Kalenna Ginyard**

OBO Program Compliance Specialist

at (803)545-3950 or send an  
email to [OBO@columbiasc.gov](mailto:OBO@columbiasc.gov).



The NxLevel for Micro Entrepreneurs 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.

# During the 10 week course *participants will:*

- Focus on the processes of comparing actual financial results to planned or budgeted figures to understand why differences occurred. Secondly, scouring the marketplace for unmet opportunities to identify a gap or opportunity that exists between the demand for a product or service and the market’s supply, then determining if you have the skills and abilities to fill that gap alone or via strategic collaboration.
- Learn tips for establishing and sustaining a solid banking relationship for your business as well as the necessity of a positive cash flow statement. Also, analyze the market for gaps in unmet needs.
- Focus on the soft skills of communication, initiative, enthusiasm and negotiating by creating an elevator pitch. Additionally, the course will highlight the importance of marketing, social media presence, and networking aspects to business ownership.

## **E.Q.U.I.P.**

A success framework for entrepreneurs

- E *Educate;***  
acquire and/or strengthen the knowledge, skills, and abilities to build and sustain your business.
- Q *Qualify;***  
exceeding the standards, certifications, and readiness needed to compete in today’s ever changing market.
- U *Unleash;***  
unlock your company potential, creativity, and confidence to lead the business with purpose.
- I *Innovate;***  
think artificially through ChatGPT, adapting to changes, and staying ahead with creative solutions.
- P *Prosper;***  
scaling and securing sustainably in revenue, impact, and personal fulfillment.

Business owners who are located in the Columbia, SC area and have been in operations for two (2) years or less or are in the process of starting a business are encouraged to apply.

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