

SBDC Entrepreneurial Training Program

Through its Small Business Development Center (SBDC), Columbus State Community College will provide small business training and targeted business advising targeted primarily to the residents and businesses of Groveport, Ohio. These business owners and entrepreneurs include those interested in starting a business and existing businesses.

New Business Training

The SBDC will provide one new business training program in Groveport, Ohio, in the Fall of 2023. The 10-week training schedule will allow the prospective business owner to understand the principles of small business ownership and develop a detailed business plan to support the launch and growth of the business. This training will be augmented by SBDC business advising embedded in the training.

Basis of A Successful Enterprise Business Startup Training (B.A.S.E.)

SESSION ONE, August 29, 2023 – Michael Bowers/Barb Parknavy

B.A.S.E. Financial and Business Literacy Training

- Financial Literacy: Understanding basics of business financial activity and connection with personal finances.
- Immersion into business language/jargon
- Business record-keeping. Maintaining accurate records, accounting basics, and accounting software
- Technical (computer) skills—and where to acquire the skills
- How to navigate business registrations, regulations, licenses, banking
- Planning processes, mission, vision, goal setting, and safety issues
- Identifying, understanding, and marketing to target customers
- Becoming loan-ready
- Understanding business-related insurance needs
 - Action Assignment(s): Mission Worksheet

SESSION TWO, September 5, 2023 – Michael Bowers/Barb Parknavy

B.A.S.E. Small Business Ownership Overview

- Business Ideation, mission, vision, goal setting
- Business Development Overview
- Business record-keeping. Maintaining accurate records, accounting basics, and accounting tracking
- Navigating business registrations, regulations, licenses, banking
- Becoming Fundable
 - Action Assignment(s): Idea SWOT Worksheet

Invitation Window into the remaining sessions, September 3 – September 18.

- Business Model Canvas Generator required by September 14

SESSION THREE, September 19, 2023 – Kevin Hammond

B.A.S.E. BizStart Market Assessment Training – Module One

- Understand the Market (Part 1): Process to determine who are your 80% most likely users and buyers that you will initially pursue. Performing market research to being to reach this goal.
- Problem Statement: What problem are you solving and how does your business achieve this
- Competitive and Industry Analysis: Who are your direct and indirect competitors and how will you differentiate from them. What will be your secret sauce.
- How to do Market Research: Go over research tools and best tactics.
 - Action Assignment(s): Customer Profile and Competitive Position Worksheet

SESSION FOUR, September 26, 2023 – Kevin Hammond

B.A.S.E. BizStart Market Assessment Training – Module Two

- Understand the Market (Part 2): Continuation of determining the initial customer profile by interacting with potential customers through market surveys.
- Devising market survey questions
- Market survey tactics and tools
- Pricing: Process to determine what your price plans will be
 - Action Assignment(s): Market Survey Summary and Price Plan Worksheet

SESSION FIVE, October 3, 2023 – Kevin Hammond

B.A.S.E. BizStart Market Assessment Training – Module Three

- Startup Costs: What items are needed to launch the venture and how will they be funded. What is vital to start and what can wait?
- How are startups statistically funded, and what are the funding options?
- Profit & Loss Forecast: Determine how your first quarter of business operations may look.
- Sales forecasting, variable and fixed cost estimations, and profit potential.
 - Action Assignment(s): Startup Costs and Profit Loss Forecast Worksheet

SESSION SIX, October 10, 2023 – Tonya Wilson

B.A.S.E. BizStart Market Assessment Training – Module Three

- Review of Startup Costs and Profit Loss Forecast
- Presentation of Finale – Recast of the BMC Plan (one page)
- Goals & Lifestyle: Discussion of the life of a business owner, introspection, and setting goals/milestones
 - Action Assignment(s): Goals and Milestones Worksheet

SESSION SEVEN, October 17, 2023 – Tonya Wilson/Ellen Harvey

B.A.S.E. Startup Training – Business Plan Development – Phase Three

- Business Plan – Marketing Plan – Operations Plan
- Situation analysis to assess internal and external factors impacting the business
- Incorporating the business's value proposition and target audience in the marketing strategy
- Establish marketing goals for the business
- Creating marketing strategy and tactics for the business
 - Action Assignment(s): Marketing Plan Worksheet

SESSION EIGHT, October 24, 2023 - Ellen Harvey

B.A.S.E. Startup Training – Business Plan Development – Phase Three

- Business Plan – Operations Plan
- Development of an operational plan
- Development of the HR plan
 - Action Assignment(s): Operational Plan Worksheet

SESSION NINE, October 31, 2023 – Ellen Harvey

B.A.S.E. Startup Training – Business Plan Development and Financial plan

- Development of financial projection
- Development of a Capital plan, and access to funding/banking services.
 - Action Assignment(s): PFS, Tweaking of Startup Costs & P&L

SESSION TEN, November 7, 2023 – Michael Bowers

B.A.S.E. Graduation Celebration and Next Steps

- Small Business Panel Discussion
- Business Plan Presentations
- Certificate Presentations and Networking

Leadership and Staffing

The SBDC has designated Barbara (Barb) Parknavy to serve as Project Manager to work with the City of Groveport to provide a combination of coordinated outreach, communication, and management of the training programs.

Barb Parknavy, Project Manager

Experience

Columbus State Community College
 CARES Act Program Coordinator, July 2020 – September 2021
 Columbus-Franklin County Small Business Recovery Grant, Program Coordinator

Synergistic Experience

- Provide management of the Columbus-Franklin County Small Business Recovery Grant intake, eligibility, and coordination of the applicant support and application scoring.
- Manages the data and economic metric collection for 14 small business advisors in the SBDC's CARES Act Covid business impact support grant
- Develop and deliver data collection and input training for the CARES Act Covid business impact support grant.
- Manages communication with the CARES Act Covid business impact support advisors
- Developed and implemented tracking of small business training submissions for participants in the SBDC's BizStart 2.0 business model validation workshops.
- Developed tracking system to measure business results created by participants in BizStart 2.0

Michael Bowers, SBDC Director

Experience

- ☐ Columbus State Community College
- ☐ District Director, Ohio Small Business Development Center, October 2004 - Present
- ☐ Greater Columbus Chamber of Commerce
- ☐ Vice President Emerging/Technology Business Development, May 2001 to October 2004
- ☐ Executive Director, Small Business Council/Columbus Venture Network, July 1999 to October 2004
- ☐ Director, Ohio Small Business Development Center, Region One, October 2002 to October 2004

Education

Liberty University, Lynchburg, Virginia
 Doctoral Candidate, Doctor of Public Administration. Completion May 2025

The Ohio State University, Columbus, Ohio: Master of Arts, Public Policy and Management, December 1998

The University of North Alabama, Florence, Alabama: Bachelor of Science, Economics/Finance, June 1986

Synergistic Experience

- Provide leadership/management of the Ohio Small Business Development Center at CSCC
- Principal Investigator, Director for Ohio SBDC grant; Principal Investigator CARES Act Grant; Principal Investigator for Industry Resource Alliance grant and Ohio Means Internships grant; the Principal Investigator City of Columbus Accelerate Columbus Grant; the Principal Investigator City of Columbus ESO grant for the COVID- 19 Small Business Economic Recovery Grant