



CARAVANSERAI PROJECT
SUPPORTING MISSION-DRIVEN LEADERS ALONG THEIR JOURNEYS

Business Readiness Training Program

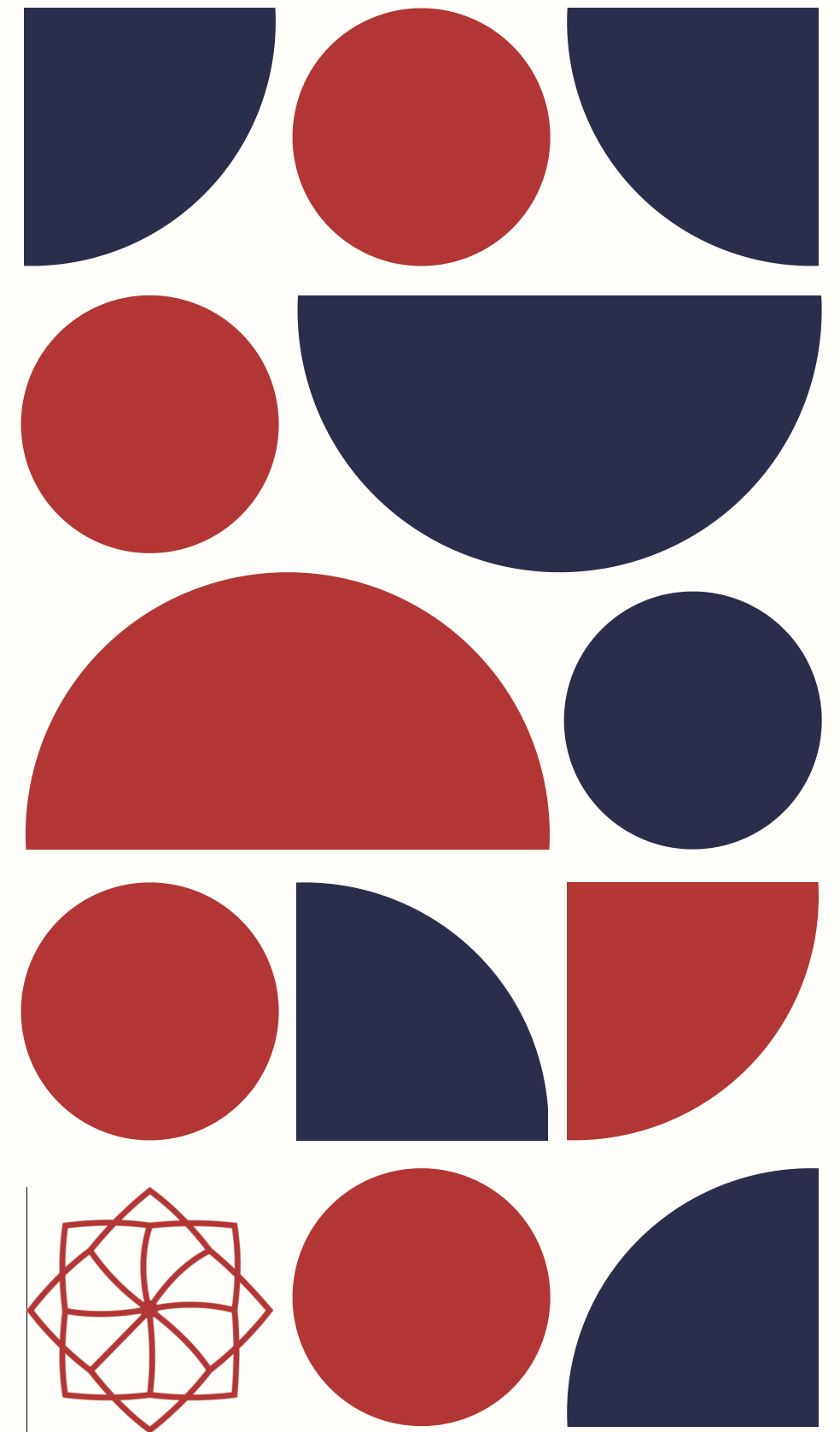
The Business Readiness Training was developed by Caravanserai Project as part of the 2022 Dream Fund Grant Program. The program includes 7 workshops and one-on-one consulting sessions.

Successfully graduating the program is a mandatory condition to be considered for a Dream Fund micro-grant (up to \$10,000). Attending all 7 workshops and the one-on-one consulting is required to graduate the Business Readiness Training Program and be recommended for the Dream Fund micro-grant program.

 **Learn more about requirements and application process here.**



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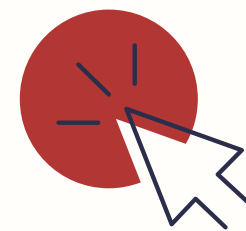


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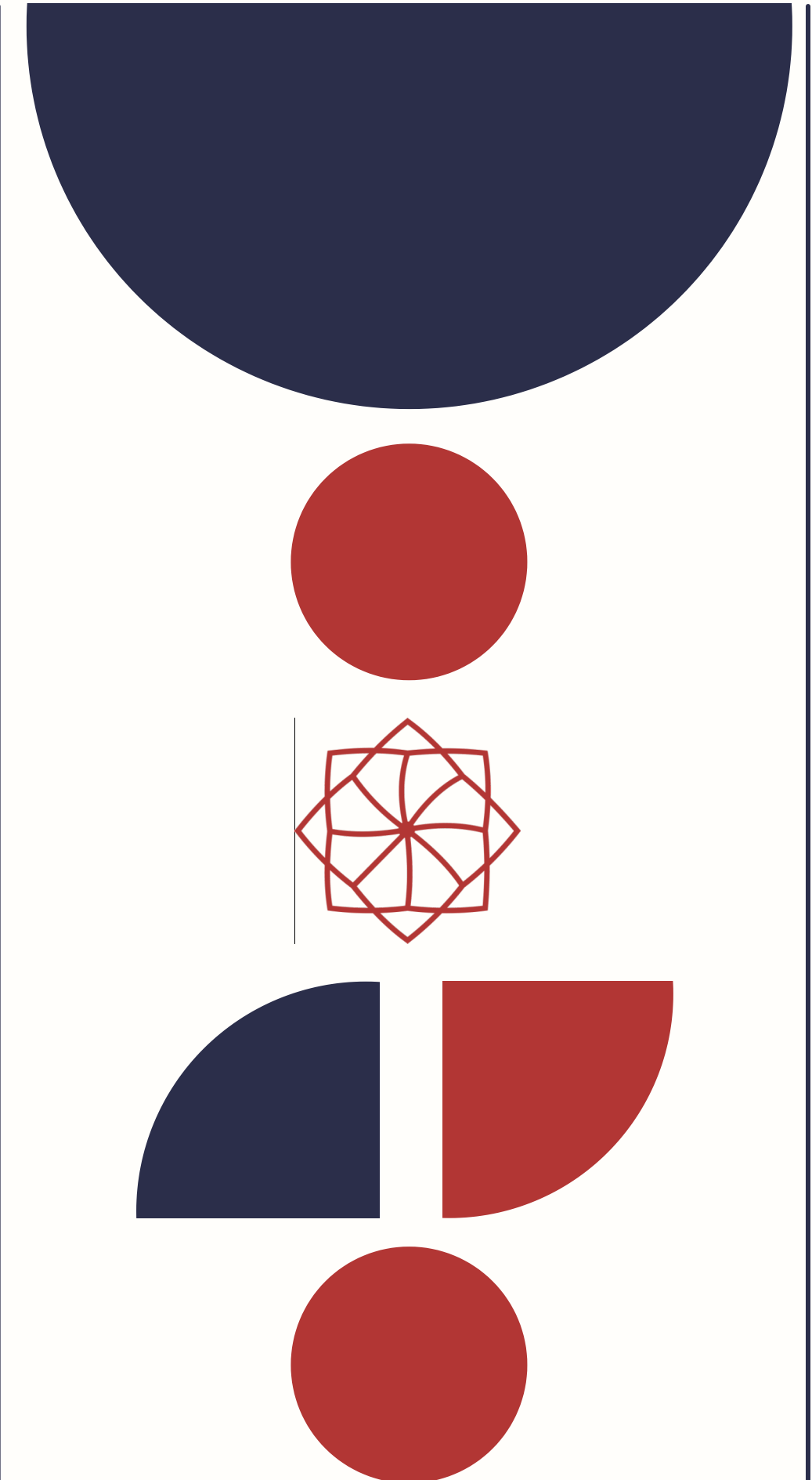
The California Dream Fund Grant Program (CDFG or Dream Fund) was created in 2021 by Senate Bill No. 151 (Government Code Section 12100.63) to provide micro-grants up to \$10,000 to seed entrepreneurship and small business creation in underserved small business groups that are facing capital and opportunity gaps. These micro-grants shall be made available to startup clients participating in intensive startup training and consulting with the centers that are designated by the Small Business Technical Assistance Expansion Program, like Caravanserai Project.

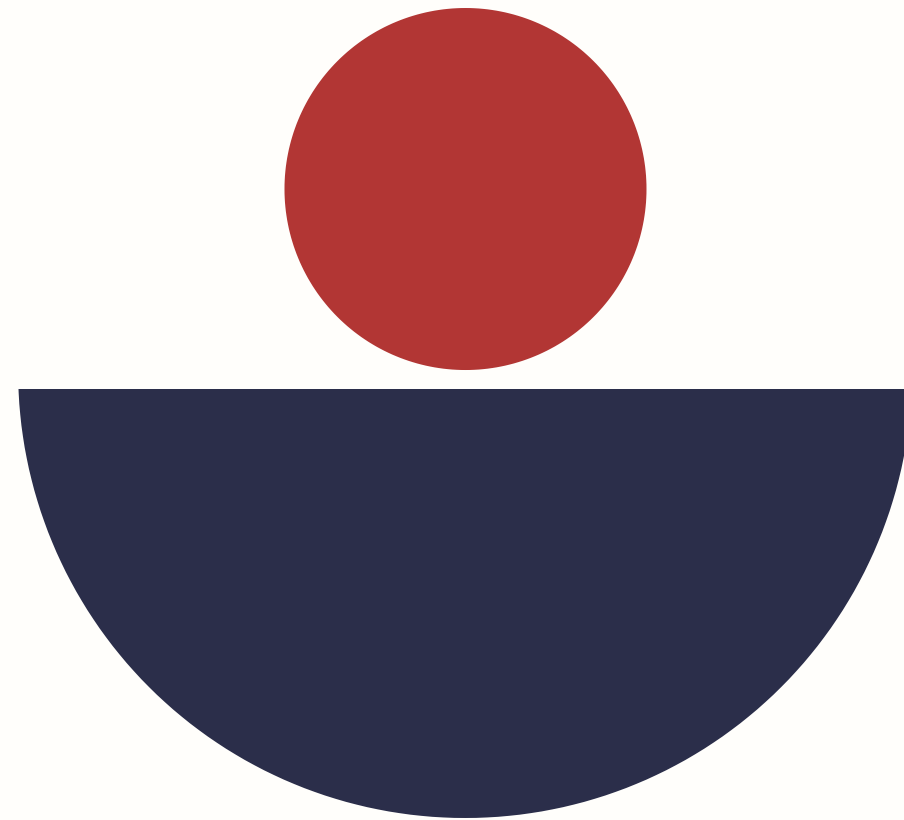
The Dream Fund provides approximately thirty-five million dollars (\$35,000,000) in one-time grant funding to provide micro-grants of up to \$10,000 to small businesses that participate in training and consulting programs through SB TAEP centers. Funding will be disbursed through a third-party administrator selected by CalOSBA.

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#1. Business Fundamentals: Business Planning for Sustainable Ventures (90 minutes)

This workshop focuses on supporting start-up entrepreneurs, for profit and nonprofit alike, design the business plan and framework that allow them to establish and develop a long-term sustainable and profitable business that reflects their vision and achieves the desired impact. This session will cover the importance of planning a business regardless of its focus, the preparation process that an entrepreneur should undertake as they are set to develop their business plans, the strategies behind it and the work plan they need to follow. It will focus on the structure of the business plan and the thought process behind each section, zooming in on each element.

Learning Objectives

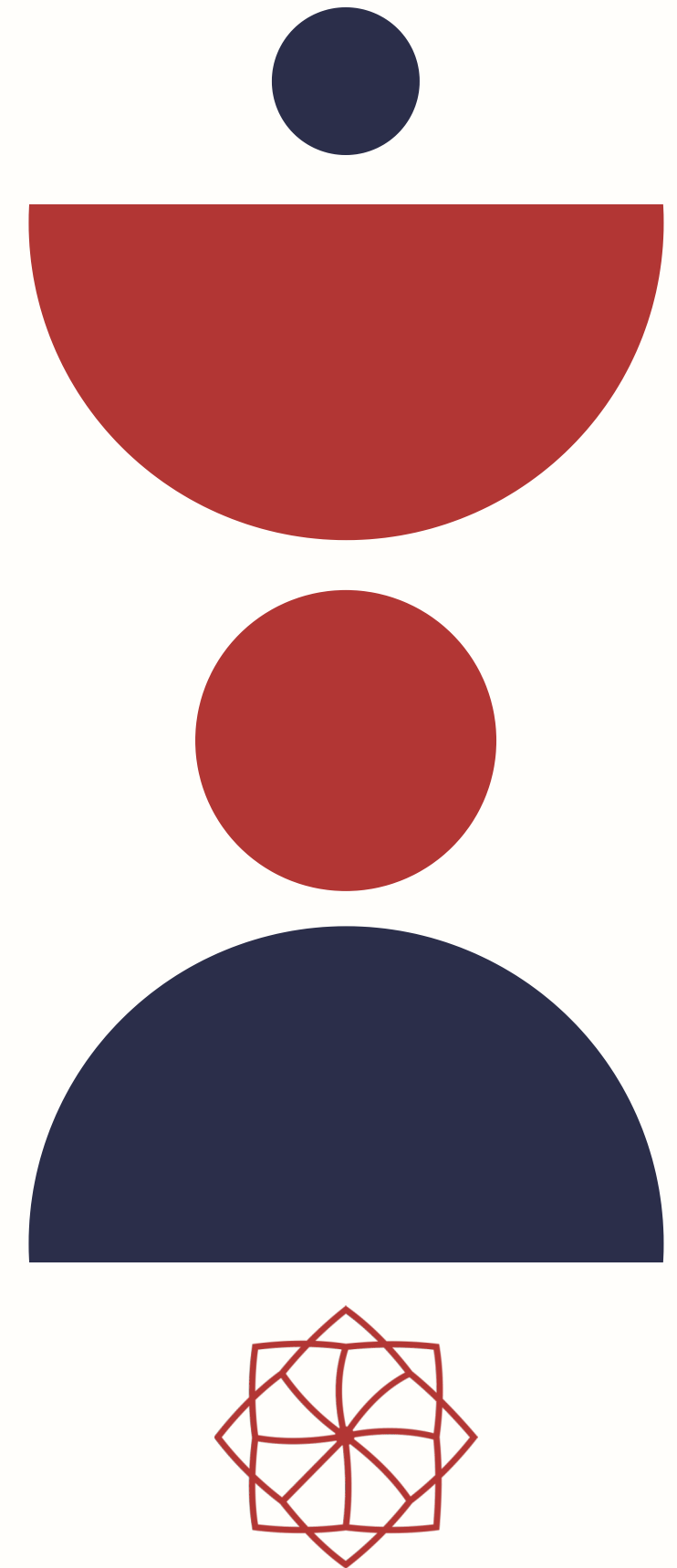
- Identify the elements of an effective business plan
- Understand the steps they need to take to develop each section of a business plan
- Design a work plan in preparation of the development of the plan

#2. Customer Discovery: Understanding Beneficiaries and Buyers (90 minutes)

This workshop focuses on the importance of understanding and mapping the customers' needs and interests, whether they are beneficiaries or the ones paying for the services and products delivered. While the process of customer discovery might seem daunting, it is instrumental in the success of a business and it informs many of the strategies that help the venture grow, become profitable as well as impactful. The workshop provides a practical roadmap for customer discovery and the tools necessary to identify and interview the right stakeholders and incorporate the lessons learned in the decision-making process and the day-to-day operations.

Learning Objectives

- The “Customer Discovery” concept
- The Customer Discovery process: “The Business Thesis”
- The Customer Discovery process: The interviewing process
- Tools for discovering your customer



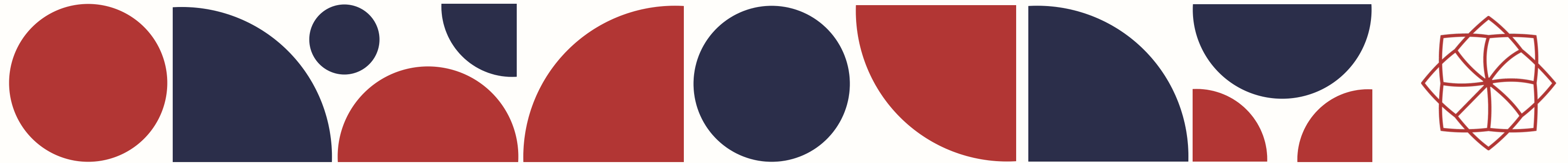
#3. Competition Analysis

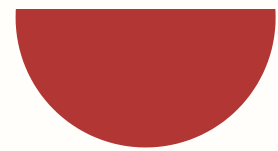
(90 minutes)

This workshop is designed to help entrepreneurs better understand their competition and develop the right tools to use the outcome of this process to their advantage as they strive to grow their business. It focuses on understanding the competitors' strengths and weaknesses in relation with their own capabilities, identifying the differentiating features and the position they have and could have on the marketplace and mapping the elements that make their business, products and services unique and the reasons potential customers would support them.

Learning Objectives

- Develop their own intelligence gathering tools and processes
- Conduct competitive analysis
- Design a clear and well-informed competitive matrix





#4. Financial Survival and Sustainability: Tracking and Understanding Your Finances (60 minutes)

This workshop provides the entrepreneurs the tools that allow them to keep track of the financial resources of their business, understand a present situation by efficiently manage the books, prepare for potential threats and opportunities that a business could face. It also thoroughly explains accounting terminology, financial statements, and other financial documents that a business owner should master.

Learning Objectives

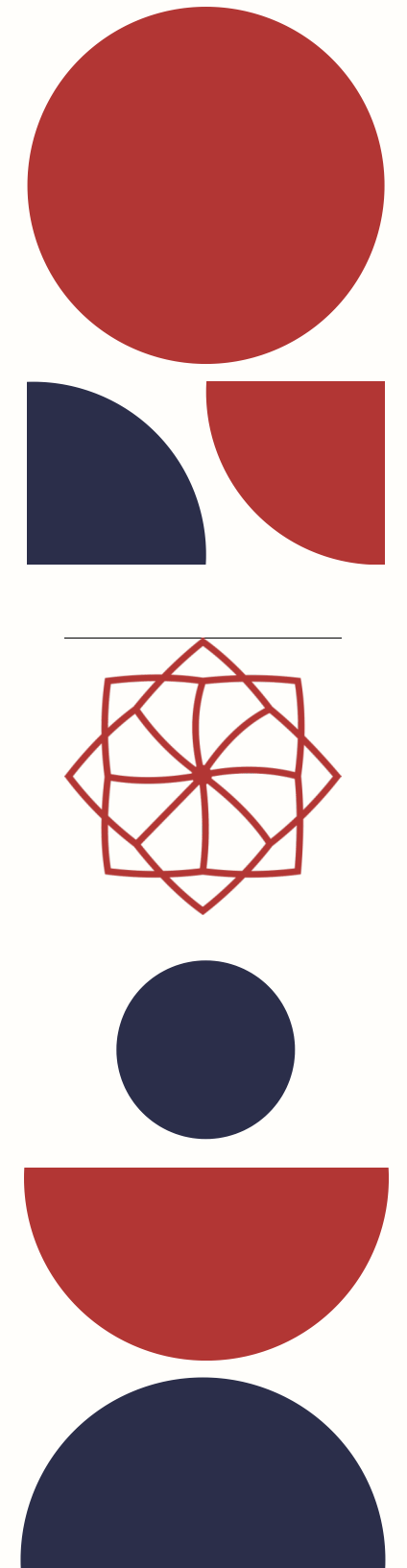
- Identify and understand different types of financial statements
- Prepare and navigate a balance sheet of a business
- Prepare and navigate an income statement of a business

#5. Beyond Breaking Even: From Survival to Growth (60 minutes)

This workshop is designed to help early-stage and advanced entrepreneurs rethink the way they conduct their businesses and start the transition from breaking even to generating profit. First, it discusses the approaches that entrepreneurs should adopt to better understand their businesses and reach the point of breaking even. Secondly, it focuses on the various strategies that will allow them to start generating profit as well as scaling their businesses in a sustainable manner.

Learning Objectives

- Examine and understand the overall health of your business
- Identify potential issues and provide solutions
- Understand the difference between inventory and overhead costs and aspects like overall cost, cash flow, return, and profit
- Identify the break-even point and examine the business potential to grow



#6. Banking Reimagined: Why Developing Relations with your Banker Matters (60 minutes)

This workshop focuses on the importance of establishing and developing close relationships with the bank and banker an entrepreneur is working with. Early-stage or advanced, entrepreneurs rarely prioritize developing strong relations with this particular stakeholder. The recent pandemic and the subsequent challenges entrepreneurs faced demonstrated that how crucial and strategic these connections are from asking for support regarding loans and credit lines to opportunities the banks are offering to their customers and community partners. This workshop is designed to help the entrepreneurs plan strategically and long term their banking interactions.

Learning Objectives

- Why and how to develop strong relations with a bank and banker
- Understanding the benefits of having ongoing connections with a bank

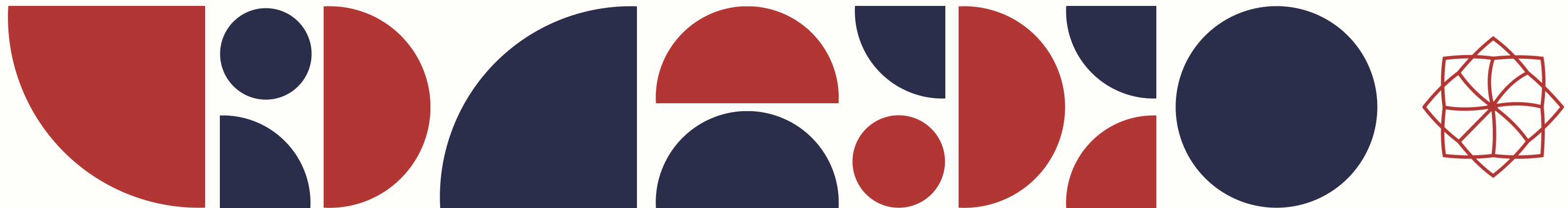
#7. To the Market: Establishing Your Online Presence

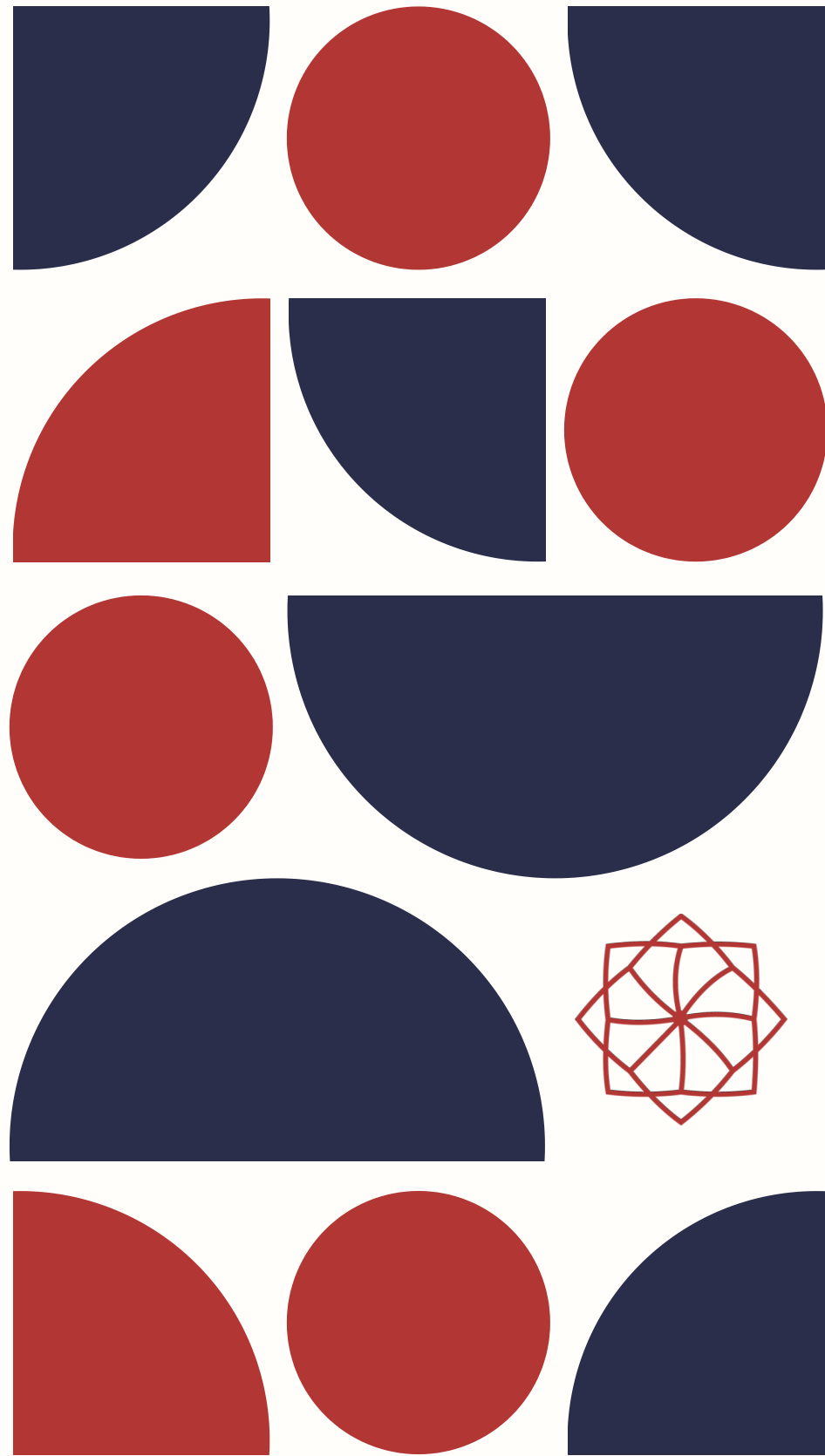
(90 minutes)

This workshop aims to provide the right technical support that these entities need in order to establish a strong online presence that fully reflects their mission and vision and accurately positions them in front of their current and potential customers. It provides an end-to-end digital transformation model. It covers all the core elements needed to create a scalable digital infrastructure, ranging from solidifying a powerful website to generating new leads.

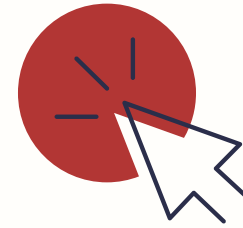
Learning Objectives

- Website development, copywriting, analytics
- Google Ads, SEO, email marketing strategy
- Branding style guidelines and content strategy
- Lead generation





Learn more about requirements and application process here.



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