



CARAVANSERAI PROJECT
SUPPORTING MISSION-DRIVEN LEADERS ALONG THEIR JOURNEYS

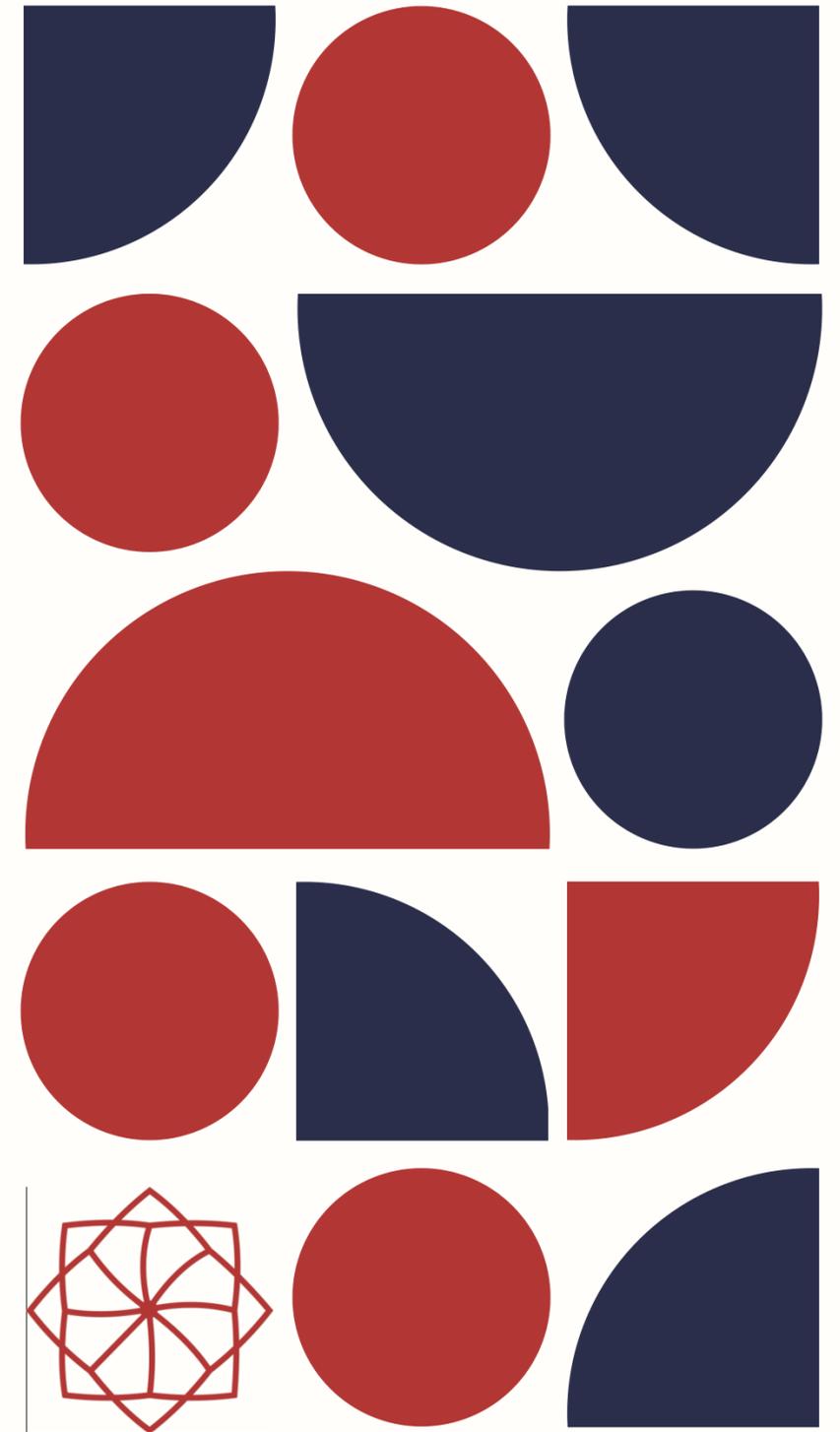
Business Readiness Training Program 2.0

The Business Readiness Training 2.0 was developed by Caravanserai Project as part of the 2022/2024 SEED 2.0 Program. The program includes 8 workshops and small group mentoring sessions (16 hours over 8 weeks) and is mandatory to be considered for the SEED 2.0 Grant (up to \$7,500).

Social Entrepreneurs for Economic Development (SEED) is an initiative funded by California's Employment Training Panel aiming to support the entrepreneurship of immigrants and limited English proficient entrepreneurs who face significant employment barriers, increase California's economic diversity and help spur business innovation across the state.

The SEED Initiative provides entrepreneurial training, technical assistance to target populations and micro-grants of up to \$ 7,500 to support them in starting or maintaining a small business in California aimed at addressing a social problem or meeting a community need.

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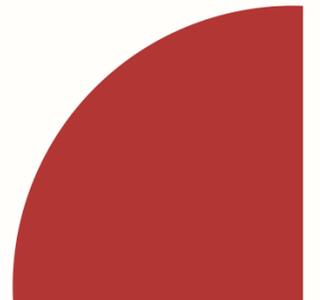
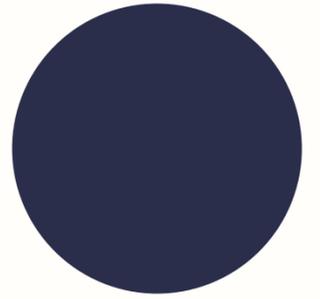
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Caravanserai Project, in partnership with **Uplift San Bernardino at the Making Hope Happen Foundation** and **Get in Motion Entrepreneurs**, joined the SEED Initiative in June 2022 and was awarded a \$2 million grant. The SEED Initiative is a 24-month program and our goal is to support over 200 Latin@ entrepreneurs in the Inland Empire of California.

As part of the SEED Initiative, Caravanserai Project and its partners will provide entrepreneurial training and technical support to Inland Empire based Latin@ entrepreneurs (for profit, nonprofit or sole proprietor). The successful graduating entrepreneurs are eligible for micro-grants of up to \$7,500.



Learn more about requirements and application process here.



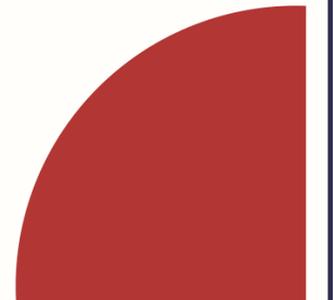
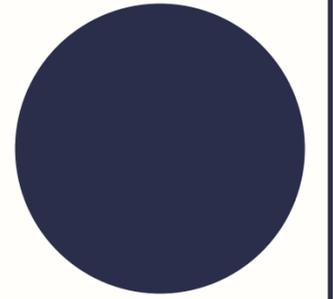


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The **Business Readiness Training Program 2.0** aims to provide Latin@ early-stage and more advanced entrepreneurs (for profit, non profit or sole proprietor) from historically marginalized and underserved communities the tools to launch and/or grow their small businesses.

The program is highly interactive and is designed to create an inclusive and supportive environment for the participants in order to incentivize them to take action and apply in real time the information and tools acquired.

The participants have **(1) cohort-based workshops** and ongoing **(2) small groups** meetings and coaching (4-5 participants), a total of (16 hours over 4-5 weeks). At the end of the training, the participants are expected to **present to the cohort their business** based on a predetermined structure that reflects the topics discussed during the training and **a clear road map** showcasing the entrepreneur's next steps and plans.



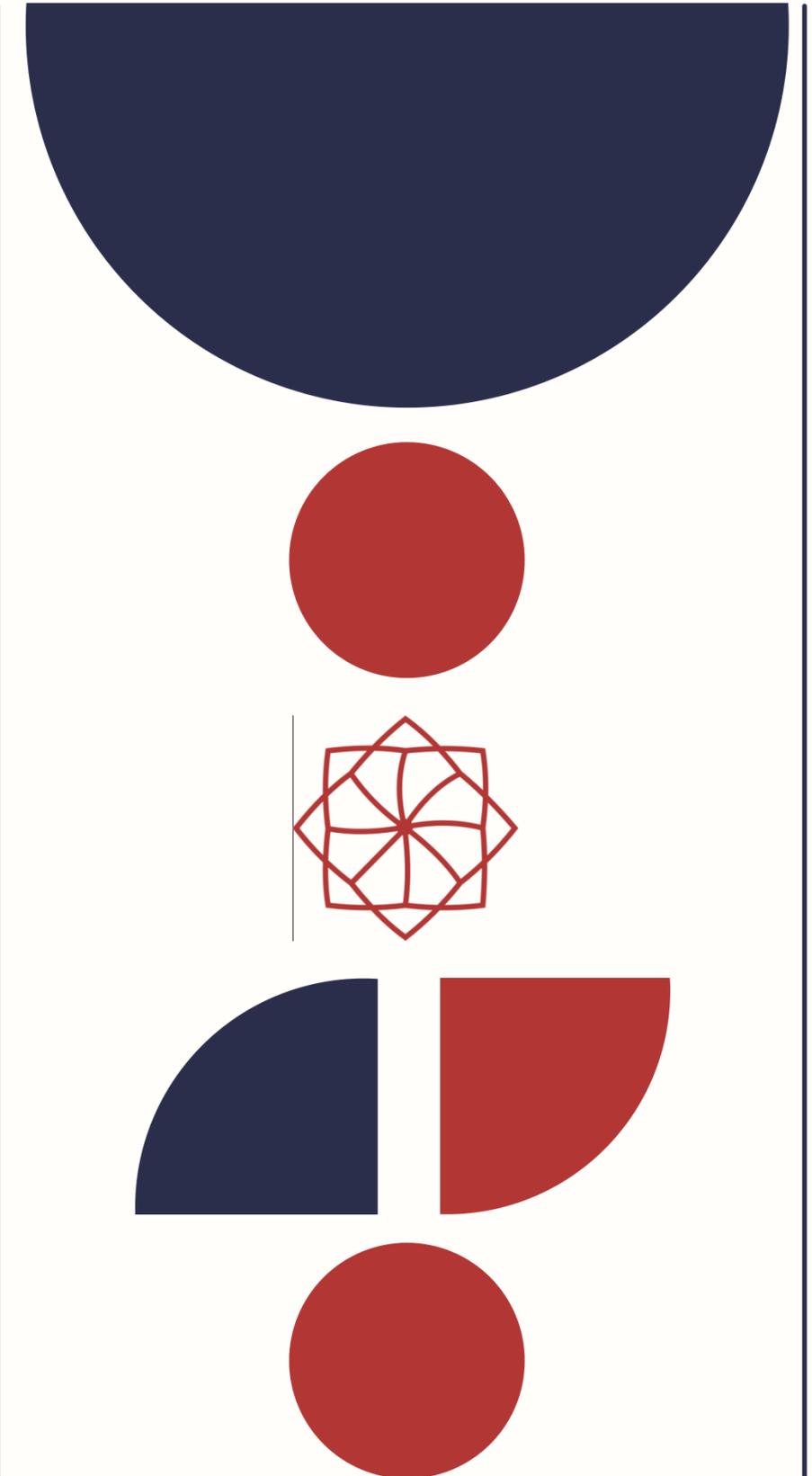


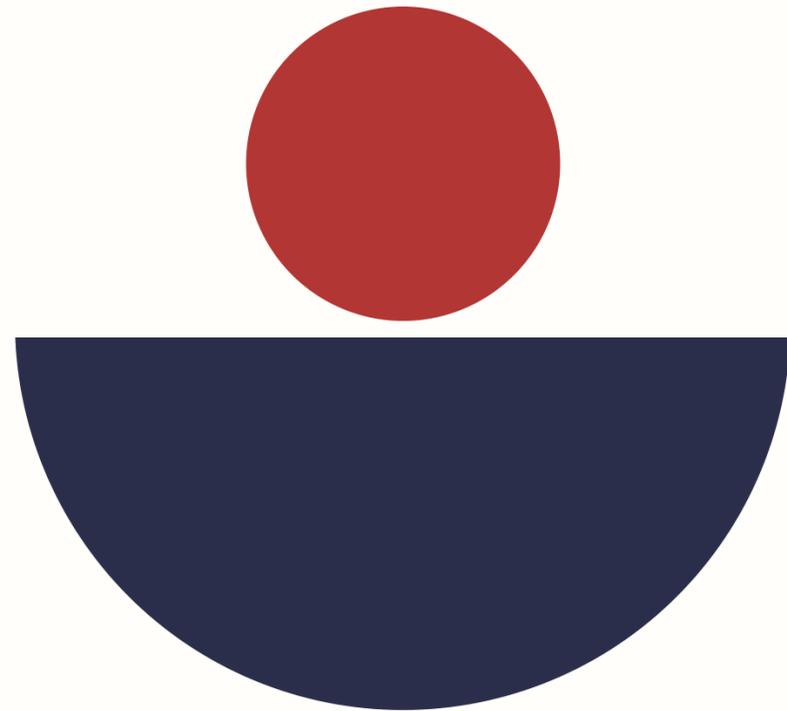
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Eligibility for the Business Readiness Training Program 2.0

- Individuals with limited English proficiency and Spanish native speakers, regardless of immigration or citizenship status;
- U.S. citizens or individuals who are neither U.S. citizens nor lawful permanent residents (including those who may not be lawfully present in the U.S., and individuals who have been granted Deferred Action for Childhood Arrivals (DACA) or Temporary Protected Status (TPS));
- Participants must be residents of the State of California and preference is given to Inland Empire based early-stage or advanced Hispanic entrepreneurs;
- Participants can be for profit, nonprofit or sole proprietor entrepreneurs.
- Must have a decision-making role in the venture (founder owning at least 51%, CEO, Executive Director etc.)

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#1. The basics of entrepreneurship topics: Product-market fit - startup/business life cycle - Business funding (90 minutes)

This workshop will provide an overview of the foundation of entrepreneurship.

Over the workshop, the audience will be exposed to the most relevant entrepreneurial concepts and wrap-around resources that leaders from a venture should understand to shape their organizations to succeed.

It will equip participants with the knowledge to improve their business capacity or crystallize new ideas and offerings.

This workshop is mindful of terminology and explains entrepreneurial terms that do not have a direct Spanish translation.

Learning Objectives

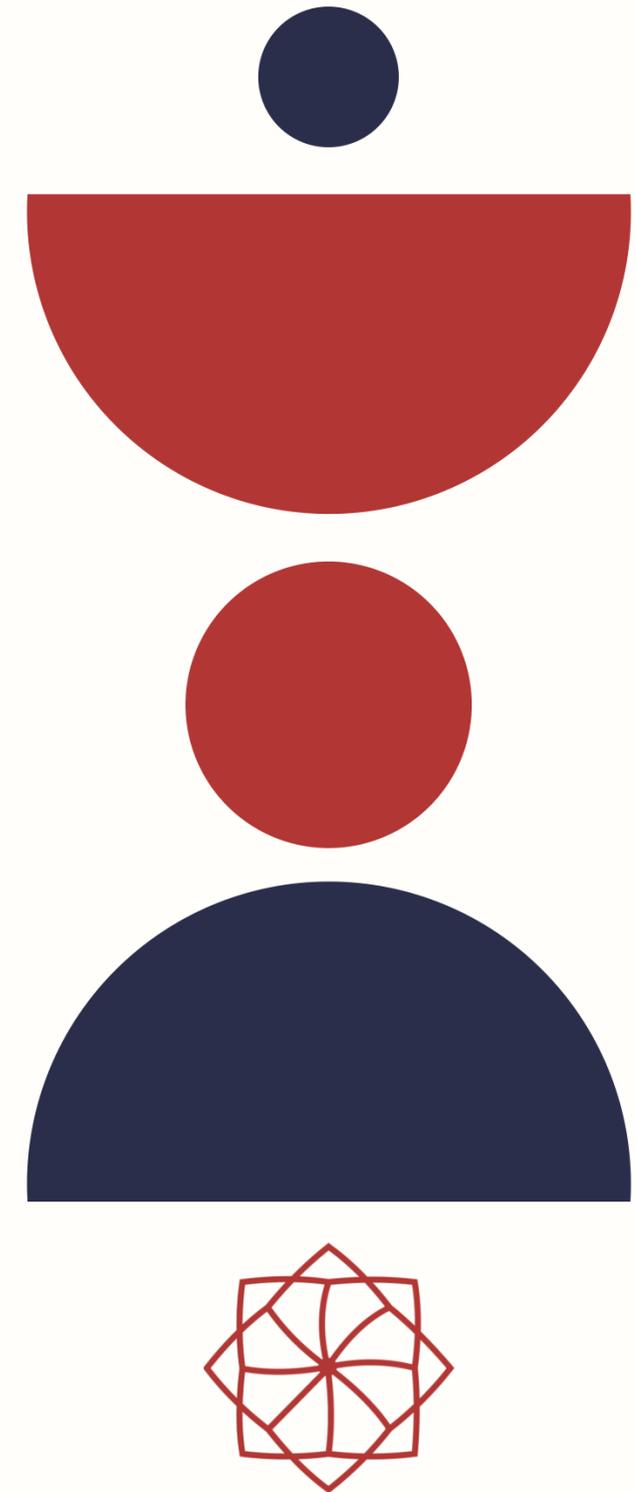
- To learn the life cycle of a business: It's not about money, but (measurable) value
- Concepts to consider before starting a business: Introduction to customer development, product-market fit, value proposition and the market size.
- Concepts to consider when running a business: The Business Ecosystem Map, Business Model design.

#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. Business planning and business road mapping (90 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

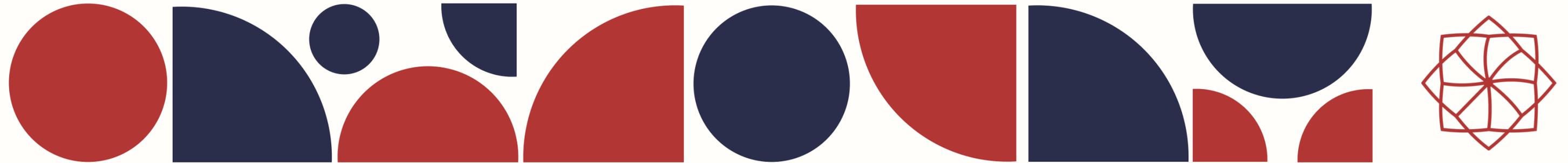
- Identify and understand different types of financial statements
- Prepare and navigate a balance sheet of a business
- Prepare and navigate an income statement of a business

#4. Competition Analysis and Business Strategies (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

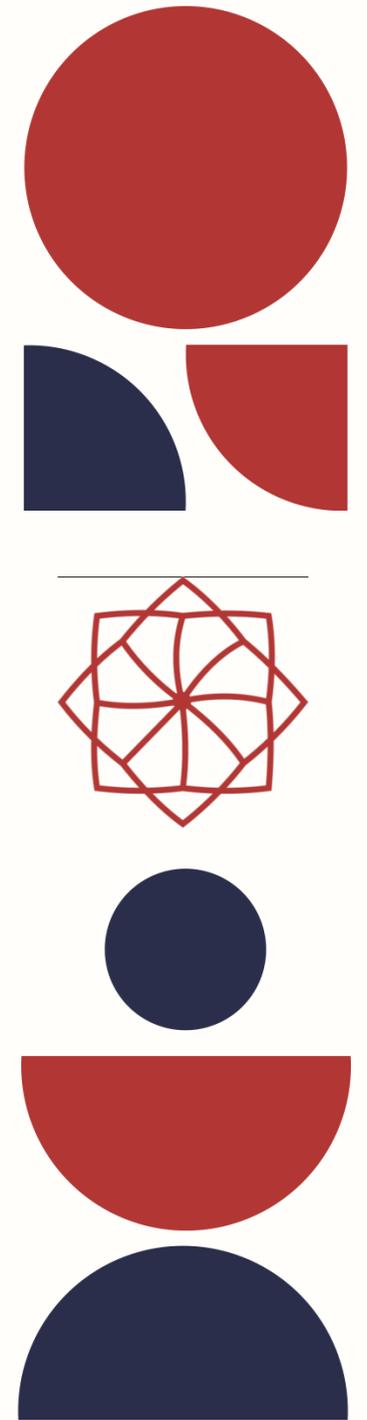


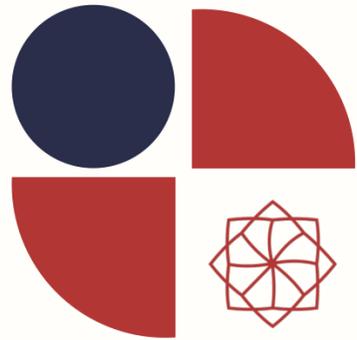
#5. Financial (budgeting, financial assumptions, planning and statements, pricing) (90 minutes)

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 managing the books, and 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



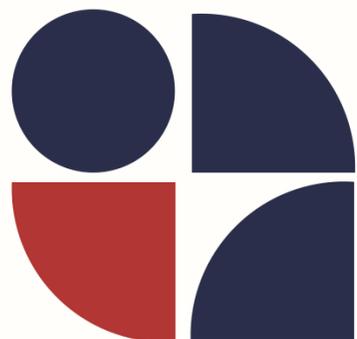


#6. Team building, marketing and sales (90 minutes)

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. We will also discuss how to build a team that centers around reflecting your mission and vision to your customers.

Learning Objectives

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

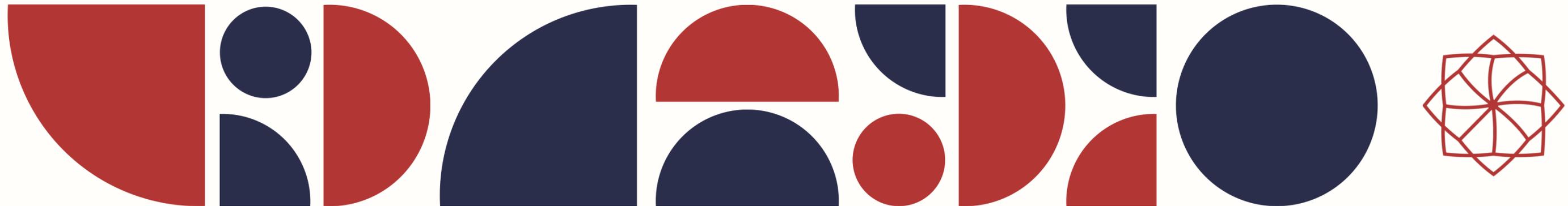


#7. Scaling up: Innovation and technology for entrepreneurs (90 minutes)

This workshop will focus on technology solutions for businesses regardless if they are just starting out or have been in operation. We will discuss what software solutions are available and how to set them up to scale your operations. Topics will include why we need certain software, what software we need, setup, and how to use them to scale your business.

Learning Objectives

- Types of software: accounting, CRM software, collaboration tools, communication software, etc.
- What software you need and when you need it
- Set up process
- How to use it to scale your business



#8. The effective entrepreneur: Self-improvement strategies (90 minutes)

This workshop will review the most common traits and skills that are particularly important for entrepreneurs to have when starting and leading a venture. It will deep dive into the top skills effective entrepreneurs should master in the future to succeed in an ever-changing economy and business environment.

It will conduct a brief data-based discussion about the opportunities and challenges facing Latino entrepreneurs and how to seize the potential of a community for building a unique archetype with the vision of becoming an asset to the global economy.

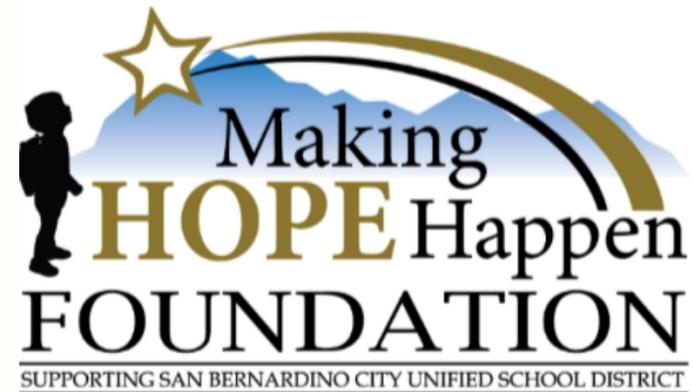
Learning Objectives

- To understand a business landscape as a criterion to set up the personal and professional skills to be acquired for entrepreneurs to make an impact.
- To gain insights on how to leverage different resources for learning new skills to become an effective entrepreneur.
- To master key strategies to overcoming cultural hurdles Latino entrepreneurs may face while adapting to U.S. business practices as an opportunity to spark valuable feedback to further advance a business initiative.



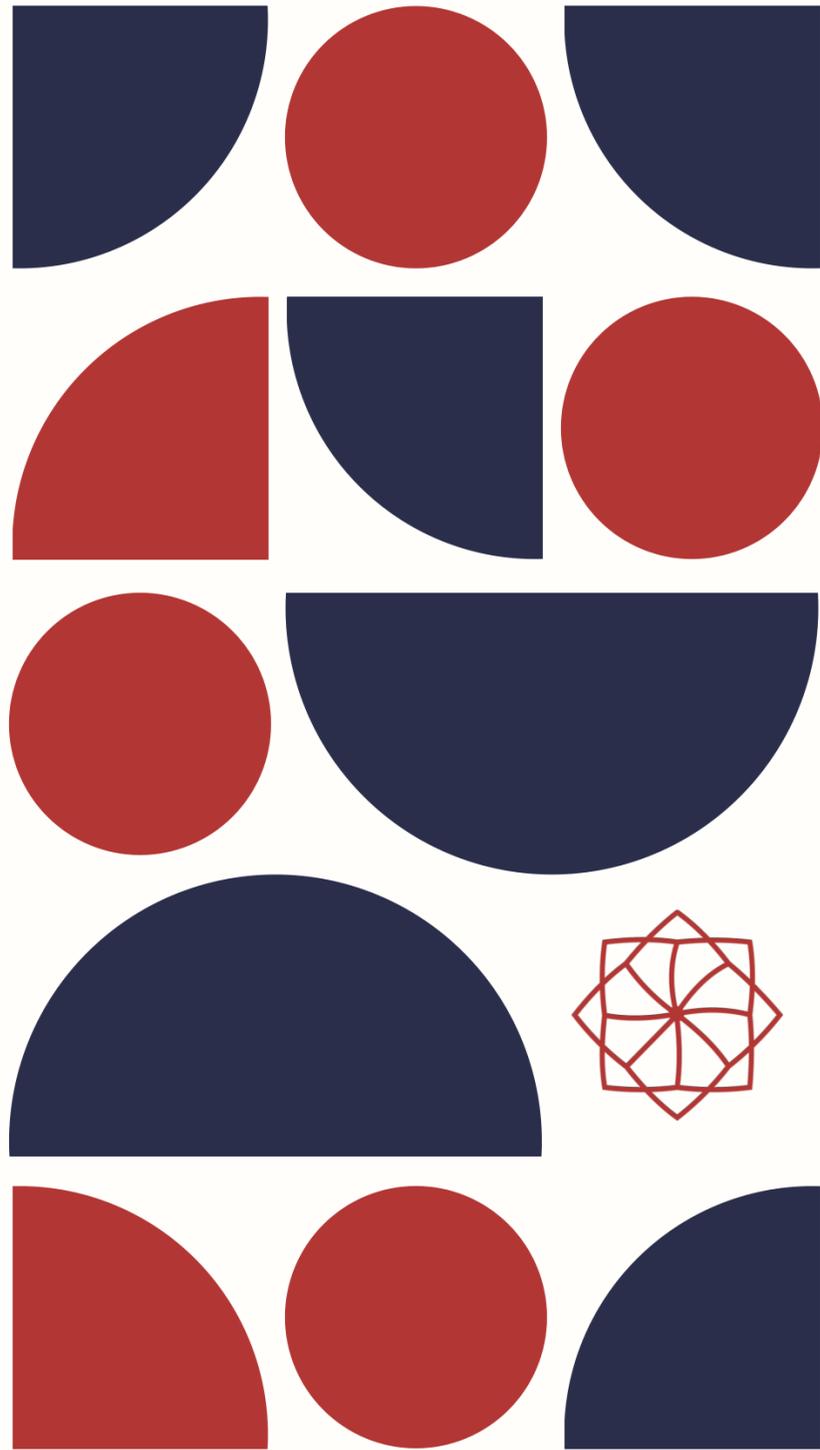
Learn more about our partners

**Uplift San Bernardino
at the Making Hope Happen Foundation**



Get in Motion Entrepreneurs





Learn more about requirements and application process here.



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