



## Business Entrepreneur Academy “BEA”

Launching a new business venture is a daunting task that requires extensive preparation, market knowledge, considerable capital, and more. It helps if you know the various steps involved in setting up a new business, scaling it, finding investors and customers, managing the books, and everything in between; BEA is here to help you!

MC Foundation recognizes, with urgency, the significance of the role new and existing businesses plays in local, regional, and the national economy. We provide relevant content and tools to support the start, growth, and sustainability of aspiring and early-stage entrepreneurs. Facilitator-led courses allow entrepreneurs to learn from trained facilitators with real-world experience, to get real-time feedback from other entrepreneurs, and to engage in a cohort of like-minded entrepreneurs.

**Well, maybe you’re ready to take the plunge on our 10-week, 20 sessions (60 minutes) BEA training program. We can tailor it to include critical culture germane to your company.**

**We  
will  
cover:**

Write a business plan.

Determine the unique the features and benefits of your products and services.

Build their company’s brand and marketing.

Determine the steps to profitability.

Identify potential sources for funding.

Prepare for launch.

**Outcome:**

**By the end of this 10-week session, you will know if you are ready to launch your business venture!**