



Your Starting Point for Small Business Success

4 weeks of designing your business

Course Description

[Business Design Series](#) is a 4-week training program designed to provide aspiring entrepreneurs with the essential tools and guidance to transform their business ideas into profitable ventures. Through weekly virtual sessions, participants will learn to assess their readiness to start a business, design a successful business model, and create a solid action plan.

Key focus areas include business concept development, customer relationship strategies, financial planning, and marketing fundamentals. By the end of the program, participants will have a clear, actionable plan to approach the launch their business.

In addition to live online classroom learning, participants will have access to the following resources:

- Confidential, one-on-one **business advising**
- **LivePlan**: Online platform for business and financial planning
- **GrowthWheel**: Toolkit designed to help you make decisions and take action

- **Market Research Institute:** Customized, data-based market research reports to make informed business decisions
- **Basecamp:** Virtual space to access class information and connect with your fellow students

Schedule

Weekly, 2-hour virtual sessions via Zoom

Sessions

Session 1

Introduction to Entrepreneurship

Explore the viability of your business idea and determine if entrepreneurship is the right path for you. Through a series of self-assessments, you'll gain insight into your strengths and weaknesses as a potential business owner, helping you decide if this journey is the right fit.

Session 2

Introduction to Operations

Learn how to identify and understand your target customer while crafting an effective elevator pitch that captures attention and drives decisions. You'll also conduct a competitive analysis and discuss time management strategies to optimize your future business operations.

Session 3

Introduction to Finance

Gain essential knowledge about business legal structures and the process of registering your business in Oregon. Learn to review basic financial statements, understand startup costs, manage cash flow, and navigate fundamental taxes. You'll also develop your first internal system—a customer intake form—to streamline operations.

Session 4

Introduction to Marketing

Identify your marketing needs and develop strategies to overcome sales objections. Learn networking techniques, marketing fundamentals, and create a comprehensive plan for the next 30-60-90 days of business planning.

Note:

While the Business Design Series (BDS) is a valuable stand-alone class, it yields the best results when followed by the [Business Builders](#) training program. BDS helps you assess the viability of your business idea and determine whether entrepreneurship is the right path for you. [Business Builders](#) is for those who complete BDS and decide that their business idea is worth pursuing, providing additional tools and resources needed to establish a strong foundation and successfully launch their business.

Business Design Series Alumni Success Stories



YA Vending Services: From Idea to Expansion

“Before coming to the SBDC, I didn't have support to talk about ideas that I have or fears about making the wrong choices. Then I found the SBDC through PCC and received business advising with Jackie B. Peterson. I also participated in the Business Design Series and Business Builders training programs. Through these services, I learned how to develop a vision and mission statement, brand the business with social media and a website, delegate responsibilities, and market our vending business.”

- Yolanda Holmes, Founder

The Blind Kitchen: Empowering Independence for the Visually Impaired

“I had the business idea and the class helped me to organize it into an executable plan. But the most important outcome from taking the class was the resources that Jackie put me in touch with to help the plan to come together, specifically connecting me with other students who had taken her class and successfully started their own businesses before me.”

- Debra Erickson, Founder





Joy Crazy, LLC: Spreading Joy and Building Success

“You’ll see these classes and think, “Is it worth it for me?” and pretty soon after you’re in it, you know that it was. It gave me perspectives I hadn’t anticipated seeing. I’m finding support in amazing ways and it really started with the SBDC.”

- Shannon Diffenderffer, Founder

Contact

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