



Your Launchpad to Small Business Success

8 weeks of building your business foundation + 4 weeks of industry-specific training

Course Description

[Business Builders](#) is a comprehensive training program designed to equip early-stage small business owners with the essential knowledge, skills, and support needed to start and grow successful businesses. Through a 12-week series of fundamental and industry-specific sessions, participants will gain insights into foundational business concepts, marketing strategies, legal considerations, financial management, and industry best practices.

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 Business Builders cohort

Schedule

Weekly via Zoom; Dates/times vary by term

Fundamental Sessions (All Industries)

Session 1

Business Models, Business Planning, and AI Tools

Designing business models by exploring tools such as the Business Model Canvas and Value Proposition Canvas, creating comprehensive business plans with LivePlan, and leveraging artificial intelligence tools and techniques to enhance planning, operations, and efficiency.

Instructor: Dr. Sean Harry

Session 2

Vision, Mission, Values

Crafting the foundational elements of a business, including mission statements, vision statements, and core values, and their significance in guiding business strategy and decision-making.

Instructor: Kim Allchurch-Flick

Session 3

Strategy Fundamentals

Creating intentional strategies across core business areas: defining business positioning, shaping long-term brand identity, setting targeted marketing goals, and building efficient operational processes.

Instructor: Kayla Banda and Mary Williams

Session 4

Pricing is an Art

Delving into the strategic aspects of pricing, covering pricing strategies, methodologies, and techniques to optimize profitability while considering market dynamics, competition, and value perception.

Instructor: Jackie B. Peterson

Session 5

Fundamentals of Digital Marketing

Introduction to digital marketing strategies and tactics, including search engine optimization (SEO), content marketing, email marketing, and analytics, to effectively reach and engage target audiences in the digital space.

Instructor: Jen McFarland

Session 6

Bookkeeping Fundamentals

Basic principles of bookkeeping, including recording financial transactions, maintaining accurate financial records, and understanding financial statements to support informed decision-making and financial management.

Instructor: Terry Long

Session 7

Legal Fundamentals

Overview of legal considerations essential for businesses, including business structures, contracts, intellectual property protection, regulatory compliance, and risk management strategies.

Instructor: Lindy Laurence

Session 8

HR Fundamentals

Introduction to human resource management fundamentals, covering topics such as recruitment and selection, employee relations, performance management, and compliance with employment laws and regulations.

Instructor: Jill Critchfield

Industry-Specific Sessions

Session 9	<u>Service</u>	<u>Retail</u>	<u>Food Business</u>
	Consultative Sales and Client Relationship Management Strategies for consultative sales approaches, managing sales funnels, and building strong client relationships in service-based businesses. <i>Instructor: Kim Allchurch-Flick</i>	Bricks and Mortar Fundamentals Addressing special retail issues such as location selection, signage strategies, navigating lease agreements, and managing challenges arising from the shift between online and brick-and-mortar retail environments. <i>Instructor: Sarah Shaoul</i>	Menu Design and Stocking Considerations Exploring menu design principles and considerations for stocking a restaurant, including current and future trends in inventory management. <i>Instructor: Cory Schreiber</i>

Session 10	<u>Service</u>	<u>Retail</u>	<u>Food Business</u>
	B2B and Long-Term Marketing Strategies Exploring marketing strategies tailored for long-term relationships in both B2B and B2C environments, focusing on building sustainable client partnerships. <i>Instructor: Nedra Rezinis</i>	Inventory Management Understanding inventory management principles, tools, and technologies to optimize inventory turnover and ensure efficient stock management in retail businesses. <i>Instructor: Spencer Crandall</i>	Branding and Marketing Your Restaurant Strategies for branding and marketing restaurants effectively to attract and retain customers in a competitive market. <i>Instructor: Jim Beriault</i>

Session 11	<u>Service</u>	<u>Retail</u>	<u>Food Business</u>
	<p>Pricing Strategies for Service Contracts</p> <p>Delving into pricing methodologies for long-term contracts and bespoke projects in service-based industries to ensure profitability and client satisfaction.</p> <p><i>Instructor: Jackie B. Peterson</i></p>	<p>HR, Team Building, and Leadership</p> <p>Exploring human resource management strategies tailored to retail environments, including building diverse teams, fostering leadership, and addressing unique HR challenges in retail settings.</p> <p><i>Instructor: Sarah Shaoul</i></p>	<p>Regulatory Compliance and HR Management</p> <p>Navigating regulations, compliance standards, and human resource management in the restaurant industry to ensure operational efficiency and legal adherence.</p> <p><i>Instructor: Shannon Fost, John Holtrop</i></p>

Session 12	<u>Service</u>	<u>Retail & Food Business</u>
	<p>Legal Considerations in Service Businesses</p> <p>Deep dive into legal issues specific to service businesses, including contracting, client services agreements, and protecting intellectual property assets.</p> <p><i>Instructor: Lindy Laurence</i></p>	<p>Funding Strategies</p> <p>Overview of funding options available to retail and food businesses, guidelines for developing a comprehensive loan package, and strategies to become financing ready, presented by the Oregon SBDC Capital Access Team (CAT).</p> <p><i>Instructor: Bruce Melzer</i></p>

Business Builders Alumni Success Stories

Haruharu Studio: Nurturing Korean Creativity and Culture

"I created Haruharu Studio to give myself the opportunity to travel, discover, and meet Korean makers, designers, brands, artists, and craftsmen. In connecting with the PCC SBDC, I felt like I knew what to expect as I began my business journey and had amazing help in connecting to the right people who were experts with great advice." - Jimin Kim, Owner



Portal Adventures Beaverton: Pushing Boundaries in Live Entertainment

"Making connections with others in the business community is invaluable. It is imperative you surround yourself with talented people so that you can continue to hone your craft and create a better and better product or service. Our success could only have been achieved due to all the wonderful people we have partnered with, including the PCC SBDC." - Portal Adventures Team

Poley Creative: Lights, Camera, Profits!

"With the support of the SBDC, we were able to negotiate better terms with our clients, we got paid more quickly...and learned about different ways to borrow money. Don't be afraid because you don't know how to do something. There will be someone out there to support you, you just have to seek it out." - Michael Poley, Co-Owner





Hapa Pizza: From Pizza Popup to Brick-and-Mortar Success Story

“The SBDC was really comprehensive and the way they broke everything down into bite-size pieces made it more manageable for us to start our own brick-and-mortar. Working with the PCC SBDC is a worthwhile investment into yourself.” - Aaron Truong, Co-Owner

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



More Business Builders Alumni Testimonials

Excellent content! Love that we are given access to so many great resources to keep using. Love the selection of outside experts that you include. Great to split into service and product industries for part of it. A very well-designed course! - Anna S.

One gets a complete overview of how to run your business, mainly focusing on small business. And then the breakout groups and advisors helps to better define needs and solutions to specific fields. I have recommended this course to others thinking about starting their own business or who are in business and need to improve. This class gives you a solid foundation, from A to Z, of how to run a business. Not only for beginners but also for those in business to make it more efficient. - David T.

Tons of information you didn’t know you needed. Experts in the industry specifics! The team is amazing I learned so much and am now much more confident in starting my business. The classes really help you understand the

standards and steps needed to proceed with building your business. Saul L.

INCREDIBLY VALUABLE!!! So many amazing resources, info, and speakers. Felt very supported in this class! PCC SBDC gave me the structure, resources, and motivation to make incredible progress on starting my business! The professors are immensely helpful and happy to answer any questions. I thoroughly enjoyed and would highly recommend to anyone considering starting their own business. - Katie F.

It was everything I expected and more! I would highly recommend the Business Builders course to anyone thinking about starting a business! The contacts, advisors, content and tools you gain through this course essential to starting a new business. - Charlie O.

Every class was packed with so much valuable information that it was almost overwhelming, leaving me constantly taking notes and trying to absorb every detail. Each session covered a broad range of topics, from business strategy and financial planning to marketing and operations, it seemed there was something relevant for every business represented in the class. The numerous insights challenged me to reflect on how I could immediately apply them to my business. Despite the intensity, it was incredibly rewarding to feel my understanding of key concepts deepening with each class. Beyond the actionable advice shared, the most significant takeaway was the opportunity to connect with SBDC experts. These connections offered not only immediate guidance but also the promise of long-term support as I continue to grow my business. Knowing that I have access to knowledgeable professionals who can provide personalized advice and mentorship is invaluable. These relationships have the potential to become a cornerstone of my business building journey, providing a network of support I can rely on as challenges and opportunities arise in the future. Thanks so much! - David P.

Contact

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