



PURPOSE OF THE SMALL BUSINESS MICRO-ENTERPRISE PROGRAM

DeKalb County is committed to helping small business enterprises and entrepreneurs succeed. Taking a business from a concept, to sustainability and profitability, requires business management skills, planning, strategy, access to capital, contracts/sales and passion. We can help you with the first five, and the last is up to you! We offer a program and coaching with information essential to starting and running a business, including the legal, financial, marketing, accounting, human resources and promotional aspects of an enterprise.

Our partner in this endeavor is the Urban League of Greater Atlanta - an organization with decades of proven success in helping small businesses launch, grow and thrive. If you are considering starting a business or have operated your business for less than two years in DeKalb County, our small business micro-enterprise accelerator program is tailor-made for you.

MICHAEL THURMOND CHIEF EXECUTIVE OFFICER

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SMALL BUSINESS MICRO-ENTERPRISE PROGRAM

For additional questions, please contact:

ERICA BRACEY,
SPECIAL PROGRAMS MANAGER

 **O: 404-659-6574**
C: 470-765-8575

 **ebracey@ulgatl.org**
www.ulgatl.org

Apply at www.ulgatl.org



DeKalb County
GEORGIA

SMALL BUSINESS MICRO-ENTERPRISE ACCELERATOR PROGRAM



**Urban League of
Greater Atlanta**

*Empowering Communities.
Changing Lives.*



ORIENTATION

JOIN US ON **AUGUST 24**
AT WORKSOURCE DEKALB TO LEARN
MORE ABOUT THE PROGRAM.
REGISTER AT
www.ulgatl.org

PROGRAM DETAILS

SMALL BUSINESS MICRO-ENTERPRISE START UP ACCELERATOR FALL 2017

- START:** SEPTEMBER 7
- END:** NOVEMBER 16
- TIME:** 6:00 - 8:30 P.M.
- SCHEDULE:** EVERY THURSDAY
- LOCATION:** WorkSource DeKalb
774 Jordan Lane, Building 4
Decatur, GA 30033
- PRICE:** \$49 PER PERSON

EXPECTED OUTCOMES

- Learn how to refine your business concept or idea.
- Determine the market and feasibility of your venture.
- Develop a Basic Business Plan for Your Venture.
- Define and evaluate the products and/or services you plan to sell and if there is a market
- Determine your target customers and develop a marketing strategy and plan.
- Learn how to price your product and services.
- Understand the basics of of small business formation, management, planning and financials.
- Determine how much money will be needed to start and sustain the business.
- Identify sources of capital.
- How to use technology and social media to grow your business.

THE ELIGIBILITY REQUIREMENTS

The DeKalb Small Business Micro-Enterprise Accelerator Program will serve entrepreneurs and small businesses whose owners live in and/or have a business located in DeKalb County by providing access to training, coaching and access to small business services designed to support business development, growth and expansion.

- Owners of a commercial enterprise that has been in existence for less than two years located in DeKalb County.
- Small business owner or aspiring entrepreneur that lives in DeKalb County.
- Five or fewer employees.

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WWW.ULGATL.ORG**

