

Learn more about ...

# SOUTHEAST INCREASE

"Empowering Emerging Entrepreneurs in Raleigh"



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## Mission Statement:

The Southeast Increase program is dedicated to educating small business owners in Raleigh, NC, with special emphasis on businesses located in the Southeast Raleigh community. Our goal is to equip entrepreneurs with the skills, strategies, and systems necessary to build and sustain a successful and scalable business enterprise.

## Who Should Participate?

- Full-time business owners with at least one year in business
- Businesses with revenues exceeding \$50,000
- Any business operating in Raleigh, with emphasis on businesses operating in Southeast Raleigh
- Business owners striving for business growth

## Program Benefits:

- Gain essential business knowledge through expert-led courses
- Develop a 3-year strategic growth plan tailored to your business
- Connect with a network of like-minded entrepreneurs and mentors
- Receive practical, hands-on training to implement sustainable business practices

## Key Focus Areas:

- Business Foundations & Market Analysis
- Strategic Growth Planning
- Financial Management & Forecasting
- Marketing & Branding
- Operations & Process Efficiency
- Leadership & Team Development



Program Kickoff  
**MAY 13, 2025**



Email contact  
**INFO@SOUTHEAST-INCREASE.ORG**



Visit the website  
**WWW.SOUTHEAST-INCREASE.ORG**

Southeast Increase is funded  
by a grant from the City of Raleigh.



**RALEIGH  
SOUTHEAST INCREASE**



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Now serving the Greater and local regions

**APPLY TODAY!**

# SOUTHEAST INCREASE

## Program Overview and Schedule



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### Program Structure:

- Duration: 6-course series + Capstone Project
- Format: Six classroom sessions and five virtual meetings
- Meeting Schedule:
  - - In-person sessions: 5:45 p.m. – 9 p.m.
  - - Virtual check-ins: 6:00 p.m. – 7 p.m. via Zoom
- Location: John P. "Top" Greene Community Center
  - 401 Martin Luther King Jr. Blvd, Raleigh, NC
- Final Deliverable: A comprehensive business growth plan, ready for execution.

### Southeast Increase Program Curriculum Overview

#### Course Schedule

Course 1: Business Strategy and Analysis  
May 13, 2025 – 5:45 p.m. – 9 p.m. (In-person)  
May 27, 2025 – 6:00 p.m. – 7 p.m. (Virtual Check-in)

Course 2: Financial Management I  
June 10, 2025 – 5:45 p.m. – 9 p.m. (In-person)  
June 24, 2025 – 6:00 p.m. – 7 p.m. (Virtual Check-in)

Course 3: Financial Management II  
July 15, 2025 – 5:45 p.m. – 9 p.m. (In-person)  
July 29, 2025 – 6:00 p.m. – 7 p.m. (Virtual Check-in)

Course 4: Business Development & Marketing  
August 5, 2025 – 5:45 p.m. – 9 p.m. (In-person)  
August 19, 2025 – 6:00 p.m. – 7 p.m. (Virtual Check-in)

Course 5: Business Opportunities & Resources  
September 9, 2025 – 5:45 p.m. – 9 p.m. (In-person)  
September 23, 2025 – 6:00 p.m. – 7 p.m. (Virtual Check-in)

Course 6: Capstone Project – Strategic Growth Plan  
October 14, 2025 – 5:45 p.m. – 9 p.m. (In-person)

Graduation Program – October TBD



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Program Kickoff  
**APRIL 15, 2025**



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