



Minority Business Assistance & Recovery Kickstart

The Minority Business Assistance and Recovery Kickstart (MBARK) Program, in partnership with the Rancho Cordova Chamber of Commerce, is offering a 10-week intensive program designed for small business owners looking to grow their operations while meeting like-minded business owners. The program features in-language assistance delivered in a culturally aware environment. Business owners meet for 1.5 hours/week and will explore a variety of topics relevant to expanding their business acumen and overall growth plan. Upon completion of the 10-week program, business owners will receive a \$1,500 stipend to be used for business improvement recommended by subject matter experts leading the cohort.



Are you ready to take your business to the next level?

COHORT CURRICULUM:

- Keys to Effective Business Planning
- Crisis Communications Training for Small Business Owners
- Business Coaching Session #1
- Financial Basics for Small Business Owners
- Understanding and Building Business Credit
- Funding Options for Your Small Business
- Operating within your Jurisdiction
- Creating a Compelling Brand and Marketing Strategy
- Strategies for E-commerce, Web, and Social Media
- Business Coaching Session #2