



South Haven Region Business Hub



Business Startup and Development Series

About the South Haven Region Business Hub

In May 2022 the South Haven Region Business Hub (SHRBH or Hub) announced a partnership with the City of South Haven, South Haven Chamber of Commerce, and Lake Michigan College to address gaps in small business programming in the South Haven region and support our local and growing entrepreneurs with technical support and funding connections.

Qualifications:

- Be able to participate in Monthly Workshops for 6 months.
- Anyone who wants to start a business, early startup businesses.
- Must live or have a business in Van Buren County
- Outcomes: Business Model Canvas completed

Capacity for Attendance: 15-30 people per session at Startup Series workshops and roundtable events.

Schedule of Events

Late August 2023*

First Workshop: "So, You Want to Start a Business: Business Startup Basics What You Really Need To Know—Truths Vs Myths.

- Self-Assessment on Readiness
- Anyone who is thinking about a business should attend.

Mid September 2023

Second Workshop: "Is Your Business a Go or a No-Go: Introduction to The Business Model Canvas."

- To be completed by the end of the 6 workshops.

First of October 2023

Third Workshop: "How to use the Value Proposition Canvas."

- Who is your target audience?
- How do you price?
- What's your value proposition?

End of October 2023

Fourth Workshop: "Set Up Your Books for Success: Accounting Basics."

- Cash flow
- P & L and Balance sheet
- How do the numbers correlate to profitability?

First of November 2023

Fifth Workshop: "QuickBooks or Spreadsheets? Tracking Your Business Finances."

- Set up a system right for you/your organization.
- POS systems

First of December 2023

Sixth workshop: "Marketing 101."

- Branding
- Social Media
- Website
- Marketing planning

Second week In January

Seventh in the series: "Meet the Funders Panel."

- Introduction to traditional and non-traditional funders
- CDFI's, Universities, government organizations

*The summer months are crazy busy for small business owners so we plan on starting our Growth Series in late August.

Mission: Making the South Haven region a place where entrepreneurs want to start and grow.

Guiding Principles: Combining collective knowledge, connections, and resources of the community, creating initiatives, and partnerships for *all* our local entrepreneurs.

Tagline: It takes a community to raise an entrepreneur!

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