



Oasis
AT MIAMI GARDENS

"A place to CLEAR your MIND and GROW your BUSINESS."

The Oasis at Miami Gardens Business Academy & Incubator

At the Oasis at Miami Gardens Business Academy & Incubator, our vision is clear — help passionate entrepreneurs grow their startups into strong, scalable & successful companies. Our team is a purpose-driven group of mentors, coaches, specialists and business professionals. We offer a growth-haven of coworking and community for everyone.

The Oasis at Miami Gardens Business Academy is a twelve 2-hour session series that benefits businesses at all levels - from start-up to seasoned businesses. It is designed to provide the groundwork for entrepreneurs to start a business and tools for growth and expansion.

Over 600,000 small businesses open yearly in the United States, accounting for 47.5% of the country's total workforce. New businesses typically close within two years of starting. If businesses can survive past the two to three-year mark, they have a greater chance of success. This series provides foundational tools for businesses, along with the necessary components to assist businesses in the age of technology.

Our Program is structured into 12 Modules.

1. **Starting Your Business:** Business structure, incorporation, licensing and permits, Intellectual property, trademarks, patents/copyrights
2. **What's the Plan:** Session1: Business Plans, Mission & Vision Statements, Short/Long Range Goals/Elevator Pitch
3. **What's the Plan:** Session 2: Business Plans, Mission & Vision Statements Short/Long Range Goals/Elevator Pitch
4. **Finding Your Clients:** Market Research; Identifying your ideal client; marketing and branding
5. **Growing Your Business:** Reaching your clients, Building your Brand; Networking; Websites; Social Media presence
6. **Customer Service:** Building a solid customer base and retaining customers; Leadership; Developing Executive Presence
7. **Building a Solid Team:** Staffing for today and the future; Leading by Example
8. **Seal the Deal:** Mastering the Ask; Contract Negotiations; Understanding Contracts
9. **Managing Your Money:** Accounting /QuickBooks; Financial Statements; Local/State/Federal Taxes
10. **Accessing Capital Session 1:** Credit/Bonding/Loans/Grants
11. **Accessing Capital Session 2:** Credit/Bonding/Loans/Grants
12. **Doing Business with Government:** Certifications/Accessing Bids/Winning Contracts/Compliance

Requirements:

- Attendees must show a serious interest in entrepreneurship on application or currently have a business registered with the state.
- Completion of the Academy Application & Supporting Documents.
- Applicants must complete all modules to receive certification.
- More information can be found on our website: www.oasismiamigardens.com