



THE *MAP* TO SUCCESS

Technical Assistance • Networking • Funding

MICROENTERPRISE ASSISTANCE PROGRAM

SPRING 2025 MICROENTERPRISE BASIC COURSE

For Businesses in Operation 2+ Years

Tuesdays, 10 a.m. – 12:30 p.m. (networking 9:30 – 10 a.m., classes start at 10 a.m.)

TUESDAY, APRIL 8, 2025

SMART MONEY MANAGEMENT FOR SMALL BUSINESSES

Dayton Metro Library Wilmington Branch,
3980 Wilmington Pike

Learn essential financial strategies to manage your business's cash flow, budget effectively, and plan for sustainable growth.

TUESDAY, APRIL 15, 2025

BUILDING YOUR BRAND

Dayton Metro Library Wilmington Branch,
3980 Wilmington Pike

Discover how to create a strong, recognizable brand that connects with your customers and sets your business apart.

TUESDAY, APRIL 22, 2025

DIGITAL MARKETING 101: GROWING YOUR PRESENCE

Dayton Metro Library Wilmington Branch,
3980 Wilmington Pike

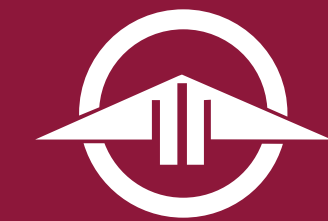
Explore tools and techniques to boost your online visibility, attract customers, and grow your business using digital platforms.

TUESDAY, APRIL 29, 2025

WORKING WITH CITY STAFF: RESOURCES AND MORE

Kettering Government Center, Deeds Room,
3600 Shroyer Road

Unlock opportunities by learning how to navigate city resources, build relationships with staff, and access valuable support for your business.



CITY OF KETTERING

Attendees: Please come prepared to talk about your business and willing to reflect on each day's session. Time will be incorporated into each session so you can apply that day's information into a binder or workbook for future use. Speakers will provide materials that you can refer to later and/or use as a guide. There might even be time available to share your ideas, questions, insights, etc. with the other attendees.

Details and information about the spring microenterprise forgivable loan application will be provided by Angela Rahman during the last session.



Visit www.ketteringoh.org/microenterprise
for more information.