



# **PATH TO PROSPERITY: UNLOCKING THE AMERICAN DREAM**

Program Curriculum

# Curriculum

## **SESSION 1. Introduction and Orientation**

- Program overview and objectives
- Understanding the importance of entrepreneurship for immigrants
- Introduction to key resources and support available to immigrant entrepreneurs

## **SESSION 2. Ideation and Business Development**

- Identifying business ideas and opportunities
- Conducting market research and feasibility analysis
- Creating a comprehensive business plan
- Legal considerations for starting a business

## **SESSION 3. Financial Literacy and Funding**

- Understanding personal and business finances
- Budgeting and managing finances effectively
- Identifying funding sources and accessing capital for business startups

## **SESSION 4. Legal and Regulatory Compliance**

- Registering and licensing a business
- Understanding tax obligations and compliance for entrepreneurs
- Navigating immigration-related legal aspects for starting a business

## **SESSION 5. Marketing and Branding**

- Building a strong brand identity for the business
- Developing effective marketing strategies
- Utilizing digital marketing tools and social media for business growth

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## **SESSION 6. Sales and Customer Acquisition**

- Sales techniques and strategies for new immigrant entrepreneurs
- Building and maintaining strong customer relationships
- Leveraging networking and community engagement to attract clients

## **SESSION 7. Operations and Management**

- Establishing efficient business operations
- Hiring and managing employees
- Inventory management and supply chain considerations

## **SESSION 8. Government Contracting**

- Introduction to government contracting opportunities for small businesses
- Understanding the procurement process and requirements
- Navigating certifications and programs for minority-owned businesses

## **SESSION 9. Financial Management and Taxation**

- Advanced financial planning and forecasting for business growth
- Tax strategies and deductions for small businesses
- Working with accountants and financial advisors

## **SESSION 10. Scaling and Growth Strategies**

- Identifying opportunities for business expansion
- Developing growth strategies and scaling models
- Evaluating risks and challenges in scaling a business