



MONEY SMART

for Small Business

Town Hall Webinar

Fourth Quarter 2017
November 9, 2017
2-3 PM ET



MONEY SMART for Small Business

Welcome remarks by:

Janet Gordon

FDIC Washington DC
Community Affairs
Associate Director

Nathaniel Bishop

SBA Washington DC
Office of
Entrepreneurship
Education

Paola Diaz

FDIC Washington DC
Community Affairs
Specialist
MSSB National Point
of Contact

Submit your questions to “Panelists”

For troubleshooting: message “Sandra Kerr” or skerr@FDIC.gov or 1-866-900-1011



Disclaimer

Reference to any specific organization does not constitute an endorsement, a recommendation, or a favoring by the FDIC or the United States government.



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The screenshot shows the Cisco WebEx Event Center interface. At the top, the title bar reads "Cisco WebEx Event Center". Below it is a menu bar with "File", "Edit", "View", "Communicate", "Participant", "Event", and "Help". The main content area is divided into several sections. On the left, there's an "Event Info" section with a dropdown menu showing "MSSB_TownH..." and a "2" callout. In the top right, there are icons for "Participants" (5), "Chat" (3), and "Q&A" (4). The "Participants" list shows names like "NB N Bishop", "AW Angela Wu", "MB Manuel Battle", and "MA Mark Allio". Below that is the "Q&A" section, which is currently empty and has a "9" callout. At the bottom, there's an "Ask" section with a dropdown menu set to "All Panelists" (6), a text input field (7), and a "Send" button (8). A "Recording" indicator is visible in the bottom left corner.

Webinar Platform components:

1. Icon
2. Menu Bar
3. Chat Function
4. Q&A Function
5. Participants List
6. Panelist (Speakers) List
7. Typing window
8. "Send" to transmit your message
9. Poll

Submit your questions to "Panelists"

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AGENDA

- Reminders
- *Savannah M. Wilburn*,
Economic Development
Specialist, **U.S. Small Business
Administration - South
Carolina District Office**
- *Glamis Haro*, Senior Business
Advisor, **Columbia Business
School Small Business
Development Center**



Reminders

- MSSB Town Hall Meeting recordings
- Join the MSSB Alliance online
- MSSB Train-the-Trainer Curriculum
- Update of Banking and Credit Module
- Download MSSB Modules and flyers in English and Spanish at:
<https://catalog.fdic.gov/> or
www.sba.gov/moneysmart

More details at:

www.fdic.gov/moneysmart



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Savannah M. Wilburn, Economic Development Specialist, SBA

- Started with SBA in 2015 at the El Paso District Office
- Transferred to the South Carolina District Office in May
- Worked for federal government for over 6 years in 3 agencies
- Past experience in lending as a supervisory loan officer
- MBA in Finance from the University of Texas at El Paso



Savannah.Wilburn@sba.gov | (803) 253-3121

U.S. SMALL BUSINESS ADMINISTRATION - SOUTH CAROLINA DISTRICT OFFICE

- **Team** 9 employees: 8 in Columbia, 1 in Charleston
- **Role of Economic Development Specialists (EDS):** Training, community, and marketing & outreach
- **Role of a District Office:** to promote SBA's three C's: Capital Access, Contracting Assistance, and Counseling
- **SBA funded resource partners** located throughout the state to provide counseling and training
- **Service area:** entire state, provide free trainings throughout the state and webinars: Federal Contracting 101, Financing your Small Business, and various workshops on starting a business and business plans

MONEY SMART FOR SMALL BUSINESS PROGRAM

- Started MSSB in July 2017
- Presented 1 module per week every Wednesday morning
- Registration is done through Eventbrite and SBA website
- Format: Web based
- MSSB offers topics that were not commonly covered in SBA district offices

MONEY SMART FOR SMALL BUSINESS

ATTENDEE PROFILE

Target Market: start ups or thinking to start a business

Attendees:

- New or future business owners
- Established business owners looking to improve on business processes
- SBA resource partners
- Community experts (i.e. lenders, financial advisors, accountants, etc.)
- 7 to 30 per module (Tax Planning and Record Keeping most attended)
- Mostly from SC, but also from all over the country
- Participant feedback very positive!

MSSB CUSTOMIZATION FOR WEBINAR USAGE

- Advertising through GovDelivery and District Office Website
- Online registration
- Webinar Platform AT&T connect
- Participant guide downloaded at registration
- Online Evaluations

Money Smart Series: Is Owning a Business a Good Fit for You?

by SBA South Carolina District Office

Sales Ended

[DETAILS](#)

DESCRIPTION

Money Smart for Small Business (MSSB) provides a practical introduction to topics related to starting and managing a business. Developed jointly by the U.S. Small Business Administration (SBA) and the Federal Deposit Insurance Corporation (FDIC), this instructor-led curriculum consists of 13 modules.

This module, "Is Owning a Business a Good Fit for You?" is the first module of the series. Subsequent modules will be presented every Wednesday, starting July 26th and ending October 18th. Participants do not need to complete previous modules to participate in future modules.

After completing this module, participants will be able to:

- Distinguish the myths and realities of small business ownership.
- Start a self-assessment to determine their readiness to become business owners.
- Set a plan of action gathering feedback from family, friends and potential customers.

DATE AND TIME

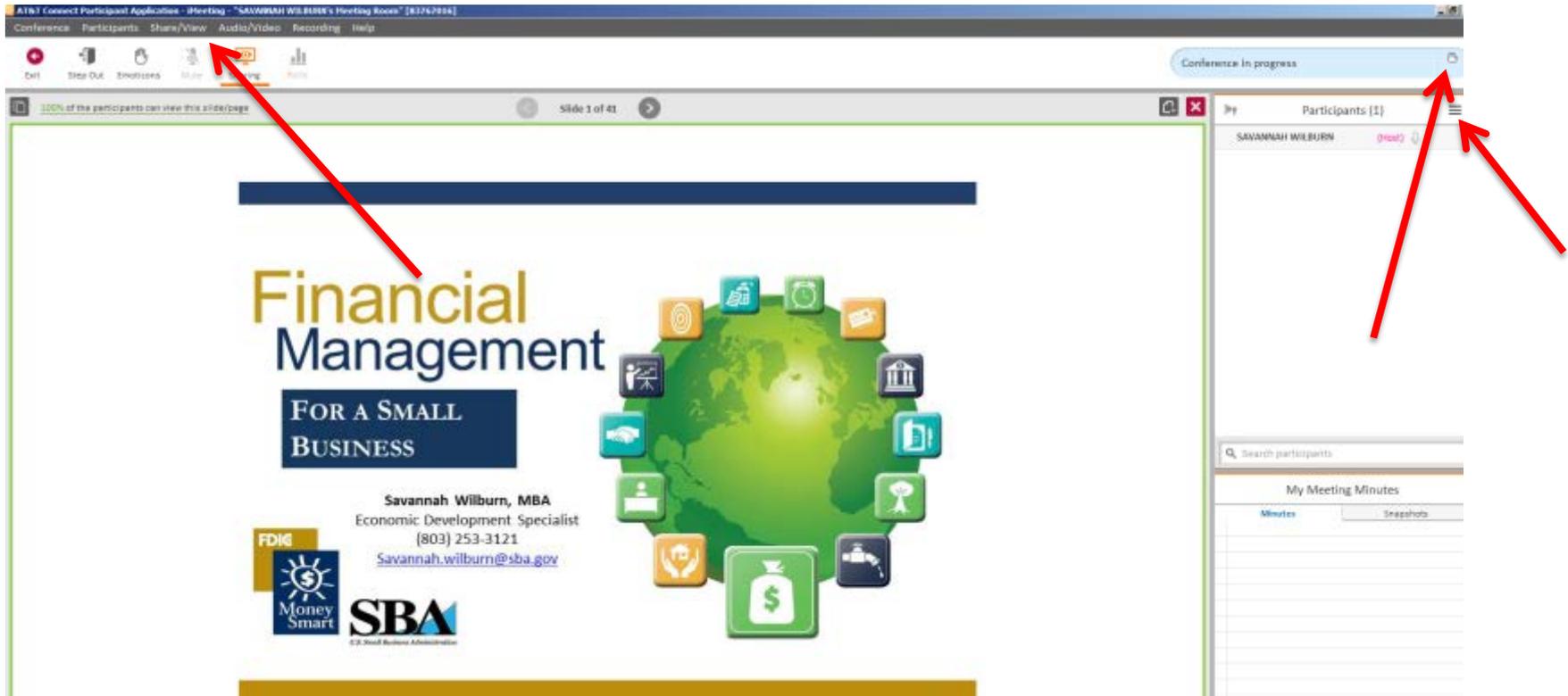
Wed, July 26, 2017
9:00 AM – 10:30 AM EDT
[Add to Calendar](#)

FRIENDS WHO ARE GOING

 [Connect to Facebook](#)

Webinar Platform: AT&T CONNECT

1) Login with link and access code provided. (Will also need host code)



SBA LOCAL DISTRICT OFFICE PARTNERSHIPS TO DELIVER MSSB

- Lenders
 - ✓ **TD Bank** on Banking Services
 - ✓ **Carolina Alliance Bank** on Retirement/Succession Planning
 - ✓ **South State Bank** on Record Keeping
- Active participation from SBA resource partners (SCORE and SBDC) in every webinar

SCDO GOAL FOR MSSB WEBINARS

- Encourage participants to go to SCORE and the SBDC for individualized counseling after MSSB modules
- MSSB Modules helps identify assistance needs:
 - ✓ Building a loan package
 - ✓ Preparing a business plan
 - ✓ Learning a bookkeeping software
 - ✓ And much more

ADVICE

- Keep participants engaged (Call on them by name)
- Automate the process
- Be prepared for technical issues both speakers and attendees:
 - ✓ Test ahead of time and sign up earlier
 - ✓ Have paper copies of the Instructor/Participant Guide in case technology fails
- Get community partners involved!

WHAT SBA NEEDS FROM COMMUNITY PARTNERS

- **Subject Matter Experts** in module topics: lenders, accountants, lawyers, financial advisors, insurance agents (Note: SBA cannot endorse any product/service)
- **SBA resource partner support on**
 - ✓ advertising MSSB
 - ✓ Involvement with district office workshops
- Encourage community **partners and resource partners to use MSSB modules**
 - ✓ SBA DO can provide “MSSB Train the Trainer” sessions
 - ✓ Quality presentations



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Was the South Carolina SBA segment useful to you?

Select all that apply

1. I will consider delivering MSSB via webinar
2. I learned more about the role of the SBA District Offices
3. I learned more about the SBA Economic Development Specialist role
4. I learned how to engage subject matter experts like bankers in teaching MSSB

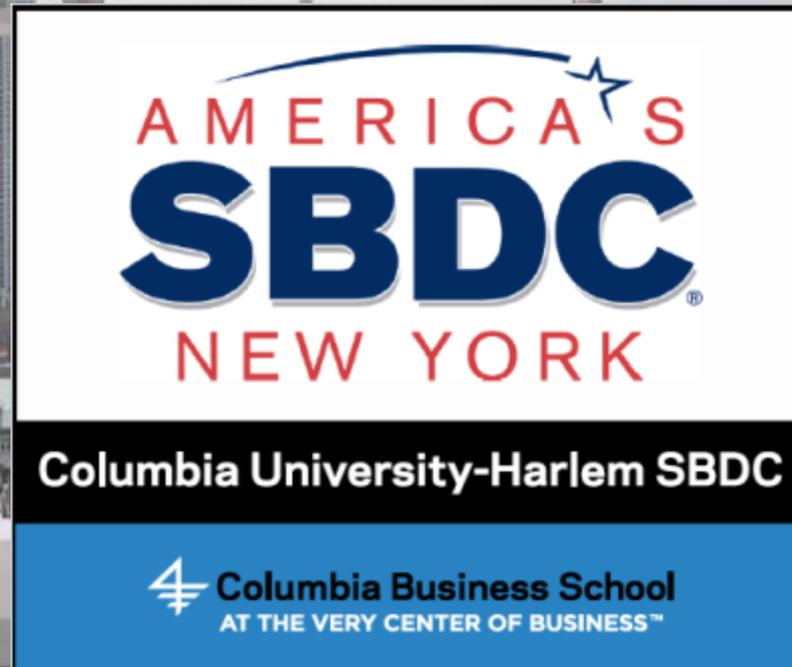


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Questions and Answers Segment

Use chat function to submit questions to “Panelists”, “Paola Diaz”, or Q&A Coordinator: “Sandra Kerr”

Columbia-Harlem Small Business Development Center



Glamis Haro, NYS Senior Business Advisor

- Experience in microenterprises and business lending
- Worked with Community Development Financial Institutions (CDFIs) and Community Development Credit Unions (CDCUs).
- NYS Top Advisor elected in 2017
- Lending and Business Development Manager at Union Settlement FCU and Financial Analyst at ACCION USA
- Master in Public Administration
- Certified Global Trade and Credit Consultant



About the Columbia-Harlem Small Business Development Center...

Mission: To provide professional business advisement, education, networks, resources and advocacy for small businesses and entrepreneurs.

There is no cost to any service.

First and only SBDC serving Harlem and Upper Manhattan

Part of a network of 24 SBDCs in New York State out of a national network of 1000 SBDCs

About the Columbia-Harlem Small Business Development Center...

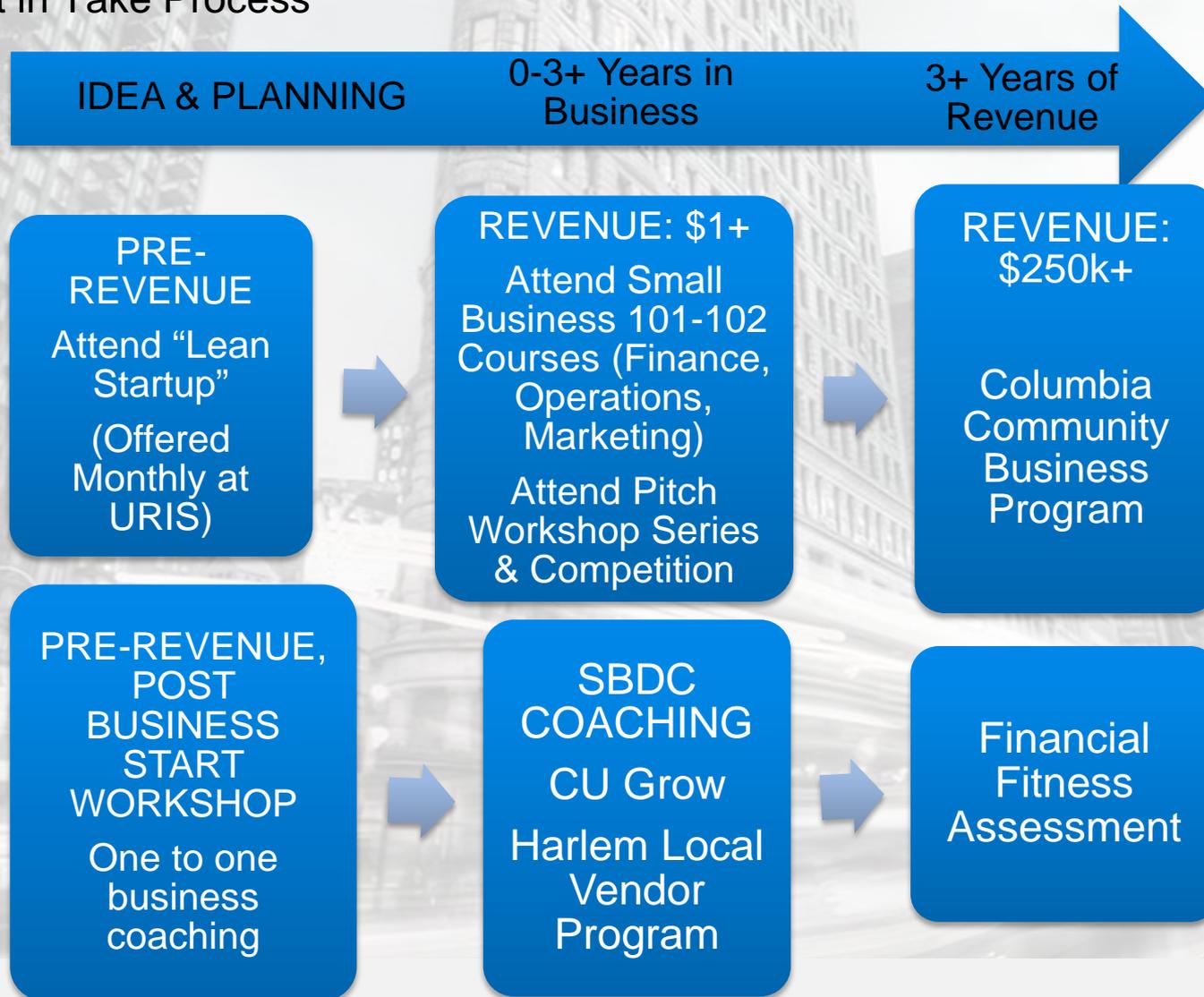
Who We Serve:

- For Profit Entities based in New York State
- Primary outreach to businesses and entrepreneurs in Upper Manhattan (North of 96th Street)

What We Do:

- Business Development Workshops
- One on One business counseling

Client in Take Process



Reasons to choose Money Smart for Small Business Cash Flow Module

- Highest priority training for clients that are ready to write a business plan and pursue financing
- Case Study
- Introduction to Financial Projections
- Required to start work with business counselors
- Adaptable
- Ready to use
- Not copyrighted.....

Attendee Profile

Money Smart for Small Business Cash Flow Module



- 300+ participants to date
- 90% of attendees are minorities

Attendee Profile - Sample from one Class

Money Smart for Small Business Cash Flow Module

- 10% seeking financing
- 80% women, 20% men
- Length in business:
 - 50% not in business
 - 30 % in business for 1day-3 years
 - 20% in business more than 3 years
- Industry:
 - 30% food industry
 - 10% retail industry
 - 60% undecided.

- Once every quarter (Prescheduled in Website)
- 3 hours long: one hour standard content, two hours depending on questions asked during class
- In a computer lab/participants required to use a laptop to develop financial projections in class
- Week days from 10 to 1PM

Customization

Money Smart for Small Business Cash Flow Module

- Added 2 more hours to the content of 1 hour
- Created financial statement templates in MS Excel that participants are required to use during the training, but did not create extra slides or other content
- Focus heavily on the Wired Cup case study
- Case study cash flow and balance sheet were used to build all other financial projections and statements

Agenda

- Welcome, Pre-Test, Agenda, and Learning Objectives
- Introductions
- Case Study: Bob and The Wired Cup
- The Opening Balance Sheet
- Three Views of Cash Flow
- What Can Bob Do?
- Summary, Post-Test, and Evaluation
- *Financial Projections*

Learning Objectives

- Describe the purpose of cash flow management in a start-up small business.
- Assess a cash flow cycle and make some cash flow projections.
- Describe how a cash flow statement can help assess and improve the financial health of a start-up.

Continued ...

Learning Objectives

- Describe the purpose of cash flow management in a start-up small business.
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- Describe how a cash flow statement can help assess and improve the financial health of a start-up.

Continued ...

Learning Objectives, cont.

- Identify some ways to manage cash flow in terms of managing costs and potential income.
- Identify ways to seek out expert technical assistance to improve cash flow management.

Samples of templates provided in class

Start-up Expenses Year I (Starting Balance Sheet)

Prepared By:
Glamis Haro: Columbia SBDC

Company Name:
Wired Cup

Fixed Assets	Amount	Depreciation (years)	Notes
Real Estate-Land		Not Depreciated	
Real Estate-Buildings		20	
Leasehold Improvements	18,200	7	Fixed asset
Equipment	9,000	7	Fixed asset
Furniture and Fixtures	2,300	5	Fixed asset
Vehicles		5	
Other		5	
Total Fixed Assets	\$ 29,500		
Operating Capital	Amount	Notes	
Pre-Opening Salaries and Wages	2,760	Payroll and Payroll taxes	
Prepaid Insurance Premiums	2,000		
Inventory	3,500	Ingredients	
Legal and Accounting Fees	2,750		
Rent Deposits	1,350	Lease	
Utility Deposits	715	Utilities, phone, cable, internet	
Supplies			
Advertising and Promotions	500		
Licenses	1,500		
Other Initial Start-Up Costs	425	Bank charges, janitorial	
Working Capital (Cash On Hand)	5,000	Cash	
Total Operating Capital	\$ 20,500		
Total Required Funds	\$ 50,000		

Sources of Funding	Percentage	Totals	Loan Rate	Term in Months	Monthly Payments	Notes
Owner's Equity	60.00%	30,000				
Outside Investors	0.00%					
Additional Loans or Debt						
Commercial Loan	40.00%	20,000	14.54%	60	471	
Commercial Mortgage	0.00%		9.00%	240	-	
Credit Card Debt	0.00%		7.00%	60	-	
Vehicle Loans	0.00%		6.00%	48	-	
Other Bank Debt	0.00%		5.00%	36	-	
Total Sources of Funding	100.00%	\$ 50,000	Cell D 42 must equal cell C3I		\$ 471	
Total Funding Needed		\$ -	You are fully funded (Balanced)			

Typical Questions addressed at Cash Flow Module Training

Payroll Year I

Prepared By:

Glamis Haro: Columbia
SBDC

Company Name:

Wired Cup

Employee Types	Number of Owners /Employees	Average Hourly Pay (to 2 decimal places, ex. \$15.23)	Estimated Hrs./Week (per person)	Estimated Pay/Month (Total)	August	July	Annual Totals
Owner(s)				\$ -	-	-	\$ -
Full-Time Employees	2	10.00	40	\$ 3,467	3,467	3,467	\$ 41,600
Part-Time Employees	1	10.00	30	\$ 1,300	1,300	1,300	\$ 15,600
Independent Contractors				\$ -	-	-	\$ -
Total Salaries and Wages	3	\$ 20.00	70	\$ 4,767	\$ 4,767	\$ 4,767	\$ 57,200
Payroll Taxes and Benefits	Wage Base Limit	Percentage of Salary/Wage		Estimated Taxes & Benefits/Month (Total)	August	July	Annual Totals
Social Security	\$ 110,111	6.20%		\$ 296	296	296	\$ 3,546
Medicare	--	1.45%		\$ 69	69	69	\$ 829
Federal Unemployment Tax (FUTA)	\$ 7,000	0.80%		\$ 14	14	14	\$ 168
State Unemployment Tax (SUTA)	\$ 7,000	3.45%		\$ 60	60	60	\$ 725
Employee Pension Programs	--	0.00%		\$ -	-	-	\$ -
Worker's Compensation	--	7.00%		\$ 334	334	334	\$ 4,004
Employee Health Insurance	--	5.00%		\$ 238	238	238	\$ 2,860
Other Employee Benefit Programs	--	0.00%		\$ -	-	-	\$ -
Total Payroll Taxes and Benefits		23.90%		\$ 1,011	\$ 1,011	\$ 1,011	\$ 12,132
Total Salaries and Related Expenses				\$ 5,778	\$ 5,778	\$ 5,778	\$ 69,332

Marketing

Money Smart for Small Business Cash Flow Module

- Prescheduled in the calendar of events twice per semester
- Referrals from other organizations
- Offered to all, including Columbia School students

Partnerships/Collaborations

Money Smart for Small Business Cash Flow Module



2017 Outcomes from Business Development Services including MSSB

- 225 new entrepreneurs
- 1,122+ consultation hours
- \$6M + invested



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Was the SBDC presentation useful to you?

Select all that apply

1. I will consider scheduling various MSSB trainings during the year
2. I will consider using the MSSB Cash Flow Module
3. I learned more about the role of SBDCs
4. I will consider using MSSB modules as a requirement to receive other services in my organization

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Questions and Answers for:

**SBA
HQ**

FDIC

**Columbia
University
SBDC**

**South Carolina
SBA District
Office**

Use chat function to submit questions to “Panelists”, “Paola Diaz”,
or Q&A Coordinator: “Sandra Kerr”



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Topics of Interest for 2018 Events

Select all that apply

1. Want to hear more details about one organization in 60 minutes
2. I like the format which normally features two organizations
3. I would like to hear from more than two organizations in a panel format
4. I would like to hear more about the SBA
5. I would like to hear more about the FDIC

Email specific suggestions to pdiaz@fdic.gov



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Contact Info:

Paola Diaz

Senior Community Affairs Specialist, FDIC

pdiaz@fdic.gov 202-898-7184

Or

Your Community Affairs
contacts nationwide at:

www.fdic.gov/communityaffairs

For more information go to:

www.fdic.gov/moneysmart

www.sba.gov/moneysmart