



Family and Workforce Centers of America (FWCA) Career Institute's & CIBC Entrepreneurship Training Program



The MET Center
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As an IACET Accredited Provider, FWCA offers IACET CEUs for its learning events that comply with the ANSI/IACET Continuing Education and Training Standard.

What is the Entrepreneurship Training Program?

- This Entrepreneurship Training Program (ETP) is dedicated to entrepreneurial training and support to underserved individuals who live in and start their businesses in a specific designated community area.
- ETP participants must currently be employed and have demonstrated the capacity to become and entrepreneur.
- During this training, participants will be encouraged to launch their businesses in service industry areas with low financial barriers to entry. The ETP will focus primarily on the following tracks:
 - Culinary/Food Service
 - Landscaping
 - Cleaning Services (residential and commercial)
 - Construction/Home Remodeling (painters, plumbers, etc.)
- The ETP consists of a combination of formal instruction (e.g., lecture, discussion, interactive computer learning, video tape, written material), practical training (demonstrations and practical exercises performed by the trainee), and evaluation of the participant's business idea and model.

Who Benefits from this Training?

- The ETP will target participants to start their businesses as a means to supplement their income, increase personal wealth, and move toward financial independence
- Participants will be encouraged to launch their businesses in these service industries because there is relative ease of entry and research shows that there is a high demand for these services in both the consumer, commercial, and industrial markets.

Learning Outcomes for Participants

- Business Idea & Plan Introductions
- CIBC Partnerships
- Legal Structures
- Marketing Plan Intro & Your Industry, Target Market, & Demand
- Competition, Branding, & Competitive Advantage
- Operations
- Organizational Structure, Management & Advisors
- Social Media & Lessons
- Financing Your Business
- Insurance and Taxes
- Integrating the Plan & Writing the Executive Summary
- Presentation of Plans & Conclusion

Benefits to Employers

- The impact of the ETP will result in building wealth for individuals who currently face challenging barriers to employment or advancement.
- It will also create jobs and contribute to the overall community economic development and revitalization of the neighborhoods where the businesses are located.

Additional Information:

Length of Class: 15 Weeks
Class times: Tuesday evenings from 5-8p
Next Class Starts: TBD
Email: vsheriff@fwca-stl.com

Program Providers:

Applicant Criteria:

- Have a valid driver's license or Missouri State ID;
- Have a current, documentable Credit Score of 600 or above;
- Be a resident of St. Louis City or County;
- Have a High School Diploma or GED; and
- Have an established or open a bank account

Costs:

Free
All questions regarding payment & payment policies can be directed to V. Sheriff at the email provided.

