



HAPPY Thanksgiving

To our Valued Clients, Partners and Friends:

The spirit of the season makes us especially thankful for our clients, partners, advisors and friends, and we hope that you all enjoy a safe and restful Thanksgiving holiday!

Make sure to support local small businesses on November 26th, Small Business Saturday. Small businesses mean so much to our communities and economy, and it's important to support them throughout the year, but especially on Small Business Saturday.

The next cohort for Goldman Sachs 10,000 small businesses is taking applications through November 18th. If you have owned your business for 2-5 years, you will want to check out this free program. This training provides an intensive, deep dive into your business with a focus on increasing revenue and profits. We have several clients who are 10K SB graduates, and all of them saw their businesses flourish following the program. See below for more details, and contact us if you have questions about the program.

Also, in November, social media expert, **Deborah Deras** is teaching **"Social Media Selling for the Holidays."** Deborah offers very helpful tips on successful holiday social media marketing

As always, please help us continue to create jobs and grow the economy by subscribing to our social media channels, and sharing our information with your friends and colleagues. All businesses and startups are welcome, and they can learn more at this [video](#) and our [website](#).

Office Closures:

Veteran's Day- November 11, 2022

Thanksgiving - November 24 -25, 2022

Happy Thanksgiving!

The Pasadena SBDC Team

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PASADENA CITY COLLEGE SBDC NEWSLETTER

Important News & Resources



Saturday, November 26, 2022 is Small Business

Saturday – a day to celebrate and support small businesses and all they do for their communities. This year, we know that small businesses need our support now more than ever as they navigate, retool and pivot from the effects of the coronavirus pandemic. Please join SBA and organizations across the country in supporting your local small businesses by shopping at a small business.

Founded by American Express in 2010 and officially cosponsored by SBA since

2011, Small Business Saturday has become an important part of small businesses' busiest shopping season.

How You Can Participate

For shoppers

- Find participating small businesses in your area

For small business owners

- Get free Small Business Saturday marketing materials - including sample posters, and social media resources

For partner organizations

- Follow SBA on social media for all the latest updates on #ShopSmall

THE NEXT STAGE OF YOUR BUSINESS STARTS HERE



TUITION-FREE BUSINESS PROGRAM

» APPLY NOW

APPLICATION DEADLINE: **NOV. 18, 2022**

The Goldman Sachs 10,000 Small Businesses - SoCal program is a FREE-tuition program for qualified small business owners who are interested in growing the revenue for their business and adding jobs to their communities. Participants gain practical skills across topics such as financial statements, negotiations, marketing, and employee management. Acquire the tools to develop a customized business plan for growth—for **FREE**. Apply now: www.10KSBapply.com before November 18 for the Spring 2023 Program.

WHO SHOULD APPLY:

- * Applicant must be an owner or co-owner of a business
- * Business in operation for at least one year
- * Business revenues of at least \$75,000 in the most recent fiscal year
- * Business owner with at least one employee

[View 10KSB Program Curriculum](#)



SOUTHERN CALIFORNIA **JOB CREATORS GRANT** FOR DIVERSE-LED SMALL BUSINESSES

A total of \$100k awarded to 30 entrepreneurs

APPLY BY NOVEMBER 14, 2022



**A total of \$100,000 will be awarded to
30 diverse-led businesses in Southern California**

The Application Deadline is November 14, 2022

In partnership with [Founders First CDC](#), we are excited to announce the Southern California Job Creators Quest Grant focused on supporting diverse-led small business entrepreneurs.

Is My Business Eligible?

- Located in Los Angeles, Orange County, Riverside, San Bernardino, Imperial, and San Diego Counties
- Have the ability to add at least one net new premium wage job
- Have 2-20 employees
- Must be a CEO, President, or Business Owner
- Must identify as one of the following: Latinx, Black, Asian, Woman, LGBTQIA+, Veteran, or located in Low-to-Moderate Income area

[Start Your Application Today!](#)

Have any questions or need support completing your application? Send your requests to socal.jobcreators@foundersfirstcdc.org.

LA Regional SBDC Events

SmallBiz Talk - Solutions for Your Small Business

Join us **EVERY** Wednesday at 10 a.m.

SMALLBIZ
Talk



LA SBDC Network Presents: SmallBiz Talk is a weekly talk series that presents information, expertise and instruction on all things related to business success.

Each week your host, Lori Williams, covers a key business topic. The show consists of instructional information, real life situations, guest speakers and interviews. Additionally, participants can engage with specific questions pertaining to their situation.

Upcoming Shows:

Upcoming Shows:

Nov 9th Jules Martinez Hirst is a highly sought-after business etiquette expert, co-author of *The Power of Civility* and Founder of Etiquette Consulting Inc. Hirst is dedicated to enhancing social skills, leadership, and confidence through the lens of etiquette. She will be sharing tips on how to shine in any situation.

www.juleshirst.com

Nov 16th Barney Santos is a serial entrepreneur who has spent the past 16 years launching, building, and managing for profit, nonprofit, academic and corporate business ventures. He is currently using this expertise as CEO of Gentefy to develop new products and services that address underserved neighborhoods to increase entrepreneurial activity and foster local economic empowerment. His latest venture, BLVDMRKT is a food hall business incubator that helps emerging local restaurateurs launch their business.

<https://www.blvdmrkt.com/>

Nov 30th Ariel Pe optimizes the strength of the team to find solutions, create valuable opportunities, and think outside of the box regardless of whether it's working within the community, starting his own ventures, or consulting for new or established businesses. Join us as Ariel discusses developing a marketing strategy to prepare for 2023!

<https://www.linkedin.com/in/ariel-pe>

Join us live every Wednesday at 10 a.m. to gain information and helpful insights for your small business success!

[Register Here](#)



To watch previous episodes, please go to [SmallBiz Talk w/Lori Williams](#) YouTube Channel!



PASADENA CITY COLLEGE SBDC

WEBINARS

Becoming an Employer in CA Basics

Are you a new employer or planning on becoming one but you don't know where to start? Then check-out our Becoming an Employer in CA Basics. We will explore how to protect your business from liability and penalties, employer requirements and mandatory benefits for your employees and the correct classification for your workers. See you there!



- Protecting your business: what type of insurance you need
- Required Federal & State notices and what do they mean?
- Mandatory benefits even if you have 1 employee
- Avoiding worker (independent contractor) misclassification

Presented by HR Specialist: Xiomara Palma

Thursday, November 17th 10:00 AM

[Register Here](#)

Business Plan Webinar

A business planning process is a necessity whether you are trying to build an internal roadmap for your business concept or looking for funding. In this current and post COVID-19 landscape, a business plan is more important than ever. This workshop will cover all aspects of creating a business plan, as well as emphasize the importance of setting measurable strategies to achieve these goals.



Presented by: Andrew Cohen

Friday, November 18th 11:00 AM

[Register Here](#)

Social Media Selling for the Holidays

The holidays are in full swing, and it is not too late to launch your holiday campaigns on social media! Are you looking for a list of key components for your holiday marketing strategy?

Pasadena SBDC has partnered with, The Social Media Goddess, to offer you this guide to holiday social media marketing for 2022.



- 7 must do social media posts for the holiday season to increase sales
- How to create gift guides with your products or services as the offerings
- How to create a Holiday Greeting Video that sizzles
- How to create a fun Holiday themed challenge or contest to increase engagement
- How to incorporate live streaming into your holiday sales strategy to expand in-store or online traffic to your website
- How to incentivize customer-generated holiday-themed content
- How to strategically partner with other businesses with the same target market
- How to ride the wave of a holiday-themed hashtag
- And much more...

Plus much more in our Q&A sessions

Presented by: Deborah Deras

Tuesday, November 22nd 11:00 AM

[Register Here](#)

TikTok For Small Businesses

The TikTok app took the world by storm first with the younger Z & Y generations, then slowly it began to surpass both Instagram & Youtube for over a billion views. TikTok snowballed into the most popular app in 2019 and 2020. TikTok was downloaded 693 million times in 2019 and 850 million times in 2020. eMarketer predicts that TikTok will reach over 755 million per month in 2022 making it the third largest network after Facebook and Instagram.

TikTok:
For Business



If you are a Small Business, you can leverage the search features in order to be easily discovered by your target market using this fast-paced, fun, and engaging micro-video platform.

In this webinar, you will learn:

- What is the culture of TikTok?
- How long is a TikTok and how often should I post?
- What are my small business goals on TikTok?
- What trends on TikTok can you leverage to grow fast?
- What types of content should I post on TikTok?
- Resources for getting started on TikTok
-

Plus much more in our Q&A sessions

Presented by: Deborah Deras

Thursday, December 1st 11:00 AM

[Register Here](#)

Should You Be Charging Sales Tax - What You Need to Know!

Many businesses are confused about the need to charge sales tax.

Should you charge sales tax? What if you are selling out of state or on an online platform?

These are the type of questions that many business owners are asking.

Addressing sales tax requirements has been even more confusing. On June 21, 2018, The United States Supreme Court ruled 5-4 in *South Dakota v. Wayfair* that states can mandate that businesses without a physical presence in a state with more than 200 transactions or \$100,000 in-state sales collect and remit sales taxes on transactions in the state.

Economic Nexus gave states the ability to choose whether residents receiving products/services from out of state companies should pay sales tax. Unfortunately, this varies state by state, requiring sellers to have an understanding about the rules specific to the states they serve.

Join us for our upcoming seminar where will address this and other considerations regarding the collection of sales tax.

Presented by: Lori Williams

Tuesday, December 13th 9:30 AM

[Register Here](#)





NSF's Partnerships for Innovation

Are you interested in developing your research into a proof-of-concept or prototype? If you have received a research grant from the U.S. National Science Foundation (NSF) or participated in the NSF Innovation Corps (I-Corps™) program, you [may be eligible to apply](#) for an NSF Partnerships for Innovation (PFI) grant.

We invite you to attend a virtual question and answer session on **Tuesday, November 15, 2022, 12:00 p.m. - 2:00 p.m. ET**, to learn about the PFI program and the PFI Solicitation ([NSF 19-506](#)). During the webinar, you will have the opportunity to ask questions about the PFI program and what to expect for the submission deadline. You may have attended or registered for a similar webinar in the past, but we want to give you every opportunity to have your questions answered.

[Register Here](#)

PFI grants offer researchers the opportunity to transform new knowledge into societal benefits through translational research and technology development efforts, which catalyze partnerships to accelerate innovations that address significant societal needs.

In advance of the webinar, we recommend you view [a recording of a similar session](#) on YouTube, then come prepared with any questions you might have. The program description, [Frequently Asked Questions](#), and a synopsis of the PFI program are available on the [NSF PFI website](#).

We invite you to share the [Zoom link](#) with colleagues you think may be interested in attending the webinar.

Thank you,
PFI staff
U.S. National Science Foundation



STARTUP PROGRAM

We Empower ALL Tech Entrepreneurs To Sustainably Launch & Scale Their Companies

OUR TEAM OF EXPERTS ARE HERE TO HELP WITH:

TEAM FORMATION

Finding Cofounders
Operating Agreements

TECHNOLOGY COMMERCIALIZATION

Lean Launchpad
Market Validation

FUNDING PATHWAYS

SBIR/STTR Seed, Angel,
VC, Crowdfunding

BUSINESS READINESS

Key Financials
Operational Leverage

TO LEARN MORE, CONTACT US TODAY!



sbdc@pasadena.edu



[@pasadenasbdc](https://www.facebook.com/pasadenasbdc)



STARTUP JOURNEY

Every startup is on its own journey. Coaching and training will be individually customized for each entrepreneur and team.

STARTUP MODE >

- Business Model Canvas
- Customer Discovery
- Defined Target Markets
- Team Formation
- Operating Agreements
- Funding
 - SBIR/STTR
 - Pre-Seed
- Prototyping

MID-STAGE >>

- Commercial Strategies
- Legal & IP Advice
- Cap Table Structure
- Financials
- Targeted Pitch Deck
- Minimum Viable Product
- Funding
 - SBIR/STTR
 - Seed
 - Crowdfunding

INVESTOR READY >>>

- Final Pitch Deck
- Industry Panels
 - Fundraising
 - Tech Innovation
- M&A Readiness
 - M&A Strategy
 - Customer BD
- Funding
 - Angel
 - VC
 - Private
- Exclusive Events

Our focus is on helping tech entrepreneurs to realize their dreams. We invite you to reach out for help. Our services are no charge to entrepreneurs, and we're here to help.



sbdc@pasadena.edu



@pasadenasbdc

Stay Informed

Follow us to stay updated on SBDC news, upcoming events, and more!



The Small Business Development Center at Pasadena City College
is part of the Los Angeles Regional SBDC Network.

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