



Business

NEWSLETTER

APRIL 2025



**BDCI**

# NEWSLETTER

**TUESDAY**

**APRIL 1, 2025**

**"EMPOWER YOUR MSME TO THRIVE LOCALLY AND COMPETE GLOBALLY  
—UCC BDCI DELIVERS EXPERT CONSULTING, TAILORED TRAINING, AND  
ACTIONABLE MARKET INSIGHTS TO FUEL GROWTH AT EVERY STAGE OF  
YOUR BUSINESS JOURNEY."**

## **BDCI PRESENTS APIRL NEWSLETTER**

The Business Development & Consulting Institute is pleased to offer its monthly newsletter, which is tailored specifically for Jamaica's MSMEs, or micro, small, and medium-sized enterprises. Our newsletters are a priceless tool that gives MSMEs a wealth of information and expertise to support them in their mission to advance economic prosperity throughout Jamaica.

Thank you for your continued support and partnership with business development and consulting institute.

**[BDCI WEBSITE](#)**



# ***8 REASONS WHY YOU SHOULD START A BUSINESS IN JAMAICA***



Starting a business in Jamaica offers several advantages, including robust infrastructure, a growing economy, and access to trade agreements. The island's location, strong air and sea connectivity, and vibrant democracy also make it an attractive place for entrepreneurs. Furthermore, Jamaica offers various incentives and a relatively easy environment for starting a business, according to the World Bank.

- **Well-developed infrastructure:**

Jamaica boasts world-class highways, airports, and seaports, along with a reliable telecommunications network.

- **Growing economy:**

Jamaica's steadily growing economy and prudent macroeconomic management create an attractive environment for foreign investment.

- **Near-shore advantage:**

Jamaica's location within a 4-hour flight radius of 500 million people provides a competitive advantage.

- **Strong connectivity:**

Frequent flights to major gateways worldwide and the #1 transshipment port in the region enhances trade and business opportunities.

- **Vibrant democracy:**

Jamaica's stable democracy with regular elections provides a predictable and reliable environment for business.

- **Trade agreements:**

Jamaica benefits from major trade agreements with other countries, facilitating international trade and investment.

- **Incentives and support:**

The Jamaican government offers various incentives, including tax breaks, and support for businesses, especially MSMEs and those operating in Special Economic Zones (SEZs).

- **Ease of doing business:**

The World Bank ranks Jamaica among the best countries in the world to start a business.

- **Key sectors:**

Jamaica focuses on five key sectors with investment opportunities: Business Process Outsourcing (BPO), Tourism, Manufacturing, Agriculture, and Mining.

- **BPO advantages:**

Jamaica is a leading BPO destination in the Caribbean, attracting global companies and offering competitive advantages.

- **Tourism sector:**

Jamaica's strong tourism brand and beautiful scenery attract numerous tourists and investors.

- **Access to funding:**

Registered businesses are more likely to attract funding and other forms of support, including loans and grants.

- **Increased credibility:**

Formalizing a business can increase its credibility and attract greater investment and contracts.

- **Protection of business laws:**

Businesses in Jamaica benefit from the protections provided by business laws, such as limited liability.

- **Labor laws:**

Jamaica's labor laws protect employees against discrimination and provide benefits like maternity leave and paid annual leave.



# ***WANT TO ATTRACT TOP TALENT? EIGHT LESSONS TO TAKE WITH YOU THROUGH 2025***

## **Show Candidates They Have Room To Grow**

One crucial hiring lesson I learned in 2022 is that you have to give your team room to grow. When you hire people and expect them to stay in the same place for years, friction will follow. If you want to attract top talent, show potential hires how they can grow and learn once they start working for your business—then follow up and deliver on your promises.

## **Cast A Wide Net**

If you're accustomed to finding talent in one or two places (such as LinkedIn or a certain job board), cast a wider net. You never know where you may find the best employees. It could be through referrals, career fairs, connecting with university career centers or more niche-specific groups and job boards. Don't limit yourself to the same methods and platforms you've used in the past.

## **Offer Flexibility And Autonomy**

In 2022, I learned that top talent opts for companies where they can work from wherever they want, whenever they want. People find it incredibly motivating when their employer trusts and respects them enough to offer them flexibility in their job. Not only does this give employees greater control over their lives, but it also helps boost morale.

## **Make Diversity A Priority**

One of the most significant things employees demand from firms is diversity and inclusion. They require businesses to make sure that an organization is a mix of many ages, cultures and backgrounds. A varied workforce has historically been very advantageously set up. Top talent considers diversity and inclusion a "must-have" rather than just a nice-to-have endeavor.

## **Implement An Effective Employee Referral Program**

The one major lesson I learned about how to attract top talent was the importance of having a good employee referral program. Employee referrals are a powerful tool for recruiting because they come from a trusted source. When someone is referred by a friend or colleague, they are more likely to be a good fit for the company and the position.

## **Showcase Your Learning Opportunities**

If you wish to attract top talent, you have to showcase the learning opportunities that your company has to offer. We've come a long way from the Industrial Revolution and are now living in the information age. The preferences of today's employees are different from their predecessors. So, to attract top talent you need to highlight how your company can help them progress forward.

## **Build A Strong Employer Brand**

One of the major lessons we learned in 2022 about how to attract top talent was the importance of employer branding. In order to attract the best and the brightest, we need to make sure that our company is seen as a desirable place to work. We need to have a strong employer brand that stands out from the crowd. It's a very effective way to attract top talent and make them part of your team.

## **Develop An Inspiring Vision**

Top talent wants to be part of an exciting business with incredible growth prospects and a clear vision for how to get there. When recruiting talent, perfect your pitch because you're selling them to join just as much as they're selling you on becoming part of your organization. Visionary founders always attract the best talent.



**"Prime example:** Meet our young, impactful & talented student worker Davian Phillips, a 2nd-year business student who drives innovation and growth—proving that investing in young talent fuels success."

# HOW TO GET NEW CLIENTS: 10 INNOVATIVE STRATEGIES FOR SUSTAINABLE GROWTH

## Strategy #1: Define your ideal potential client

A key to successful client acquisition is having a clear, detailed picture of your ideal audience. Focusing on clients who are a good fit for your business fosters stronger, more valuable relationships than simply aiming for a broader reach. Focus on specifics—industry, company size, values, and pain points. For example, a fitness consultant might target small-to-medium wellness brands focused on holistic health, aligning with clients who value long-term fitness solutions.

Defining your ideal client helps you tailor your marketing, messaging, and services directly to the individuals or businesses that benefit most from what you offer.

### Use data insights

Data insights help refine your understanding of your ideal clients and enable you to adjust your approach based on real-time information. Analyze customer behavior, trends, and past interactions to identify patterns that can guide your acquisition efforts.

Customer relationship management systems, web analytics, and social media metrics provide valuable data points that show where clients are coming from, what they're looking for, and how they interact with your brand.

By leveraging data-driven insights, you can make smarter and faster decisions about targeting, ensuring your outreach resonates with the right audience and keeps your acquisition strategy responsive to changing market needs.

## Strategy #2: Find your niche

Rather than trying to be everything to everyone, focus on a specific area where you can excel. Identify the segments of the market that most align with your expertise and passions and where there's a demand for specialized skills that others may not be offering. For example, a web designer might focus on creating accessible, user-friendly sites for nonprofits, appealing to organizations prioritizing inclusivity. This targeted approach helps position you as a go-to provider within your chosen field, building credibility and trust with clients who need your unique expertise. Your niche becomes a powerful differentiator, allowing you to compete on value instead of just price.

### Position yourself as a specialist

Once you've defined the niche for your business, ensure your brand and messaging emphasize your specialty. Clients often seek specialists when dealing with complex challenges or looking for a specific type of expertise. Highlighting your specialized knowledge—through case studies, testimonials, or thought leadership content—builds confidence in your abilities and reinforces your position as a leader in the field.

Use your website copy, marketing materials, and networking conversations to clarify what sets you apart. When potential clients see you as a specialist, they're more likely to turn to you for solutions and recommendations over more generalized competitors.

## Strategy #3: Leverage social media

Using your social media platforms strategically can be a game changer for client acquisition, especially when you tune into where your ideal clients spend their time online.

### Choose the right platforms

Just as you might post on specific industry job boards for new team members, each social media platform has unique strengths. Choosing the right ones can amplify your message and bring in the right kind of attention.

Rather than spreading efforts thinly across every channel, focusing on those where your target audience is the most active will maximize engagement and yield better results.

### Stay active

Consistency is vital on social media. Engaging regularly, responding to comments, and interacting with followers help keep your brand top-of-mind and build credibility.

Schedule posts and make time for spontaneous interactions—clients appreciate genuine engagement over a solely automated presence.

### Create shareable content

The more shareable your content is, the wider your reach will be. Focus on posts that offer practical tips, surprising insights, or entertaining visuals that resonate with your audience. Interactive content—polls, quizzes, or user-generated content campaigns—invites followers to engage and share, extending your message organically.

# 6 ESSENTIAL COMPONENTS OF A PITCH DECK

## What Is the Goal of a Pitch Deck?

A pitch deck aims to generate interest and even excitement with investors about a company that can lead to another meeting and the potential for investment discussion. A pitch deck can be a critical tool in raising money for a business, but it's only the first step in the process.

## 4 Tips for Making a Pitch Deck

There are several important tips to consider when making your own pitch deck:

- **1. Be straightforward.** Entrepreneurs may want to overload investors with information on their first pitch deck, but less is often better. Straightforward, clearly-explained ideas detailed in bullet points and infographic content are more appealing than lots of text and can lead to questions and even subsequent meetings.
- **2. Prioritize story over stats.** The point of a pitch meeting is to engage potential investors. A list of facts and metrics will have less impact than a narrative approach. Entrepreneurs should provide stories about their companies that investors will find relatable, such as how customers use their products or services to improve their lives.
- **3. Make it a standalone deck.** A potential investor may want to refer to the pitch deck after the presentation. Ensure that the deck contains the most critical information they need in print or PDF format.
- **4. Keep it updated.** Businesses typically pitch many potential investors before they secure funding. Ensure that pitch decks are up-to-date with the latest information, including critical metrics and recent milestones, before every pitch to maintain professionalism and avoid presenting out-of-date information.
- **1. Introduction.** The first slide should introduce the pitch deck and explain the business in simple and clearly understood terms. Businesses typically include a unique value proposition as part of their first slide, which compares their products and services to another established company.
- **2. Problem.** The pitch deck needs to explain a problem the business's target market faces. This information will demonstrate the necessity of your product or service in the marketplace.
- **3. Target market.** A target market is a group of people that share common characteristics. Every service or product is aimed at a specific group, and yours should be featured in your pitch deck. Include information on the competitive landscape in which your business exists and the market opportunity to succeed in that landscape. What is the market size for products or services like those offered by the business?

*What Is a Pitch Deck?*  
*In business, a pitch deck is a pitch presentation for entrepreneurs or businesses to provide a streamlined but informative overview of their company or startup to potential investors, such as venture capitalists or angel investors. A pitch deck presentation—also known as a startup pitch deck or slide deck—is a visual document that provides investors with essential information about your business plan, product or services, fundraising needs, and key metrics like valuation, target market, and financial goals. The best pitch decks are brief but informative and feature simple, visually appealing slides, typically created using a software program.*

- 4. Solution. The solution slide should state the way(s) in which the business solves the problems that your target market is facing. The best way to relay this information is through a narrative approach—provide relatable stories of customers using these products to improve their lives. Support those statements with descriptions and visuals of the products or services themselves, including photographs, screenshots, or even video of a physical demo.
- 5. Traction. This slide validates the company's business model by showing any month-over-month growth through early sales and support. The goal is to reduce any fear of risk in potential investors. This slide can include a simple bullet point list of milestones such as the number of users, annual revenue return rate, and profit margins.
- 6. Marketing and sales strategy. It's important to detail how the product will be advertised and sold to its market. Investors will use this information to leverage a company's understanding of the market size, and how its marketing approach differs from its competition.
- 7. Competition. Include information on the qualities that set your product or service apart from other entities or alternatives in its market—you can pull this information from your competitive analysis.

- 8. Team. The team slide will underscore a company's management team's expertise and capabilities to market and sell a product. Listing the key team members (and co-founders if applicable) and detail how their expertise and previous experience can help establish the company's competitive advantage.

- 9. Financials. Investors will typically want to see a company's financial health for a period of three to five years, including income statements, projected growth, and information on the business model itself. Infographics, such as pie charts or bar graphs, will be more effective in presenting the information than listing numbers. The information on the traction slide may help to corroborate projected figures.

- 10. Investments and funding. Sometimes, entrepreneurs will craft a pitch deck that forgets a key piece of information: the amount of money needed to fund the project. It's important to include that detail and note how the funding will be spent to help the company reach its goals. This explanation will build much-needed trust with investors.



#### What Is an Angel Investor?

An angel investor is an individual who invests in early-stage business startups or small businesses, providing capital and crowdfunding for its expansion in exchange for equity in the company. Angel investors are sometimes referred to as accredited investors. Both labels connote a high net-worth individual; however, according to the Securities and Exchange Commission (SEC), accredited investors are defined by a net worth of one million dollars in assets or more. Non-established businesses with insufficient cash flow commonly utilize angel investing, which can provide much-needed cash infusions to help them down the path toward profitability.

# WHAT IS A BUSINESS CONTINUITY PLAN?

## INCLUSIONS, BENEFITS AND SETUP GUIDE

- Is your business CPR certified?

### Corporate Planning and Recovery

Small business owners have a lot to deal with, and business recovery in tough times is rarely easy. While you may follow all the recommended business practices and procedures to ensure that your business will stand the test of time, it is almost impossible to control all the variables.

Unwanted challenges such as natural disasters and even cyber attacks on your business can happen unexpectedly and create serious havoc for your business.

Having a business continuity plan (BCP) can help prepare your business for those unpredictable moments.

What is a business continuity plan (BCP)?

A business continuity plan helps your business remain operational and profitable during times of disruption. For example, how do you plan on running your business and meeting customer demand if there are supply chain issues?

Business continuity planning and business continuity management are simply frameworks for helping your business respond to unexpected events and situations that can interrupt normal operations.

The most common form of business continuity planning is the PPRR model – prevention preparedness recover response.

### Why your business needs a business continuity plan?

A business continuity plan – whether based on the PPRR model or on another model – provides a formal system of prevention and recovery from potential threats to your business. It helps ensure that personnel and assets are protected and are able to function quickly in the event of a disaster.

Business continuity, business resilience and disaster recovery

While business continuity, business resilience and disaster recovery are closely related, they each play a different role in ensuring a business can withstand and recover from disruptions.

A well-structured business continuity plan incorporates elements of all three.

- Business continuity focuses on maintaining critical operations during a crisis. It ensures that essential services, supply chains, and business functions continue to operate, even when faced with sudden and unexpected challenges.
- Business resilience is a broader concept that includes the ability of a business to adapt, recover, and grow stronger after disruptions.
- Disaster recovery is a part of business continuity that specifically deals with restoring IT systems and data after a disruptive event – such as a cyberattack or server failure.



The difference between a business continuity plan and contingency planning  
Business continuity focuses on keeping a business operational during disruptions, ensuring minimal downtime. Contingency planning, on the other hand, prepares for specific risks by outlining reactive measures if an event occurs.

A business continuity plan can include information on how to maintain critical operations during a disruption such as a cyber attack, a natural disaster, or a machinery breakdown. A contingency plan is usually created to help deal with the “worst case scenario”, such as a major supplier going out of business or a widespread IT outage.



## Five key inclusions

### For an effective business continuity plan and management

An ideal BCP example will likely include the following.

1. Scope and objectives: A BCP will outline the departments, functions, and locations that it will cover. The plan also highlights its objectives, such as minimizing downtime and protecting assets.
2. Risk assessment and business impact analysis: Risk assessment and business impact analyses (BIAs) are used to identify threats and vulnerabilities as well as potential disruptions.
3. Recovery strategies: The BCP focuses on the resources, personnel, and technology required to restore operations. The BCP also includes the company's Recovery Time Objective – which is the maximum amount of time that IT systems can be down following a failure.
4. Incident response plan: A BCP includes a detailed plan for incident response that details the steps to be taken during a disruption. This includes communication protocols, roles and responsibilities, and emergency management procedures. Also consider including contact information for everyone involved.
5. Training and awareness: Through training and awareness, a BCP helps employees understand their roles within the business continuity action plan.



#### What risks?

Businesses can potentially be exposed to a host of disasters that can vary in degree, from minor to catastrophic. This could result in a loss of revenue and higher costs, which could lead to a drop in profitability.

#### Preventative measures

Take steps to prevent issues from potentially arising. This can be done with things like ensuring your business premises are secure, that your staff are properly trained and aware of what to do in an emergency and having business insurance in place, such as Public Liability insurance.

### 2. Create your recovery team and assignments

Create a list of responsibilities before selecting a team to execute your business continuity planning. The responsibilities could include the following:

- A business continuity steering group of select employees from different areas of your business to create a list of all the assets or risks that could be included in the plan.
- A business continuity manager who manages daily responsibilities for the business continuity plan, such as employee education, crisis management and safety assessments.
- Members of the business continuity team, who support the business continuity program manager by following the instructions given by the business continuity program manager.
- Business continuity plan owners are key stakeholders such as HR, payroll, cybersecurity, health and safety, and other individuals who contribute to the business continuity plan for their area.
- Business continuity planners who execute instructions directly from the business continuity plan owners to support the rollout of plans.

3. Determine risks, assets, functions, and impact

The next step in developing your BCP plan is compiling a list of the most common threats and risks to your business, which may include several of the following:

- Fires, natural disasters and power outages
- Public health crises
- Cyber attacks and data loss
- Economic downturns
- Cash flow problems, including bankruptcy
- Licence cancellations, government regulations and legal disputes
- Workplace accidents.

Next, do the same for your most at-risk assets, which may include your:

- Inventory
- Company property
- Brand loyalty and customer relationships
- License agreements
- Data centers
- IT Infrastructure
- Supply chain
- Intangibles, such as brand loyalty and customer relationships.

## 4. Set Mandatory training timelines

You can ensure that your staff are prepared in the event of a disaster, even when key management staff are not present. Training is important for all stakeholders in areas that affect their work. Your cyber security employee, for example, should know who to contact if their data back-up solution fails, even when their department head is on holidays.

After you have completed your risk assessment, ensure that all stakeholders are trained in business continuity. Teaching staff can begin when they are hired, and you may also consider quarterly drills as a reminder. Employee training may cover fire safety, CPR, and other safety issues. In the best-case scenario, you won't need to activate your BCP plan.

## 5. Identify vulnerabilities and alternative solutions

After you have created your plan, identify the main vulnerabilities in your business. For example, an ecommerce business may be most vulnerable due to their dependence on a third-party supplier, delays in overseas shipping, or due to a cyber attack.

Consider using a scale of 1-10 to determine the likelihood that each vulnerability will occur. List potential back-up solutions and priorities each item in your BCP plan according to the likelihood of it occurring.

### 6. Detail your actions for each vulnerability in your continuity plan

Structure your list of possible fixes into if/then statements with a list that includes potential solutions. A continuity plan in the event of a server crash may look like this:

If our server goes down during a weekend holiday sale, we can still increase our revenue by directing our e-newsletter subscribers to our online store, or by selling product via our social media.

You may also start considering recovery strategies that can get your business back on its feet, while also reducing the chances of the same issue happening again moving forward.

### 7. Request feedback

By asking for feedback from all stakeholders in your business, you can ensure that there are no stones left unturned in your business continuity plan.

Understanding the risks that make your business vulnerable can help to minimise those risks. A missed vulnerability or a non-working solution can lead to a larger crisis, for which there is no continuity plan or recovery plan.

### 8. Monitor and test

Once your business continuity plan is in place, it is essential to monitor its effectiveness and test it regularly to ensure that it remains fit for purpose.

Start by scheduling periodic reviews to assess whether any new risks have emerged or if existing vulnerabilities have changed. Your business environment, technology, and regulatory requirements can evolve, so your continuity plan should evolve with them.

### Keeping your business running

Another important feature of your business continuity plan is outlining how you will get your business back up and running. Prioritise what needs to be done, what resources will be required, and create an outline of the steps needed to help you get there.



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### SPEAKERS



# LIGHTNING TALKS FINANCE SERIES

### VENUE

THE CATALYST CAMPUS AT SUMMIT  
16 CHELSEA AVE, KINGSTON

**01**  
2025  
**THURSDAY**  
4PM-6PM

### LEARN FROM EXPERTS HOW TO:

- Become Ready to Access Grants & Funding Opportunities
- Improve your Financial Record Keeping and Reporting

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GLOBALIZING MICROFINANCE

May 1st



# Lightning Talks

Highlights





# Rooted in Purpose

## 8 Bible verses for Entrepreneurs

DEUTERONOMY 8:18

WEALTH IS A STEWARDSHIP, NOT A TROPHY.

GOD EMPOWERS YOUR SUCCESS;  
HUMILITY AND GRATITUDE KEEP YOUR MISSION ALIGNED WITH HIS PURPOSE.

PROVERBS 16:3

SURRENDER YOUR PLANS; STRATEGY IS SPIRITUAL.

INVITE GOD INTO YOUR BUSINESS MODEL—  
HE TURNS HUMAN EFFORT INTO DIVINE OUTCOMES.

2 TIMOTHY 1:7

FEAR IS A LIAR; COURAGE IS YOUR BIRTHRIGHT.

BOLDNESS, LOVE, AND CLARITY DISMANTLE OBSTACLES. REFRAME RISKS AS ACTS OF FAITH.

PROVERBS 29:18

VISION IS SURVIVAL.

WITHOUT DIVINE DIRECTION, BUSINESSES DRIFT. PRAY FOR CLARITY, THEN BUILD SYSTEMS TO SUSTAIN IT.

JAMES 2:26

FAITH FUELS WORK; WORK PROVES FAITH.

DREAMS DEMAND SWEAT. LAUNCH IMPERFECTLY, ITERATE RELENTLESSLY, AND TRUST GOD WITH THE GAPS.

PHILIPPIANS 4:19

GOD FUNDS WHAT HE ORDAINS.

NEEDS MET ≠ WANTS FULFILLED. SEEK HIS PROVISION, NOT EXCESS—STEWARDSHIP PRECEDES ABUNDANCE.

1 CORINTHIANS 15:58

PERSISTENCE IS WORSHIP.

EVEN “UNPRODUCTIVE” SEASONS CULTIVATE CHARACTER. STAY FAITHFUL; HARVESTS FOLLOW UNSEEN PLANTING.

PROVERBS 3:9-10

GENEROSITY MULTIPLIES.

HONOR GOD FIRST WITH PROFITS, AND WATCH HIM EXPAND YOUR CAPACITY TO BLESS OTHERS.





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BANK**  
Coca-Cola Financial Group

  
**Development Bank  
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**harmony.**  
helping people, one relationship at a time

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FROM CONCEPT TO MARKET

# LIGHTNING TALKS

## FINANCE SERIES

### VENUE

THE CATALYST CAMPUS AT SUMMIT  
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**08**  
2025 **MAY**

**THURSDAY**  
**4PM-6PM**

### LEARN FROM EXPERTS HOW TO:

- Access grants and unlock other funding opportunities.
- Enhance your financial record-keeping and reporting.

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# STARTING A BUSINESS 101 *Workshop*

## Dates Time Workshop

Monday, March 10, 2025	6:00-8:00pm	Taxation and Compliance
Wednesday, March 12, 2025	6:00-8:00pm	Taxation and Compliance
Wednesday, March 19, 2025	6:00-8:00pm	Understanding Financial Statements
Thursday, March 20, 2025	6:00-8:00pm	Understanding Financial Statements
Tuesday, March 25, 2025	6:00-8:00pm	Introduction to Accounting Systems
Wednesday, March 26, 2025	6:00-8:00pm	Introduction to Accounting Systems
Wednesday, April 2, 2025	6:00-8:00pm	Costing, Pricing and ROI
Monday, April 7, 2025	6:00-8:00pm	Costing, Pricing and ROI
Tuesday, April 8, 2025	6:00-8:00pm	Record Keeping and Budgeting
Wednesday, April 9, 2025	6:00-8:00pm	Record Keeping and Budgeting
Tuesday, April 15, 2025	6:00-8:00pm	Website Design
Wednesday, April 16, 2025	6:00-8:00pm	Website Design
Wednesday, April 23, 2025	6:00-8:00pm	Market Testing
Thursday, April 24, 2025	6:00-8:00pm	Sales and Customer Service for MSME's
Monday, April 28, 2025	6:00-8:00pm	Digital Marketing
Tuesday, April 29, 2025	6:00-8:00pm	Social Media Monetisation
Wednesday, April 30, 2025	5:30-8:30pm	Vision to Venture: Business Model Workshop
Tuesday, May 13, 2025	6:00-8:00pm	Business Plan Writing
Wednesday, May 14, 2025	6:00-8:00pm	Business Plan Writing
Thursday, May 15, 2025	6:00-9:00pm	Funding Your Business 101
Monday, May 19, 2025	6:00-8:00pm	Strategic Team Development Success
Tuesday, May 20, 2025	6:00-8:00pm	Strategic Team Development Success
Wednesday, May 28, 2025	6:00-8:00pm	Pitching for Investments
Thursday, May 29, 2025	6:00-8:00pm	Pitching for Investments

WORKSHOPS

Details	Early Bird Ends February 23rd	Normal February 24th Onwards
Single Workshop	\$ 4,500.00	\$ 6,000.00
Bundle Cost	\$ 20,000.00	\$ 25,000.00
3 Workshops	\$ 12,750.00	\$ 16,500.00
6 Workshops	\$ 24,000.00	\$ 30,000.00
9 Workshops	\$ 33,750.00	\$ 40,500.00
12 Workshops	\$ 42,000.00	\$ 48,000.00
15 Workshops	\$ 48,750.00	\$ 52,000.00

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