



# Yellow Brick Academy

**Mondays**

**6:30-8:30 pm**

**March 21 & 28**

**April 18 & 25**

Expand your potential as an entrepreneur and small business owner.

## **March - The Right Stuff: A Business Model**

Learn how to create a business model and how to answer the question, "What do you sell?" Topics include functional components of a business, product features and benefits, and the importance of clear product definition and description.

## **April - Is it Revenue or Profit?**

Gain a better understanding of budgeting and spending. We will answer the question, "Can I make money?" Topics include startup costs, developing a budget, break-even analysis, and the importance of planning ahead.

*Facilitated by business professionals in collaboration with The Red Shoes' Lifting Loans program, SELA Women's Business Center and The Good Work Network.*

**\$40**

**Please bring a non-perishable item to donate to the Food Bank**



**The Red Shoes**  
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