



SMALL
BUSINESS
DEVELOPMENT
CENTER

EAST BAY

East Bay SBDC presents

Raising Capital for Small Business

Workshops & Capital Summit

February 7 - April 25, 2024

- In need of capital to start or grow your business?
- Want to learn financing available for different stages of business?
- Want to learn different channels for financing your business?

East Bay SBDC presents a series of workshops to assist businesses to know how to finance/raise capital for your business.

East Bay SBDC advisors are available to assist businesses with different types of financing.

Capital Summit provides a special networking opportunity for businesses to meet with lenders in-person.

WORKSHOPS

Check out the workshops below and register for the ones you are interested in separately.

1. Financing for Start-up and Early-Stage Entrepreneurs

Feb 7, 2024 | 12 PM — 2 PM

Speakers

- **Titi Ikhile** - Chief Programming Officer, Working Solutions
- **Albert Enriquez** - Credit Analyst, Pacific Community Ventures
- **Adrian Gomez Zavala** - Vice President, Relationship Manager, Main Street Launch
- **Christian Magallon** - Community Development Officer, TMC Community Capital

Register: <https://nc.ecenterdirect.com/events/51857>

2. Bank Financing for Small Business (non-startups) - Part 1

Feb 14, 2024 | 12 PM — 2 PM

- What a borrower must now
- Conventional bank lending & SBA Loans

Speaker

- **Eric Ng** - Sr. Manager, Commercial Relationship Management (SBA) Fremont Bank

Register: <https://nc.ecenterdirect.com/events/51858>

3. Bank Financing for Small Business (non-startups) - Part 2

Feb 21, 2024 | 12 PM — 2 PM

- Preparing for bank financing

Speaker

- **Eric Ng** - Sr. Manager, Commercial Relationship Management (SBA) Fremont Bank

Register: <https://nc.ecenterdirect.com/events/51867>

4. Equity Financing - Angel and Venture Capital Investments

Feb 28, 2024 | 12 PM — 2 PM

- Delve into the world of raising capital through angel investors and venture capitals.
- Discover the keys to the process of raising and securing funding.
- Experiences and best practices will be shared to gain valuable insights to propel your entrepreneurial journey to new heights.
- Connect, learn and explore the dynamic landscape of funding for startups and small businesses.

Speaker

- **Shawn Flynn** - Principal, Global Capital Markets & Host, The Silicon Valley Podcast

Register: <https://nc.ecenterdirect.com/events/51860>

5. How Factoring and Purchase Order Finance Can Grow Your Business Faster Than Traditional Finance

March 6, 2024 | 12 PM — 2 PM

Speaker

- **Andrew Krone** - SVP of Sales, Marble Bridge Funding Group, Inc.

Register: <https://nc.ecenterdirect.com/events/51861>

6. How to use Crowdfunding to Raise Capital for Small Business

March 13, 2024 | 12 PM — 2 PM

- Learn how to create a successful crowdfunding campaign.
- Learn how to effectively market and promote your campaign.
- Learn about the various types of crowdfunding platforms available and what makes each type of crowdfunding appropriate for your business.

Speaker

- **Kourosh Shafi** - Professor of Management, College of Business & Economics, CSUEB

Register: <https://nc.ecenterdirect.com/events/51862>

7. Navigating SBIR/STTR Funding Opportunities

March 20, 2024 | 12 PM — 2 PM

- Overview of the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.
- Qualifications and eligibility requirements.
- How to determine if your innovation is a good fit for SBIR/STTR funding.
- Steps to preparing a SBIR/STTR proposal.

Speaker

- **Charles Eason** - SBIR/STTR Advisor, Tech Futures Group and Silicon Valley SBDC

Register: <https://nc.ecenterdirect.com/events/51863>

8. SBA Financing for Start-up or Business Purchase

March 27, 2024 | 12 PM — 2 PM

- For someone who wants to start a business
- Lenders' view on these requests and steps to take

Speaker

- **Eric Ng** - Sr. Manager, Commercial Relationship Management (SBA) Fremont Bank

Register: <https://nc.ecenterdirect.com/events/51864>

9. Exit Planning for Business Owners

April 10, 2024 | 12 PM — 2 PM

- For business owners who are planning to retire
- What are the options and how to prepare the business for possible SBA financing the sale

Speaker

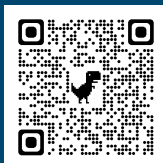
- **Eric Ng** - Sr. Manager, Commercial Relationship Management (SBA) Fremont Bank

Register: <https://nc.ecenterdirect.com/events/51865>

10. East Bay SBDC Capital Summit

April 25, 2024 | 10 AM — 1 PM | Cal State East Bay - New University Union, MPR Room

- Lenders' Panel Presentation & Discussions, Networking between Businesses & Lenders



Host - Cal State East Bay
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