



Southern California
Minority Business Development Council



The Business Development Institute (BDI) prepares entrepreneurs to capitalize on business opportunities by offering a variety of programs that hone skill sets and develop business relationships.

For more information, visit www.scmbdc.org or contact Fernando Velasquez (Director of Programs) at 213-689-6968 / fvelasquez@scmbdc.org.

CONCENTRATIONS

COMMUNICATIONS	COMMUNICATION SKILLS LIVE! Participants are recorded delivering a presentation with instant feedback from a USC Professor or corporate member representative. Participate in person or online.	30-SECOND MBE Ongoing video series of newly SCMBDC-certified MBEs introducing their company in 30 seconds or less. Distributed to corporate representatives and MBEs monthly.	TOASTMASTERS INTERNATIONAL Participants (both seasoned and novices) hone speaking and leadership skills on a bi-weekly basis.
	HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT Bi-monthly livestream focusing on practical steps for earning a contract with the federal government.	ELECTRONIC RFPs & REVERSE AUCTIONS Featuring representatives from Fortune 500 corporations, this series focuses on "demystifying" the eRFP and sourcing process. Speakers also provide insight on doing business with their corporation.	HOW TO LIVESTREAMS & WORKSHOPS Practical, step-by-step livestreams/workshops on "how to" execute advanced business development strategies. Topics include: <ul style="list-style-type: none"> • Joint ventures/strategic alliances • Writing "winning proposals"
ADVANCEMENT			

INITIATIVES

CAPACITY BUILDING INITIATIVE Program designed to increase MBE capacity through resources and one-on-one coaching provided by Corporate mentors.	POWER OF RELATIONSHIPS: REVERSE TRADE FAIR & BUSINESS NETWORKING MBE Trade Fair featuring minority owned businesses as exhibitors and corporate members/MBEs as attendees.	QUICK CONNECT 1 on 1 matchmaking events. Introduces MBEs to corporations, with potential follow-up meetings.	MEET THE BUYERS: ONLINE MATCHMAKING 1 on 1 online matchmaking session conducted via Skype. Introduces MBEs to corporate buyers, with potential in-person follow-up meetings.
WISER WOMEN OF IMPACT, STRENGTH, AND ENTREPRENEURIAL RESOLVE Video series profiling Women of Impact, Strength and Entrepreneurial Resolve. View the videos at www.scmbdc.tv/wiser .	PEPPERDINE UNIVERSITY ON-DEMAND VIDEO SERIES Experts speak on timely business issues, innovation and entrepreneurial challenges. View the videos at www.scmbdc.tv .	SCMBDC Q&A LIVESTREAM Monthly question & answer livestream for newly certified MBEs, ensuring MBEs effectively leverage SCMBDC certification. Last Friday of the month from 10am - 11am.	BUSINESS BASICS Collection of links to useful business resources.

STAY CONNECTED

WEEKLY eBRIEF Features upcoming events and practical announcements.	CONNECTIONS NEWSLETTER Features MBE and corporate member success stories.	EVENTS CALENDAR View the events calendar at www.scmbdc.org/Events for complete list of upcoming BDI programs.	CONNECT WITH SCMBDC
---	---	--	--------------------------------