



# RESIDENT | R.E.T.I. ENTREPRENEURS TRAINING INITIATIVE

## 10-MODULE ENTREPRENEUR TRAINING PROGRAM



### About the Program

The Resident Entrepreneurs Training Initiative, (RETI Program) is a comprehensive entrepreneur training and development program designed to help public housing residents, Housing Choice Voucher Program (HCVP) residents and U.S. Department of Housing and Urban Development (HUD) Section 3 qualified individuals (“resident entrepreneurs”) start and grow successful businesses.

The mission of the RETI Program is to help resident entrepreneurs foster economic independence and job creation in the communities where they live and work by providing them with the knowledge, tools, resources and assistance necessary to become successful entrepreneurs.

### Curriculum

#### Module 1 | Ultimate Strategy: The Art and Science of Strategic Business Planning

The learning objective of this course is to teach resident entrepreneurs how to write a powerful one-page strategic business plan to help them build a successful business.

#### Module 2 | The 10-Day Start-Up: How to Transform Your Big Idea into a Formal Business

The learning objective of this course is to teach start-up resident entrepreneurs how to transform their big idea for a business into a formal, organized business positioned to get the credit, capital, certifications and clients they need to succeed.

#### Module 3 | Ultimate Business Planning for Visionary Start-Ups and Revolutionary Businesses

The learning objective of this course is to provide resident entrepreneurs with a blueprint for writing the ultimate bank, management or investor-ready business plan.

#### Module 4 | Credit Smart Entrepreneur, Part I: Understanding Personal Credit and How to Fix It!

The learning objective of this course is to teach resident entrepreneurs the important role personal credit plays in building a small business and to provide them with the information, guidance and tools to repair bad credit.

#### Module 5 | Success through Small Business Certifications

The learning objective of this course is to provide resident entrepreneurs with the knowledge, tools and guidance to confidently apply for Federal government and private sector business certifications to improve their public- and private-sector contracting opportunities.

#### Module 6 | Insurance and Risk Management

The learning objective of this course is to provide resident entrepreneurs with a starting point for identifying and mitigating some of the potential risks that can derail a successful business.

#### Module 7 | Credit Smart Entrepreneur, Part II: Building Business Credit in 120-Days!

The learning objective of this course is to teach resident entrepreneurs how to build business credit in as little as 120 days.

#### Module 8 | Accessing Capital for Growth

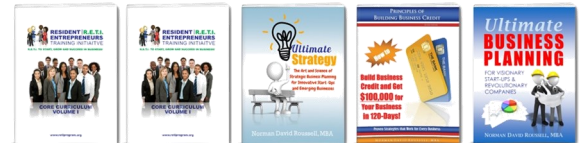
The learning objective of this course is to teach resident entrepreneurs about traditional and alternative sources of debt and equity financing, government-backed loan programs and how to prepare their businesses to access the capital they need to grow.

#### Module 9 | Social Media Marketing Strategy

The learning objective of this course is to teach resident entrepreneurs how to establish and manage a social media presence and attract traffic to their website and social media profiles while developing and enhancing their brand value.

#### Module 10 | Entrepreneurial Leadership (Capstone Course)

The learning objective of this course is to teach resident entrepreneurs proven lessons on leadership to provide them the maximum practical opportunity to build successful companies.



 START SMART

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