

IDAS – SMALL BUSINESS AS AN ASSET WESST'S SMALL BUSINESS SPECIFIC TRAINING

- **Business Plan Toolkit: A Working Group for Entrepreneurs**
 - This class is designed as a “mini-MBA” to introduce prospective and current small business owners to the basics of running a small business. Attendees are then coached to use their new knowledge to write a comprehensive, realistic business plan. Topics include: Business Modeling, Market Research, Pricing/Break-even, Financial Statements, Cash flow analysis, Marketing Strategy, SEO/Social Media Strategy, Ask the Experts! Accounting, legal and HR and Business Plan Components – Tying it all together
- **Beyond IDA** – business specific training classes for IDA participants, helping them transition from learning about personal financial literacy to business planning and financial literacy.
- **Financial Tools** – three classes that provide- Intro to Financial Statements, Cash Flow Statements and Break Even Analysis
- **Hiring Your First Employee**- basic labor law, interviewing and hiring, and performance management
- **LinkedIn** – helping to grow your individual network of connections
- **QuickBooks** – designed for new users, covers the fundamentals so business owners know QuickBooks doesn't have to be complicated.
- **Solving Your Marketing Mysteries**
- **WESST's Lunch and Learn Series**
- **Strategic Advisors Network**
- **Youth Entrepreneurship Weekend**
- **One On One Business Asset Specific Coaching and Training**
- **Credit Builder Loans – Small Business Loans**

**WHAT HAPPENS WHEN
NEW MEXICANS ARE GIVEN
AN OPPORTUNITY TO
BECOME SELF-SUFFICIENT
THROUGH SMALL
BUSINESS**

**660 NEW MEXICANS HAVE
SPENT 13,200 HOURS
LEARNING PERSONAL
FINANCIAL LITERACY
SKILLS**

**PERSONAL SAVINGS
HABITS ARE BUILT**

**660 IDA PARTICIPANTS IN
NEW MEXICO HAVE
STARTED OR EXPANDED
A BUSINESS**

**\$57 MILLION IN NEW
BUSINESS FOR NM
BANKS AND CREDIT
UNIONS**

1,155 JOBS CREATED

**HALF OF THE ACTIVE IDA
SAVERS WITH WESST
ARE STARTING OR
GROWING THEIR SMALL
BUSINESS**

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Coordinator**

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 **WESST**

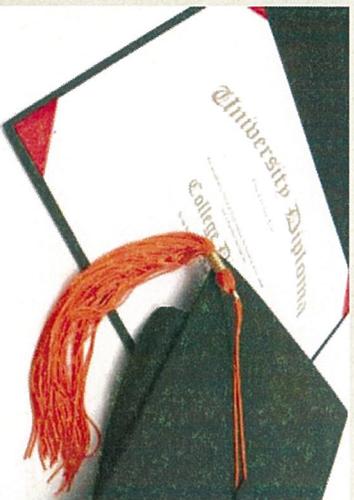
THE PLACE TO START & GROW YOUR BUSINESS

IMPACT IN NEW MEXICO IN THE PAST 10 YEARS



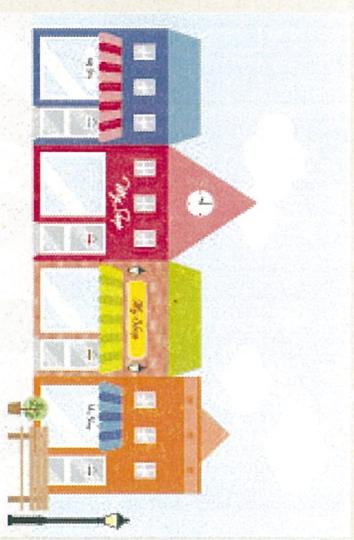
Assisted 319 families secure safe and affordable housing

\$57M mortgages



Helped 512 residents launch a college education

\$1,920,000 tuition



Opened and grew 660 locally-owned businesses

1,155 Jobs created