

Presentations and Workshops

Descriptions and Lengths



5 Ways to Finance Your Small Business

90-minute presentation

Curious about what options are out there for getting money to start and grow your business? This presentation will cover five ways to raise money to start and grow your small business, from loans to grants and everything in between.

Becoming Self Employed as an Independent Contractor

90-minute presentation

Interested in being self-employed as a contractor? We'll show you how to start your own independent contracting business. Learn about the difference between being an employee and a contractor, how to manage your bookkeeping, startup considerations, and how to find work. If you're ready to take the leap on your own, we're here to guide you.

Market Research for Business Success

90-minute workshop

Find the information you need to build a better business. Market research helps you gain insight into your industry, competition, and target market. What you'll learn in this workshop will help you create effective strategies for starting or growing your business. This hands-on session will teach you:

- How to quickly access the data you need from a variety of online sources to make better business decisions
- The basics of creating great surveys that generate better customer insights
- How Business Link's market research services can help you dig even deeper to get a leg up on the competition

Business Model Canvas: Master Your Business Model

90-minute workshop

The Business Model Canvas (BMC) is a one-page visual plan that can be used to assess and streamline a new business idea or re-work a current business offering. The tool helps you visualize each element of your business operations to see how everything connects. This hands-on session will teach you:

- How to use this tool to describe, design, challenge, invent, or pivot your business model
- Definitions and applications for each of the nine sections
- How Business Link Strategists can support you with your Business Model Canvas and other planning resources

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Bring Your Business Idea to Life

90-minute workshop

Do you have a great idea for a business, but aren't sure how to turn it into a profitable business venture? In this workshop, you'll learn how to turn your idea into reality. This hands-on session will teach you:

- The basics of what it takes to start and run a business
- How to create a business model and a plan to launch your business
- Where to access planning and startup resources
- How Business Link can help with your next steps

Please note that the length of the presentations and workshops can be modified to suit your needs. Upon [requesting a presentation or workshop](#) for your organization, simply indicate your preferred length of time and someone from Business Link will discuss potential options with you.