

Family Child Care Business Essentials

***Business Training for New Family
Child Care Business Owners***



Presented By



Minneapolis, MN & Virtual

Program Summary

Family Child Care Business Essentials is a 10-session virtual interactive learning experience that prepares participants to build a professional family child care business. While focusing on building a solid business foundation that leads to profitability and sustainability, participants apply concepts learned through collaborative simulated activities in a fun environment.

This program approaches business training through a combination of foundational learning resources, tools, and support that brings child care business ideas to life and positions participants to achieve their personal and business financial goals.

Expected Program Outcomes

Beyond new knowledge and understanding of the child care business, every program graduate begins their journey with foundational business tools that include:

- A business plan that illustrates the vision for the child care business.
- A viable financial model that meets the business owner's desired financial outcomes.
- Connections to local program supports such as licensing and program quality agencies.

Participants who leverage the provided learning materials, engage in the live group business simulation sessions, and complete the follow-up assignments should be ready to activate and launch their child care businesses within six months of program completion.

Training Program Overview

I. TRAINING PREPARATION & CASE STUDY INTRODUCTION

II. BUSINESS LEARNING & SIMULATION SESSIONS

- a. Financial Business Goals
- b. Revenue & Expenses
- c. Profit Importance
- d. Business Promotion
- e. Operational Excellence
- f. Managing Risk

EACH MODULE INCLUDES

- Review Key Concepts
- Access Understanding – Pre-test
- Interactive Concept Application
- Add Concepts to Business Plan
- Evidence Mastery – Post-test

III. PROGRAM GRADUATION & BUSINESS SHOWCASE

IV. BUSINESS LAUNCH & SUPPORT ACTIVITIES

Program Components

I. TRAINING PREPARATION & CASE STUDY INTRODUCTION

The first two sessions help prepare participants to use the learning tools and resources. This includes introducing our virtual WomenVenture Business Academy, teaching basic research skills, preparing participants to learn, and reviewing the program case study.

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The five learning points of the program: Review Key Concepts, Access Understanding, Interactive Concept Application, Add Concepts to Business Plan, and Evidence Mastery provide opportunities for participants to gain and apply knowledge that prepares them for business ownership. The simulation sessions bring critical business concepts to life in an environment that allows for trial and error while providing guidance on best practices in business.

III. PROGRAM GRADUATION & BUSINESS SHOWCASE

Program graduates will graduate with the business skills, tools and resources they need to start a profitable child care business. Through one-on-one business consulting, participants will develop a business plan and two-year financial projections. The network of peers and mentors created during the program will ensure that participants have the support needed to face future challenges and opportunities.

IV. BUSINESS LAUNCH & SUPPORT ACTIVITIES

As participants start their business, they need new support services to sustain their business operations. Graduates who are ready to open their businesses will be connected to local licensing and program quality resources, as well as business registration and other operational support services.

Program Supports and Tools



We are proud to use high-quality engagement tools such as Zoom for our live simulation sessions, our virtual WomenVenture Business Academy, and Office 365 to support business plan writing and financial modeling. Participants are encouraged to conduct their own assessment of readiness for learning in a virtual environment. ***If you have concerns, please share with your program advisor so we can help.***

Program Schedule

All business simulation sessions begin at 6:30PM and last approximately two hours. All foundational learning modules for upcoming simulation sessions open for engagement one week prior to each live session.

Participants should expect to spend 2-3 hours each week outside of live sessions working on the pre-session foundational content and development of their business plans.

Please visit the [Child Care Business Services webpage](#) to view the full schedule of the program.

- **Session 1:** Welcome to WomenVenture
- **Session 2:** Getting Ready to Launch Your Business
- **Session 3:** Setting Financial Goals
- **Session 4:** Costs of Running a Family Child Care Business
- **Session 5:** Getting Customers
- **Session 6:** Finding Capital to Open Your Child Care Business
- **Session 7:** Managing Risk
- **Session 8:** Operational Excellence
- **Session 9:** Developing a Presentation to Showcase Your Business
- **Session 10:** Graduation

How to Apply

Thank you for your interest in applying for the Family Child Care Business Essentials training. All candidates must attend the Exploring Child Care (ECC) workshop to be considered for the program. Apply for the ECC program here: <https://bit.ly/EccTraining>

Program Investment

The Family Child Care Business Essentials training program tuition is \$2,000. This covers the course curriculum, business plan advisement, financial modeling with a business consultant, access to business activation modules, and start-up advising.

Scholarships

We are offering scholarships to eligible applicants to cover the full cost of this course.

Program Application

Please ensure you have reviewed the full application document and are ready to commit to starting your own professional child care business.

The program application takes about 20 minutes to complete. There are no right or wrong answers, so share your honest thoughts. You must complete the application at one time, as your draft application will not save.

Select candidates will be invited to participate in a short virtual candidate application review session to ask questions, clarify any concerns, and share more about their child care business ideas.

Program Application Link:

<https://bit.ly/FCCBE2021>

Application Deadline: September 17th, 2021, at 11:59pm

Questions? Contact: Bill Stelle at bstelle@womenventure.org

Please note that this program doesn't provide curriculum or support for child care licensing.

About WomenVenture

For over forty years, WomenVenture has provided women of all ages, cultures, races and income levels with the tools and resources to achieve economic success through small business ownership. Our mission is to help women attain economic self-sufficiency through the creation and growth of profitable and sustainable businesses.

Child Care Business Services at WomenVenture

A dedicated team of business experts support training, business consulting, and loan services for child care businesses at WomenVenture. Building on many years of direct business consulting experience, the team is prepared to support growth and expansion of child care businesses in Minnesota.

Child Care Business Services Leadership

Kaltrina Reznqi Director of Innovative Programs & Investments

Kaltrina Reznqi is a small business development professional with over 10 years of experience. She has worked with child care businesses across Minnesota, providing training and business strategy guidance to start or grow existing child care businesses. She is a founding member of the Child Care Business Development Center, serving new child care entrepreneurs in the Minnesota metro area. She works closely with clients to find meaningful solutions to the complex challenges faced by small business owners.



Bill Stelle Child Care Business Services Manager

Bill has an extensive professional background in strategy, consulting, and business development and holds a Marketing Degree from Indiana University and an MBA from Rollins College. He has worked across numerous industries including marketing services, consulting services, software, and a range of entrepreneurial small businesses. Bill served as a volunteer mentor to our Small Business Essentials clients for several years prior to becoming a member of our team.

