Technology in business is a vital necessity, critical to the ability to grow and communicate with clients effectively. IT trends can also enhance footprint, but the risk for cyber threats and vandalism has also grown exponentially.

To mitigate risks and expand growth, business owners need a plan, and usually the smaller businesses have no reliable IT support, and lack of basic knowledge about applications and trends.

The Technology Academy will provide **North Beach small business owners an innovative and holistic, focused, curriculum that is easy to understand and adapt.** Specialized hands on training, accessed on the spot, will ensure business owners acquire in-language, culturally relevant knowledge to harness the inexhaustible source of resources provided by IT. The ability to apply IT trends provides these minority businesses with a legacy that helps their enterprise prosper well beyond the duration of this program.
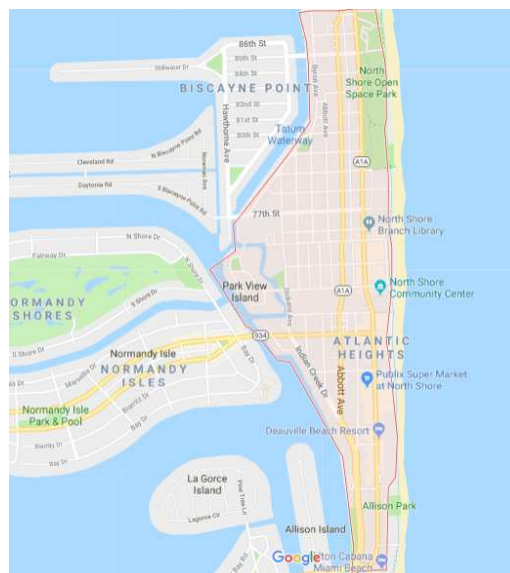
Prospera is an economic development organization specialized in providing bilingual assistance to Hispanic entrepreneurs trying to start or expand their business.

For more information, contact us!

http://www.prosperausa.org
786-329-5830

Our mission is to strengthen the economy of Florida through quality business development and training to Hispanic entrepreneurs.

Business Seminars

Business Consulting

Business Grants

Access to Capital

Context: The Technology Academy is a 4-week training program that allowes local business owners to get a better understanding of critical issues related to technology and how to apply them to grow their businesses. Participation is free-of-charge to the small business owner.

Objectives: To guide the participant through the age of digital transformation, allowing him to perceive technology as a strength to increase the efficiency of his business, manage better information for customers, reach greater audiences and make decisions, among other topics.

Value for business owners that complete the curriculum:
- ✓ Key knowledge on new technologies trends.
- ✓ How to apply technology to your business to enhance your operations and profitability.
- ✓ Certificate of Participation.

Content:

Session 1. Understanding the Value of Technology.
Session 2. What you need for your business: Software and Hardware.
Session 3. Digital Marketing: Social Media and Google Adwords.
Session 4. Cyber security threats you need to know about.

82% of customers conduct an online search before making a purchase in a store and **84% trust the reviews** in the same way as the recommendations of a friend.

50% of small businesses in the US have experienced security breaches in the last 12 months, of which only 14% could effectively mitigate the cyberattack, paying out $ 38,000 on average. Cyber threats are more expensive to correct than to prevent.

Session 1. Understanding the value of technology

- Digital skills as a business owner
- What technological tools does my business need?
- Trends that will impact my business
- Practical advice to grow profitably in the digital economy

Session 2. What you need for your business: Software and Hardware

Technical Components and Integration:

➢ Programs and applications (Software: CRM, POS, etc.)

➢ Infrastructure and equipment (Hardware)

➢ Networks

➢ Servers

➢ Mobile technology

➢ Communication and work stations

➢ How do I manage my business data? (cloud servers, local, back up)

Session 3. Digital Marketing

- Social Media: What Will work best for me based on the products and services that I offer (Facebook, Instagram, Twitter, etc.)
- My website
- Google Adwords
- Email (auto reply)
- How to measure your social media effectiveness
- A guideline on how to create a digital marketing campaign

Session 4. Cyber Security

➢ Virtual security, privacy and confidentiality

➢ Authentication: passwords and user management

➢ Is my client data and my business data secure?

➢ Cyber Crimes: types and consequences

➢ Actions to take to prevent a cyberattack

Proposed Budget:

PROGRAM SERVICES	Proposed Funding from City of Miami Beach
Consulting Services - Salaries & Related Expenses	**$2,500**
Curriculum Development – Modules	**$11,250**
Implementation Outreach - Planning	**$8,750**
Marketing & Administrative Expenses	**$2,500**
Total Proposed Investment	**$25,000**

Program Services description:

- **Consulting Services - Salaries & Related Expenses**: Staff assigned to program.

- **Curriculum Development** – Modules: Cost of curriculum research and Development (topics, experts, participant certification).

- **Implementation Outreach** – Planning: Site coordination/visits; Prospera Orientation.

- **Marketing & Administrative Expenses**: Related costs to community outreach, program invitations and advertisement; participant registration & check-in, certificate process.