

LET'S *grow* GLENDALE
2023 SMALL BUSINESS SUMMIT
MAY 16-18



INNOVATION FOR SUCCESS



WELCOME!

Elianne Rodriguez

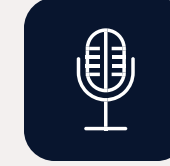
Entrepreneur & Small Business Advisor



LIST VENTURES

Tech Tools for SMBs:

- **Streamline Operations**
- **Cut Costs**
- **Increase Revenue**
- **Save Time!!**



ICE BREAKER



OPERATIONS & CYBERSECURITY



ORGANIZATION & COLLABORATION



MARKETING & COMMUNICATIONS



E-COMMERCE & ONLINE SALES

LIST VENTURES

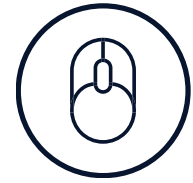


ICE BREAKER



Let's Get to Know Each Other!

- Solopreneurs? vs Teams?
- 2 Years & Under?
- 5 Years+?
- Brick & Mortar Businesses?
- Online Businesses?
- Industries?
- Tech level?



1. Operations & Cybersecurity



2. Organization & Collaboration



3. Marketing & Communications



4. E-Commerce & Online Sales

Operations & Cybersecurity

LIST VENTURES

Understand the threats:

- What are cyber criminals looking for?

PASSWORDS & DATA

- What you need to protect?

SYSTEMS THAT HOUSE DATA

BE PROACTIVE!

- Train Your Employees
- Secure Your Networks
- Use Antivirus/Malware Protection
- Opt Into Multi Factor Verifications
- Invest & Monitor Cloud Service Providers

LIST VENTURES



Action Plan

TRAININGS

Internet Use

Phishing Emails

Protecting Data

NETWORKS

WiFi Separation

Password Protect
& Multi Factor
Authentication

VPN for Remote
Staff

DATA

Secure
Payment
Processing

Physical &
Virtual Access

Management
& Back Up

LIST VENTURES

Tech Tools



DocuSign®

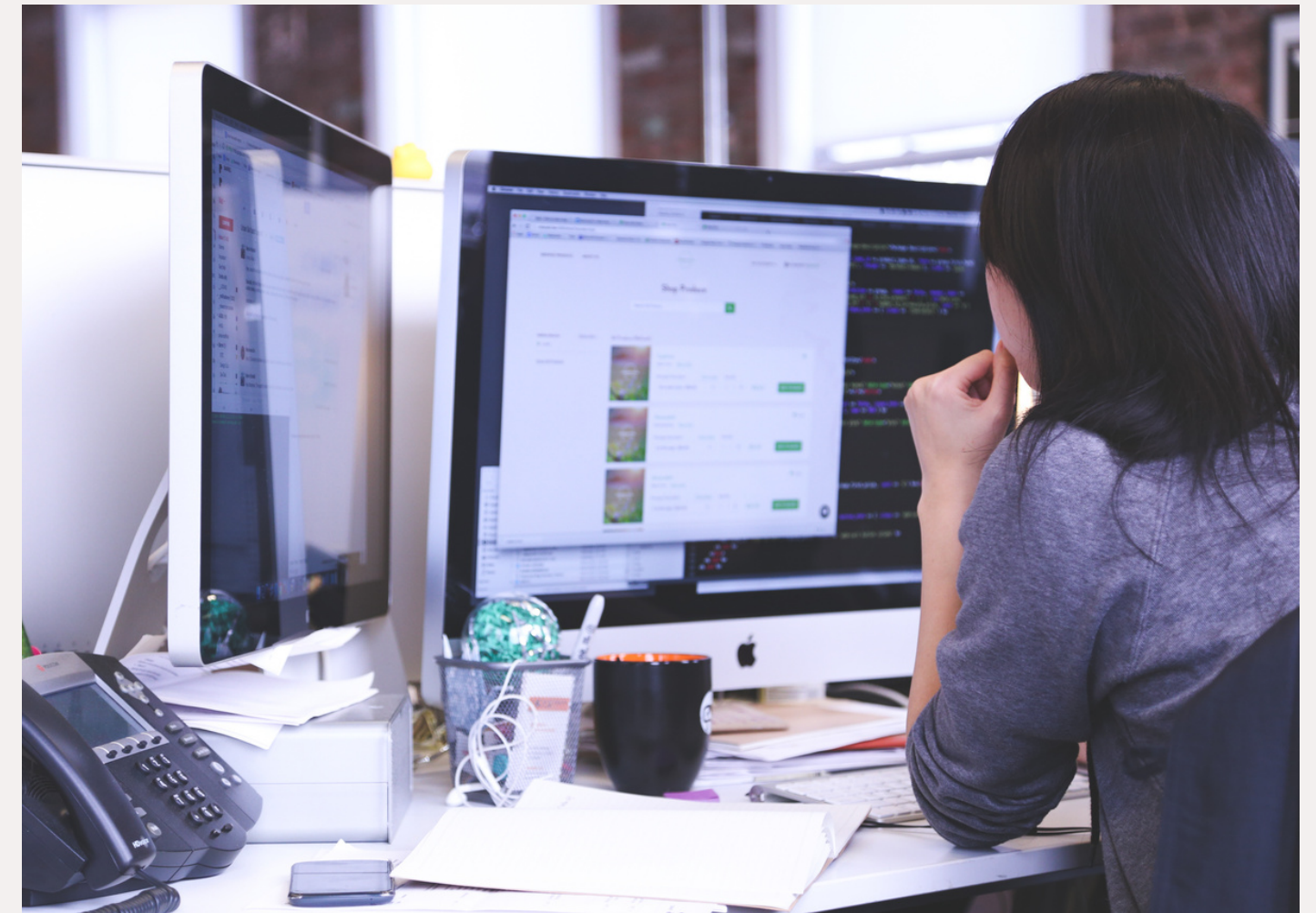


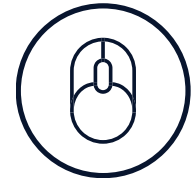
Operations Best Practices



DEDICATED

- Business Email
- Software or Infrastructure
- Financial Systems
- Computer
- Time for Research & Development
- Time for Maintenance





1. Operations & Cybersecurity



2. Organization & Collaboration



4. E-Commerce & Online Sales



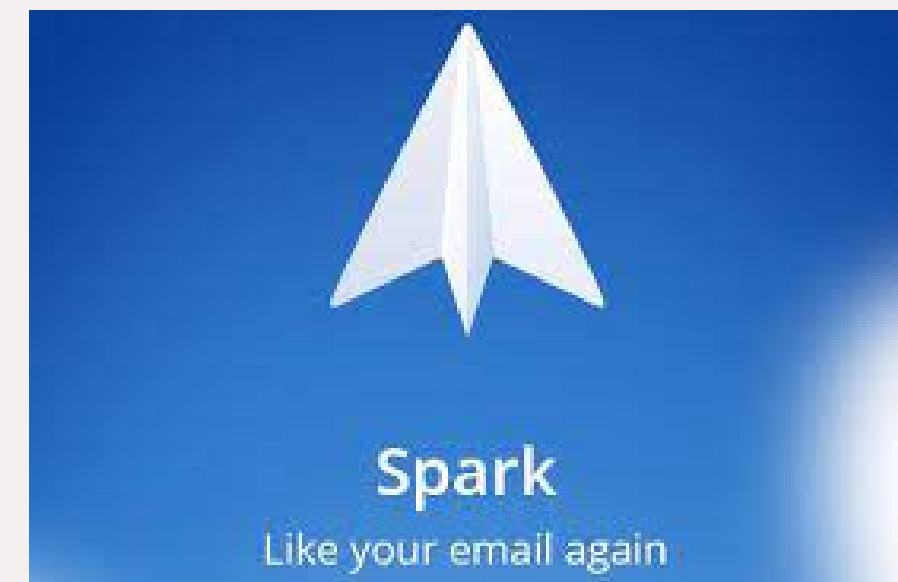
3. Marketing & Communications

EMAIL ORGANIZATION



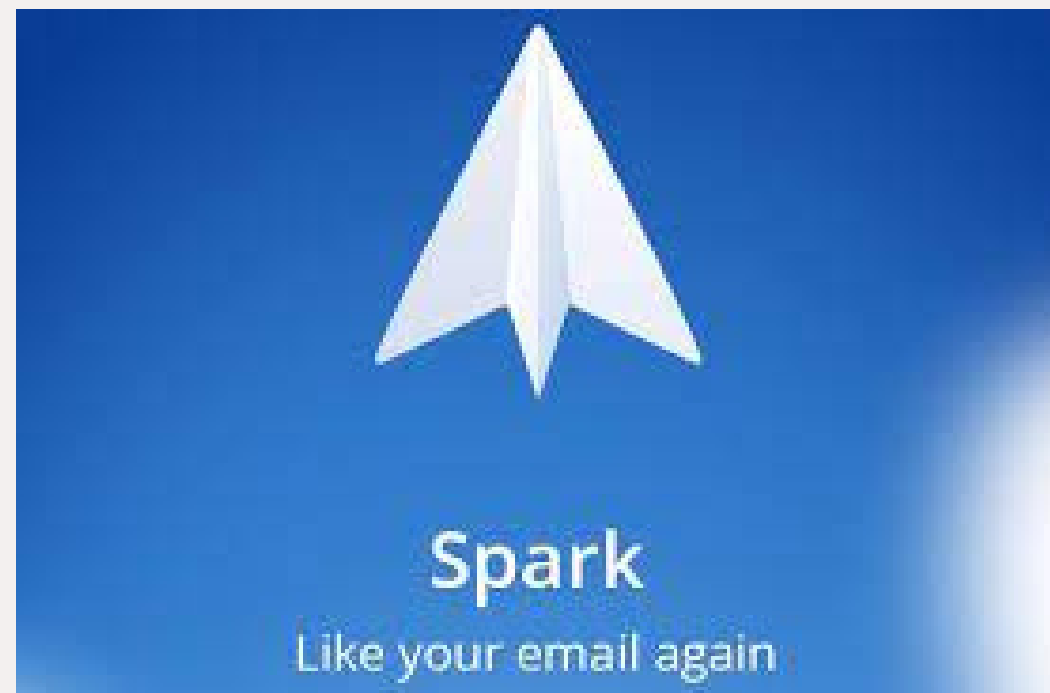
PROBLEM:

- Multiple Email addresses
- Professional Replies
- Smart Inboxes
- Synced + Mobil

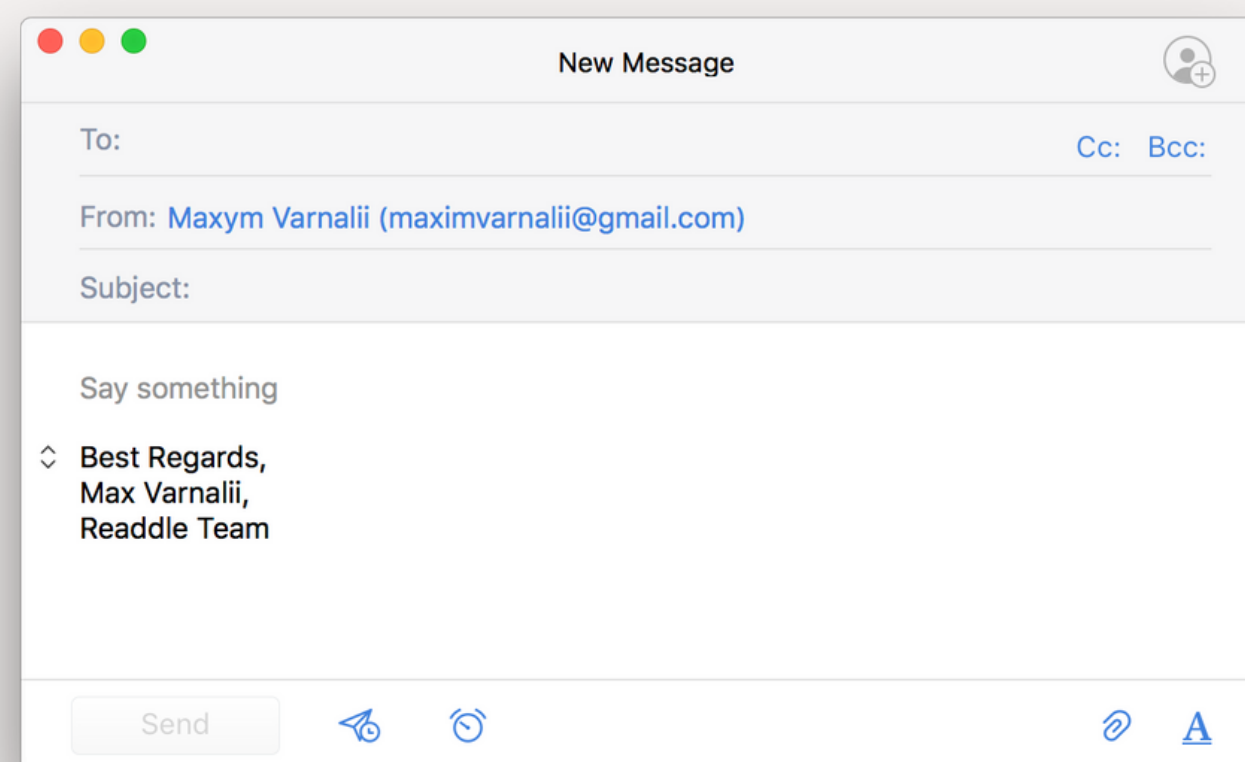
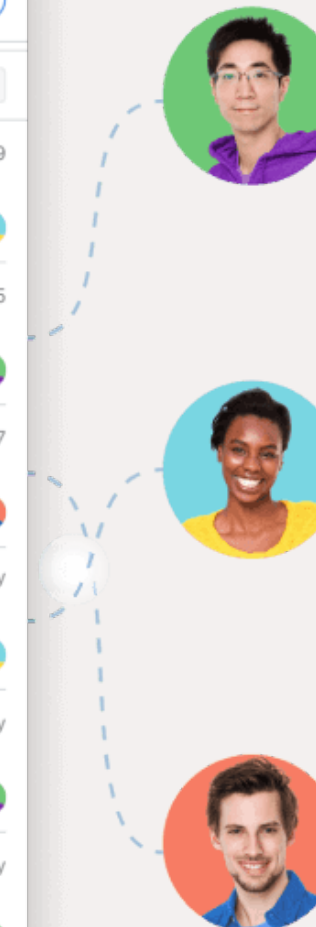
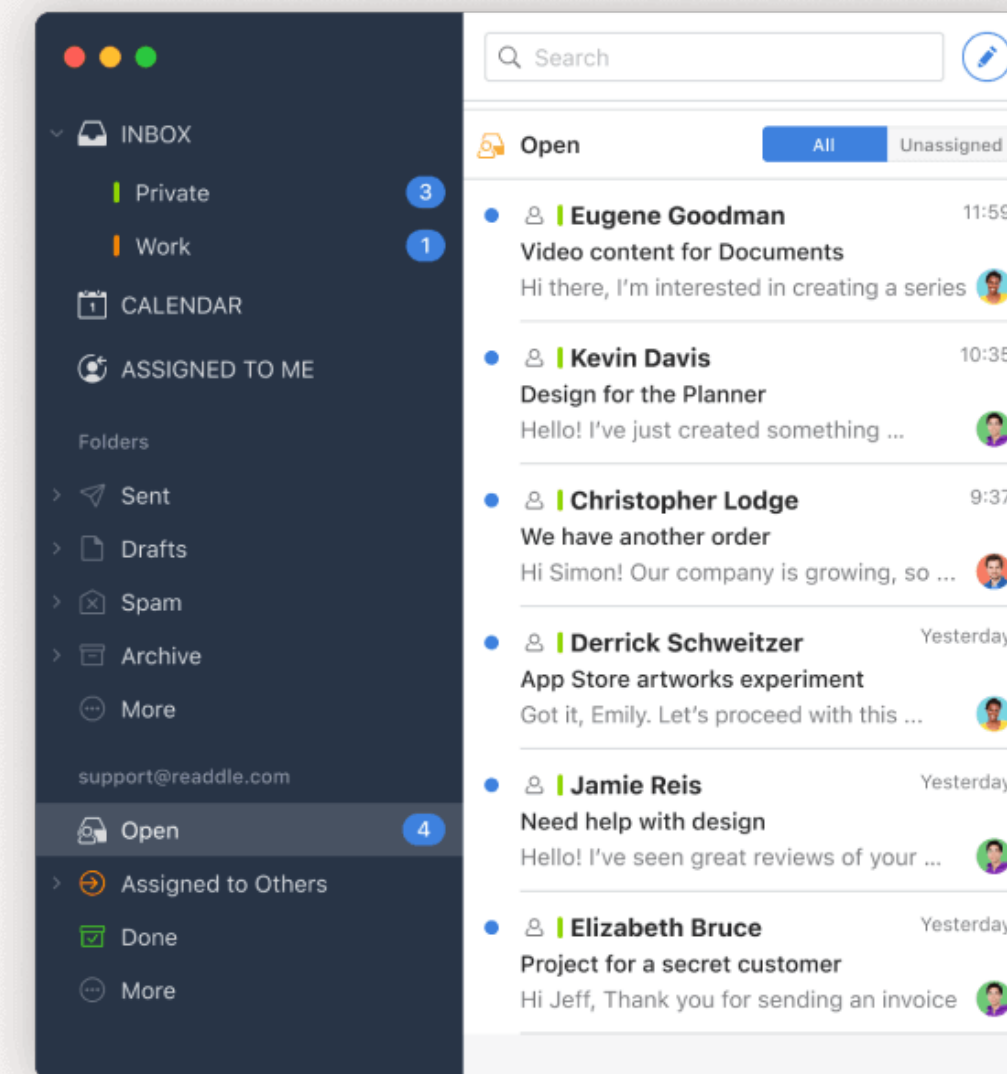
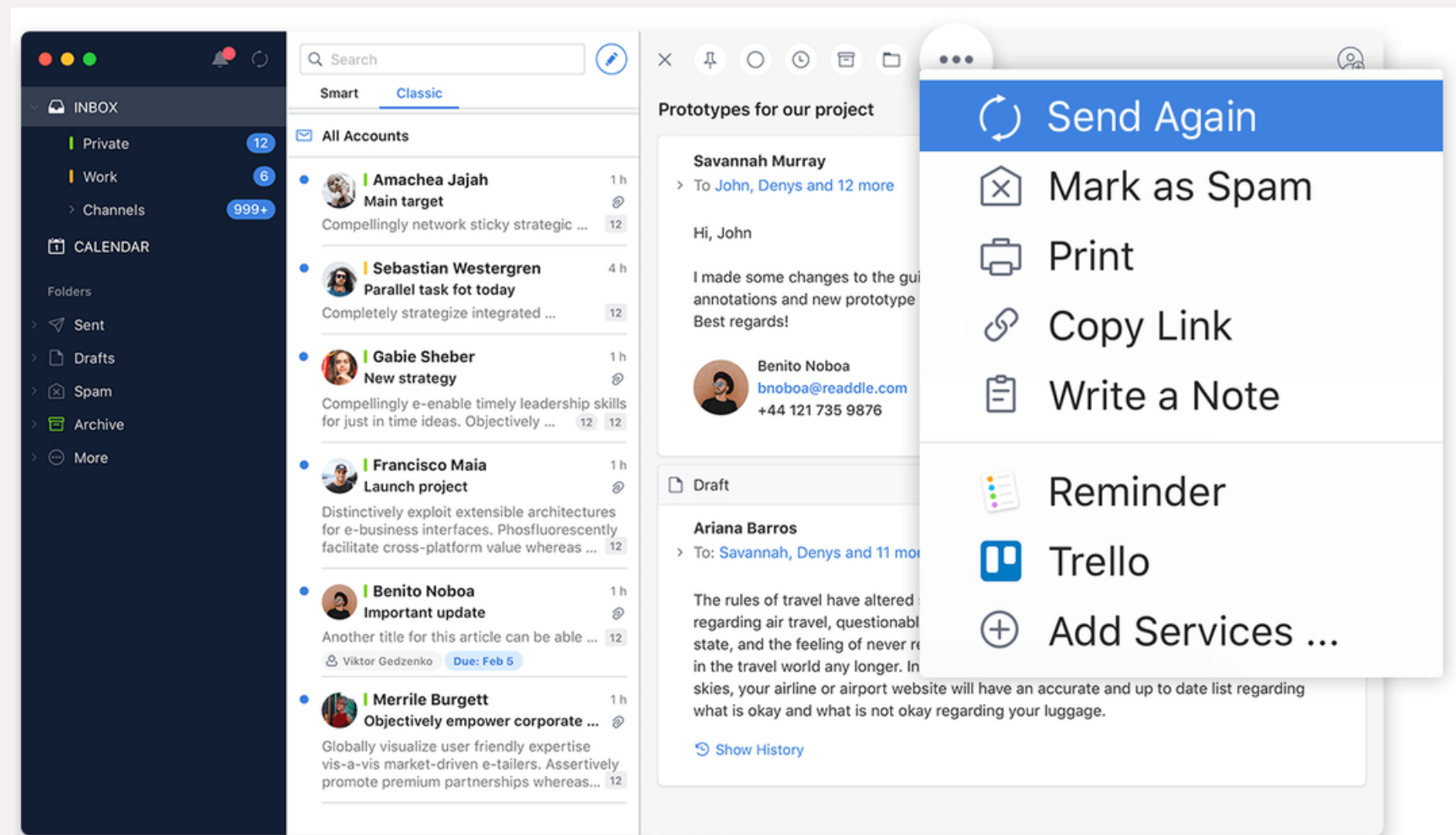


DAY TO DAY

What are some of the practical things you can do with Spark App?



- ☒ ONE LOG IN
- ☒ MULTIPLE SMART INBOXES
- ☒ MULTIPLE SIGNATURES
- ☒ MULTIPLE CALENDARS
- ☒ WHAT WOULD YOU LIKE TO SEE?



LIST VENTURES

CALENDAR



PROBLEM:

- Multiple Engagements
- Dedicated Time
- Sprint & Down Time
- Planning Ahead

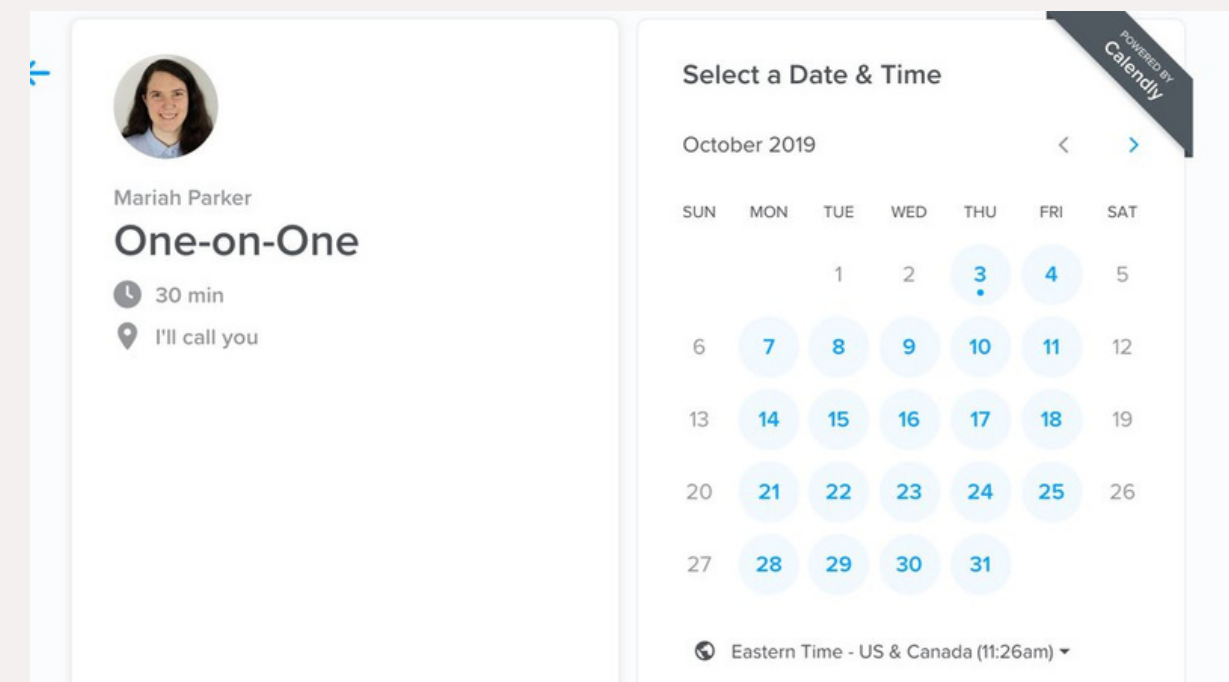


SCHEDULING ++



PROBLEM:

- Multiple People
- Time conflicts
- Back and Forth Emails
- Missed Connections



COLAB FAVORITES

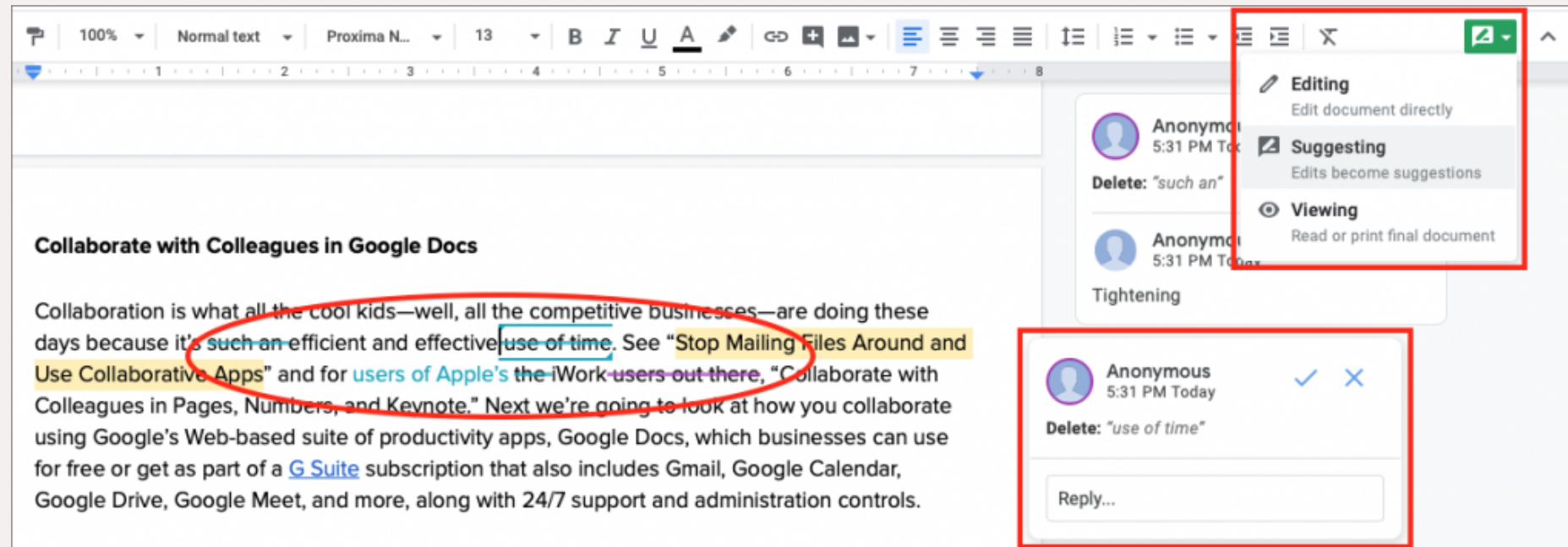


TOOLS:

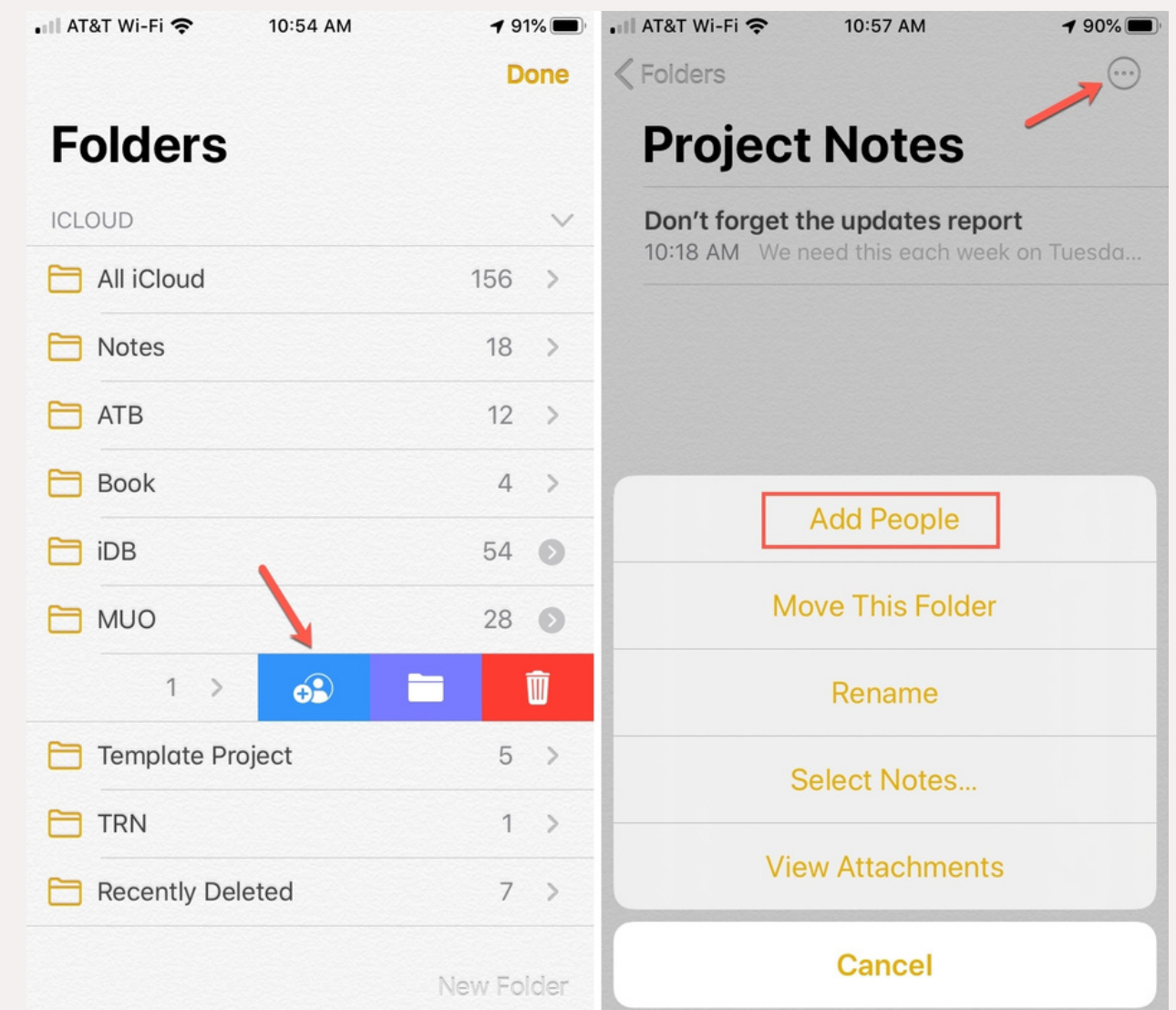
- Google Docs
- Notes on iPhone or Mac
- Mural
- Trello or Asana



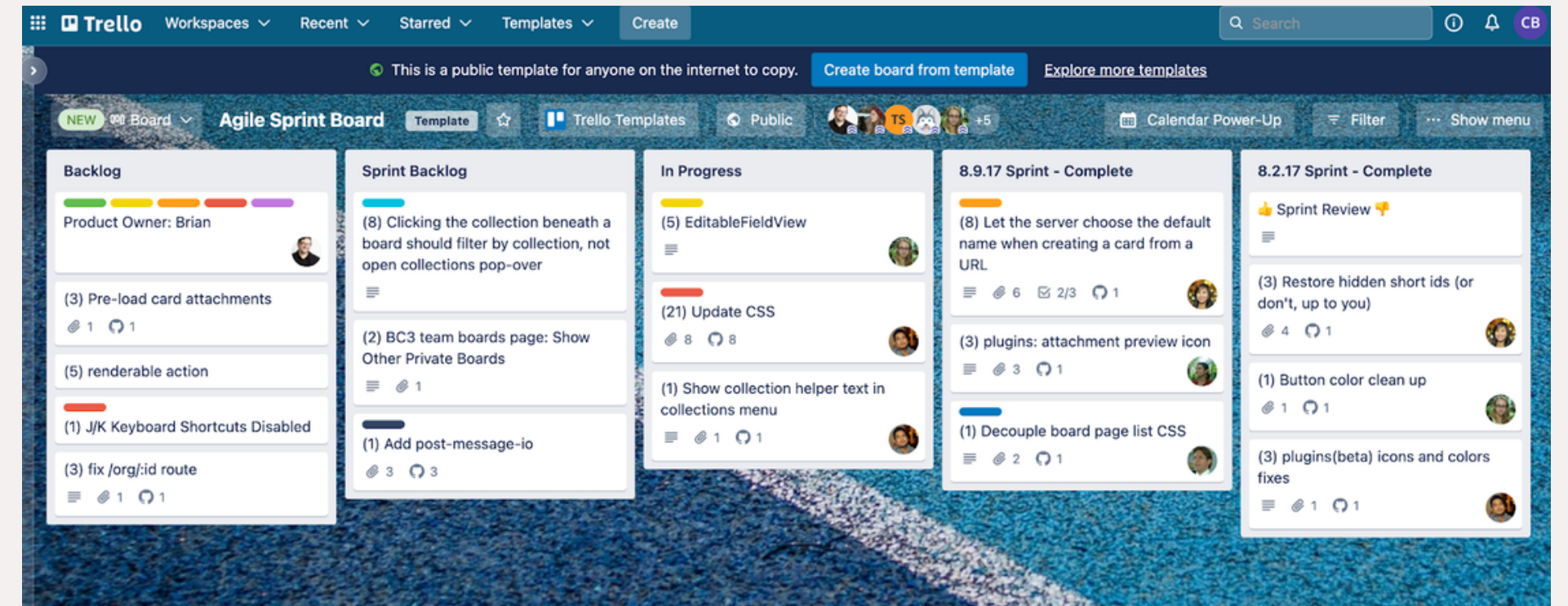
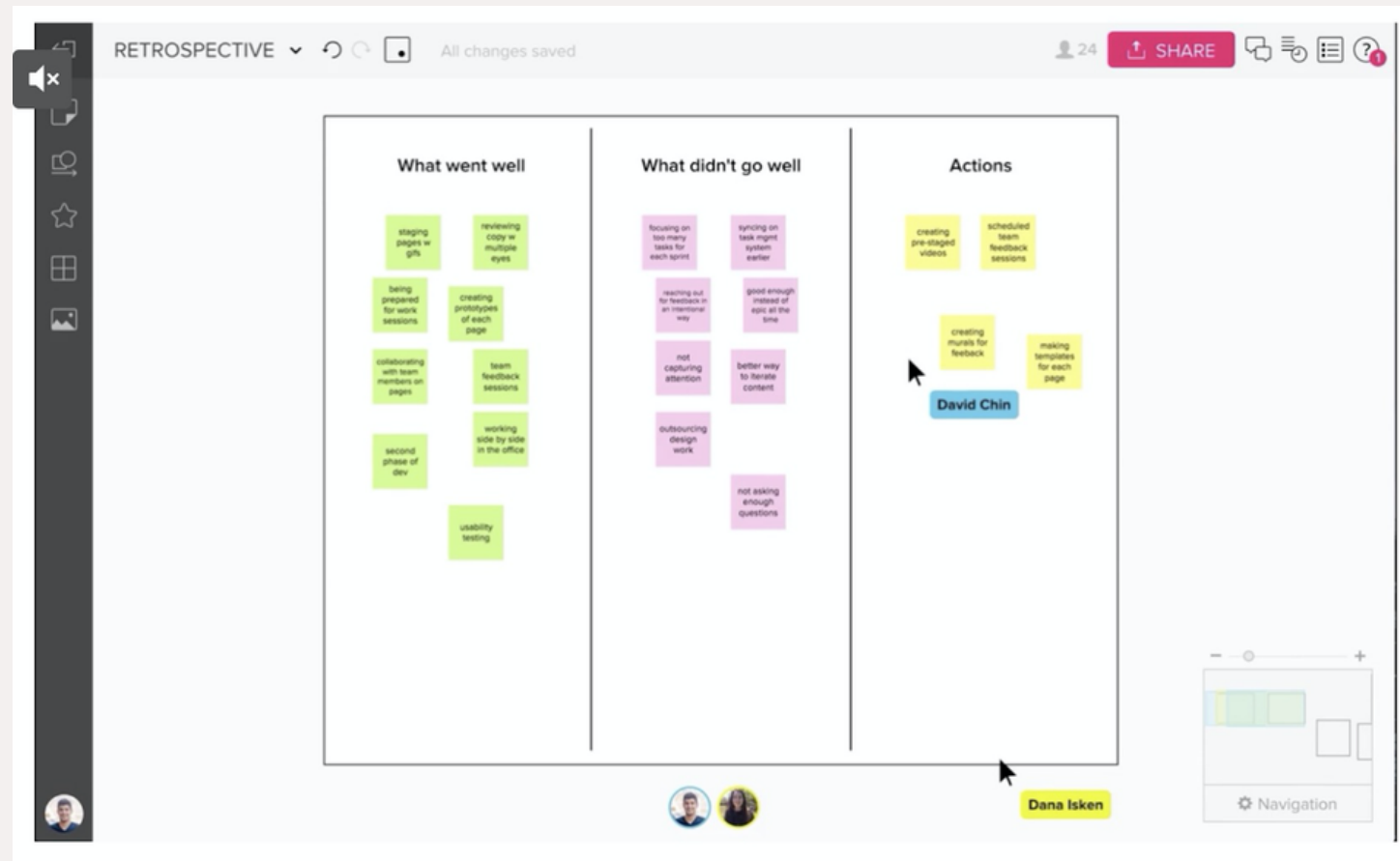
G Suite



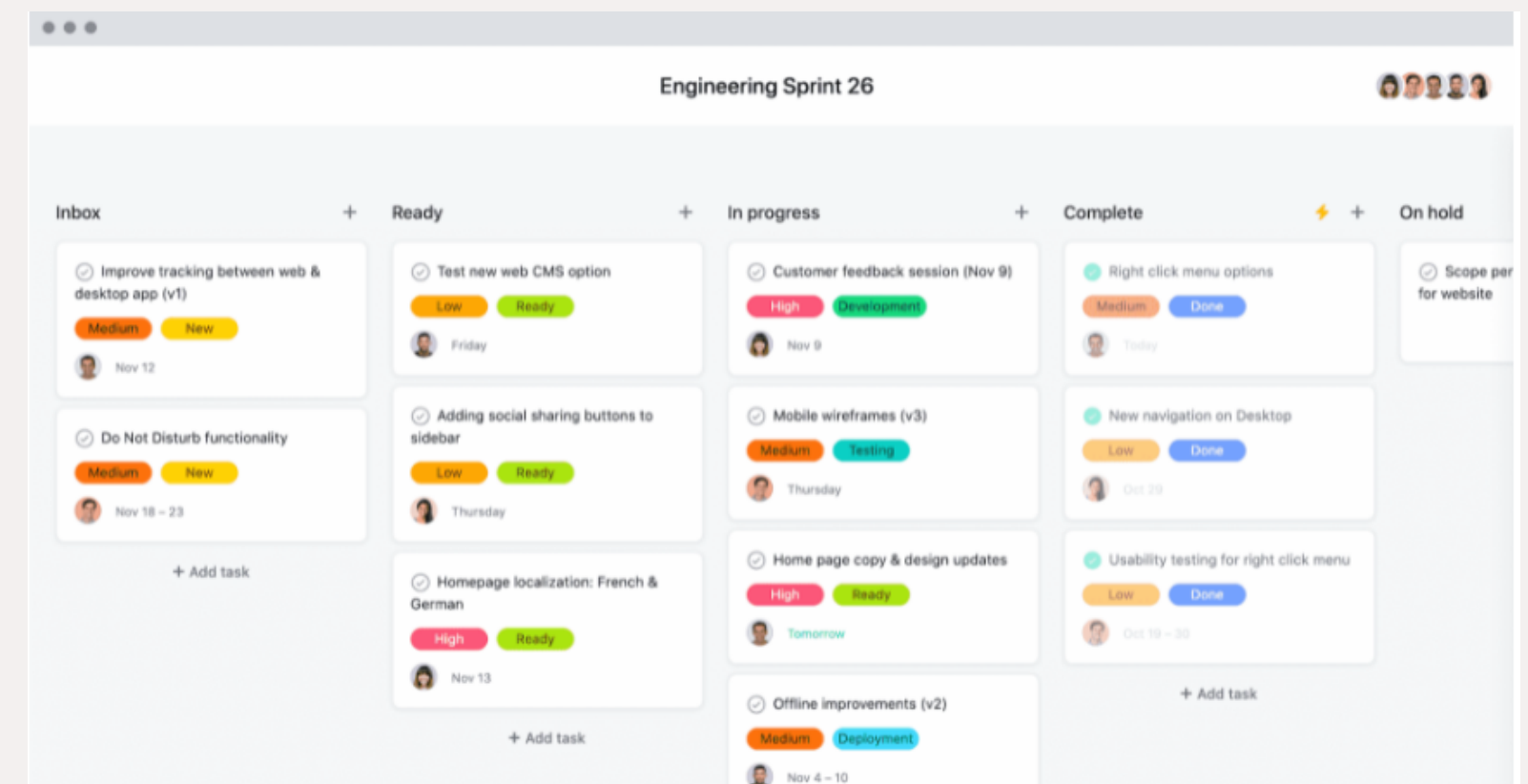
iPhone Notes



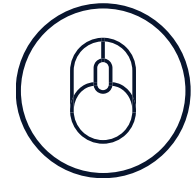
MURAL



Trello & Asana



LIST VENTURES



1. Operations & Cybersecurity



2. Organization & Collaboration



3. Marketing & Communications



4. E-Commerce & Online Sales

MARKETING FAVORITES...



TOOLS:

- CANVA
- SPLASH THAT
- LUMA
- EVENTBRITE
- MAILCHIMP



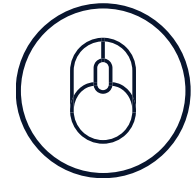
COMS FAVORITES



TOOLS:

- SLACK
- DISCORD
- DECKS/PPTS
- ZOOM VIDEOS





1. Operations & Cybersecurity



2. Organization & Collaboration



3. Marketing & Communications



4. E-Commerce & Online Sales

Thinking About E-Commerce?

LIST VENTURES

PROS

- Flexible schedule
- User friendly
- Do what you like
- Can be less risky
- Can be fun!

CONS

- It takes time
- There is a method to the madness
- Lots of roles and to-dos!
- Not for everyone!

LIST VENTURES

eCommerce Business Models



Most Used:

- Dropshipping
- Sourcing from wholesalers
- Sourcing from manufactures
- Making & selling your products



Thinking About E-Commerce?

- What products are you selling?
- Who is your audience?
- What is your competitive advantage?
- How will customers find you?
- How much are they willing to pay for your product?
- How will they shop for your product?
- How will you get them to come back?

E-Commerce Platforms



- LOOK FOR RESOURCES
- SET TIME TO PLAN & EXECUTE
- ASK FOR HELP & BE PATIENT
- BUILD & SUPPORT YOUR COMMUNITY
- WHAT'S ON YOUR LIST?



WORKING IN YOUR BUSINESS

MAKE A LIST

What are some of your favorite resources?

Who do you turn for help?

What is your superpower?

LIST VENTURES

We are here to help!

Questions?



LIST VENTURES

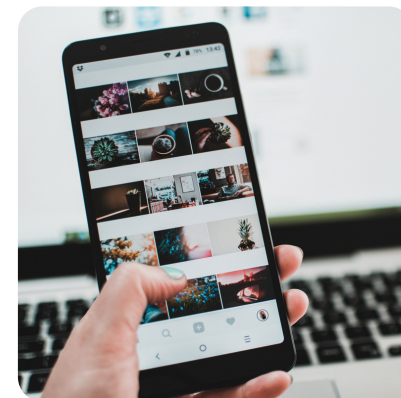
Thank you!

Feel free to reach out!



Elianne Rodriguez

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**1:1 SUPPORT
LEEAF & SBDC**

LIST VENTURES