

# GETTING DOWN TO BUSINESS

Capital One Bank

INVESTING for Good

An Educational And Mentoring Program  
To Help Small Business Owners Grow Their Business.

## PROGRAM DETAILS

Capital One Bank® along with local partners have developed a free business training program with a multi-faceted approach: an in-class educational program, a savings account with a match and a mentorship/coaching component.

The program will be limited to 10 participants who will be selected through an application and interview process.

Class will take place from 6pm – 8:30pm at the Capital One Bank at Place St. Charles **BEGINNING TUESDAY, March 11, 2014** and running every other Tuesday for several months.

To fill out an application, please visit any Capital One Bank branch in New Orleans or the Louisiana Small Business Development Center. To receive an electronic copy, please email Mark Boucree at [Mark.Boucree@capitalone.com](mailto:Mark.Boucree@capitalone.com) or Carmen Sunda at [csunda@lsbdc.org](mailto:csunda@lsbdc.org). You can also fill out the application online at [www.cybergrants.com/capitalone/GDTBNewOrleans](http://www.cybergrants.com/capitalone/GDTBNewOrleans). **Applications will be accepted through 5:00PM CST Friday, February 14, 2014.**



## TRAINING PROGRAM COMPONENTS

### 📖 Educational Program

Free training sessions will enhance the owners' operational efficiency and capacity to grow their business through increased knowledge of best practices in the business world. Approximately 13 courses will instruct the participants on specific business concepts, including writing business plans, marketing and advertising, accounting best practices, industry lending practices and other areas.

### 💰 IDA Savings Account

To provide financial encouragement, each participant will be required to open an Individual Development Account (IDA) savings account with Capital One Bank, to be matched 2:1 upon the business owner's successful completion of the program. This component helps build the business owner's capital and ability to leverage the savings with other available financing.

### 👥 Mentorship Component

Participants will be paired with knowledgeable professionals and volunteers throughout the program. This mentorship approach will provide assistance both during the class sessions and for one year following to assist owners in implementing new and updated skills, answer questions related to business operations, and provide advice.

## FOR MORE DETAILS CONTACT:

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## FOR ONLINE APPLICATION VISIT:

[www.cybergrants.com/capitalone/GDTBNewOrleans](http://www.cybergrants.com/capitalone/GDTBNewOrleans)