



**ENTREPRENEURSHIP
ADVANTAGE**

Resources for Small Businesses in 2021

Jan 28, 2021



Welcome

Heidi Pickman

CAMEO

VP, Programs and Policy

General Info

- Everyone's audio is muted
 - Zoom menu --- drag cursor down screen.
 - Mic icon on left.
 - Chat box.
- We are recording and you are free to share. We will send all registrants a link as soon as we can
- You will receive a copy of today's slides.

CAMEO Updates

- CA Relief Grant Train the Trainer Sessions (Jan 29, Feb 2)
- CDFI Essentials Cohort (starting Feb 12)
- Coronavirus Resources for Small Businesses

The background is a solid blue color. On the right side, there are several overlapping, semi-transparent geometric shapes in shades of blue and white, creating a modern, abstract design. These shapes include triangles and polygons that intersect to form a dynamic pattern.

Frank Stokes

BEST Mobile Accelerator

EA Steering Committee



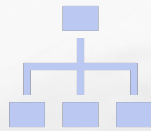
**ENTREPRENEURSHIP
ADVANTAGE**

Agenda

- Introductions
- Networking
- LA Optimized & Google Resources
- PPP in SoCal Overview



Name



Organization



Role

Purpose

Entrepreneurship Advantage

- Create economic opportunity for entrepreneurs and small businesses in LA County by connecting human, technical and capital resources through regional collaboration.

Virtual Meetups

- Bring EA members to discuss best practices, strategies, and challenges in light of COVID-19's effects on the small-business sector

Networking

- What project or program are you excited about doing in 2021?



Networking

- What are some gaps or needs for your clients that aren't being addressed?





Robert Martinez
LA Optimized



OPTIMIZED

OPTIMIZEDLA.COM

2021

PROGRAM

OVERVIEW





Welcome to LA Optimized!

Digitizing L.A.'s Small Business Community Economic Recovering in 2021

We're excited for your interest in helping save the livelihood of
1,000 ANGELENOS & TENS OF THOUSANDS OF JOBS
by supporting **LA Optimized**.

LA Optimized was launched to help small businesses transition
to online e-commerce so they can sell online during COVID19.

Without a digital presence small businesses, especially
minority-owned small businesses, will be ill-equipped to stem
the tide of shutdowns and layoffs caused by COVID19.

We look forward to your assistance in promoting, partnering,
and programming to be able to assist businesses not just
avoid closure but also create a digital foundation that will
anchor them for future financial growth.

As featured In...



The Challenge

Digitizing L.A.'s Small Business Community

Los Angeles Times

COVID-19 devastated California's small businesses. Here are three that didn't survive



CORONAVIRUS LOS ANGELES

'Worst day' so far: LA County reports 7,593 new COVID-19 cases, shattering daily record



By ABC7.com staff

DIGITAL DIVIDE

36%*

of SMBs DO NOT
have a business website

+

COVID19

=

7.5k

7.5k

Permanent
Closures

Temporary
Closures

in
Los Angeles, CA

*Yelp 2020 Economic Report

The Challenge

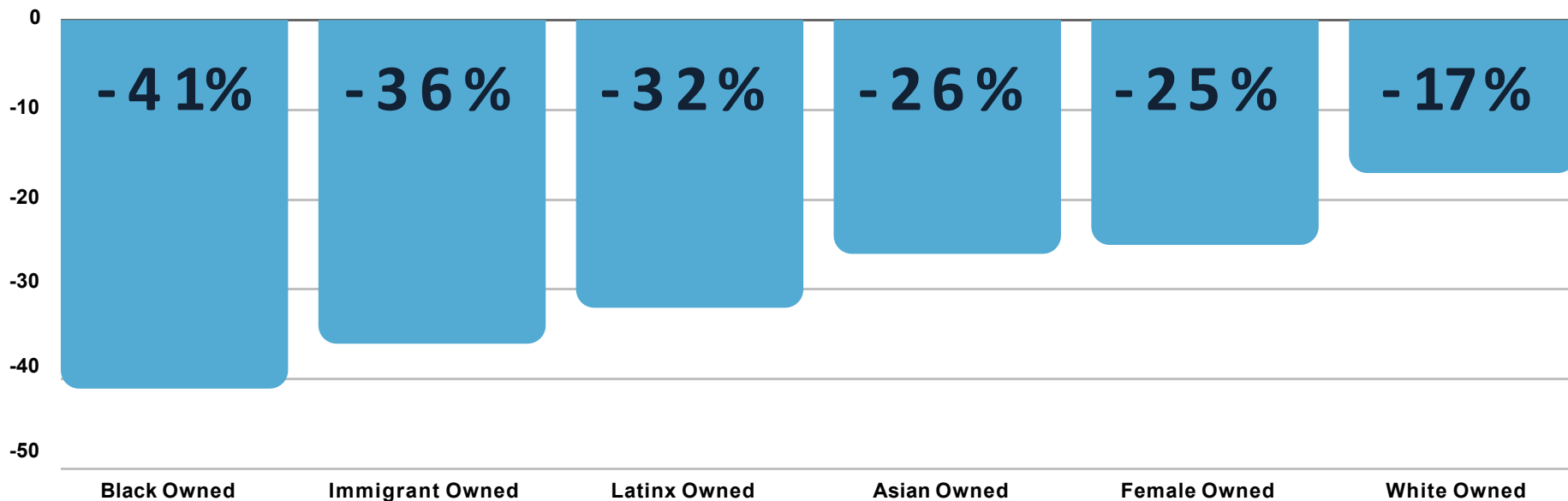
Digitizing L.A.'s Small Business Community

COVID has Disproportionately Affected Diverse Businesses

Reduction in Active Businesses by Race/Ethnicity, Gender & Immigration Status of Business Owner

April 2020

Source: Fairlie, 2020



The Challenge

Digital Divide + COVID19 = Record Foreclosures



Valerie Brown

Eagle Rock Community Acupuncture
Owner

If it doesn't look like we can go back by June, I think I'm going to have to cease this business model because it's just not going to be viable. I sure hope that that's not the situation.



Heleo Leyva

Quesadillas Tepexo
Co-Owner

There's no way you can make that kind of cash selling on the street to begin with. So it was just not worth the risk. It's not worth your own personal risk, and the equipment and the fees, So it was just not possible.



John Cleveland

Post and Beach
Owner

It's been difficult having to maintain the drop off in sales, the changing environment, no dining room.



The Opportunity

Digitizing L.A.'s Small Business Community

Ecommerce
grew
40%
in 2020*

In **2021**
digital commerce will
outperform non-digital
commerce organizations
by **30%****

63% of consumers are avoiding stores and
buying more online*

U.S. Department of Commerce 2020 Report*

Gartner, a global research and advisory company 2020 Report**

Earned

2x



as much revenue
per employee

Were almost



3x

as likely to be
creating jobs

How going digital
has helped
small businesses.

Had employment
growth that was
more than

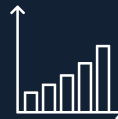
6x



as high

Experienced
revenue growth
that was nearly

4x



as high

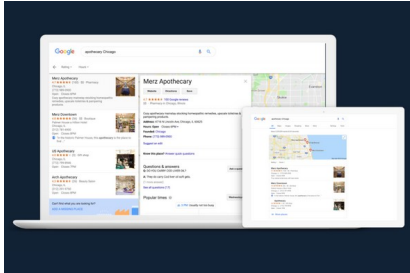
The Solution

LA Optimized

LA Optimized

Assist SMBs by increasing online sales during and after COVID19. The program, managed by the Mayor's Entrepreneur-in-Residence (EIR), and L.A. Mayor's Office of Economic Development, will provide **four key services**.

Four Elements



1. Online Business Listings



2. E-Commerce Health Audit



3. Website Creation or Optimization for Online Sales



4. Design Online Elements

LA Optimized

Projected Results

Our Mission

Service **1,000 SMBs** in LA County

Our SMB Community

- 65% Services
- 35% Products

Our Reach

408,000 SMBs in LA

10,000 Applicants*

250 SMB Serviced a Quarter

Priority to Low-Income

200k Email List

*Projected



Economically Disadvantaged SMBs in LA

Los Angeles Areas Vs. National Averages

By CBSA and County

	Los Angeles CBSA	CBSA: National Average	Los Angeles County	County: National Average
Population (2018)	13,262,234	325,852	10,057,155	101,702
Microbusinesses per 100 (2020)	7.87	3.2	11.7	2.9
Small Businesses per 100 (2018)	8.31	7.1	15.7	13.5
Predictors of Microbusiness Density	% Inclusive broadband^	58.6%	52%	56.5%
	% Broadband Adoption	83.8%	75%	73.2%
	% IT	3.9%	1.4%	4.5%
	% College Educated	33.7%	24%	30.8%
	% Foreign-born	32.9%	6%	34.6%
	% Black	6.6%	9%	7.9%
	% Hispanic	45%	13%	48.3%
	% Poverty	14.9%	17%	15.9%
Economic Outcomes	% Unemployment (July 2020)	16%	9.2%	18.2%
	Change in Prosperity, Recession Recovery (2007-2016)**	4.42	.81	-4.53
	Change in Household Median Income (‘16-‘18)	\$6,922	\$1,892	\$6,299

^ defined as high speed internet broadband adoption at home, excluding mobile, in communities with annual household income <\$20k

** Measured using the inverse of distressed community scores published by Economic Innovation Group.

Reach Targeted Niche Audience

- Online Webinars
- Quarterly One-day Summits
- Podcast Sessions
- Email Campaigns Information Partnership
- Press Releases
- Live Streams
- Video Snippets
- Social Media Presence
- LA Optimized Website Presence



LA Optimized

Program Features

Reach Targeted Large Audience

- Live Streams
- Video Snippets
- Social Media Presence
- LA Optimized Website Presence



LA Optimized

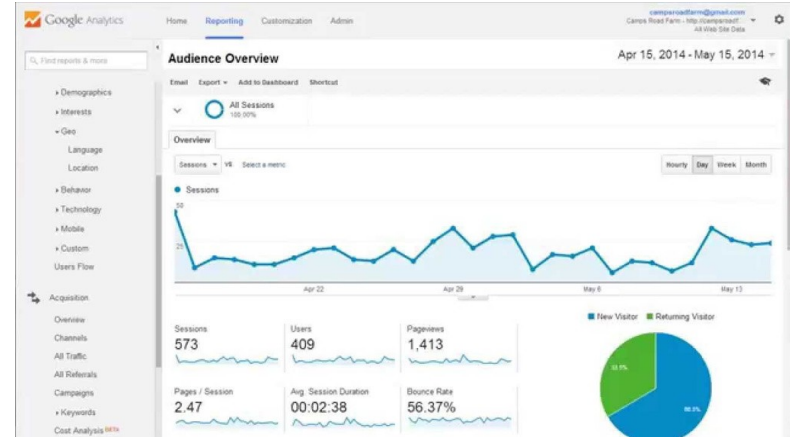
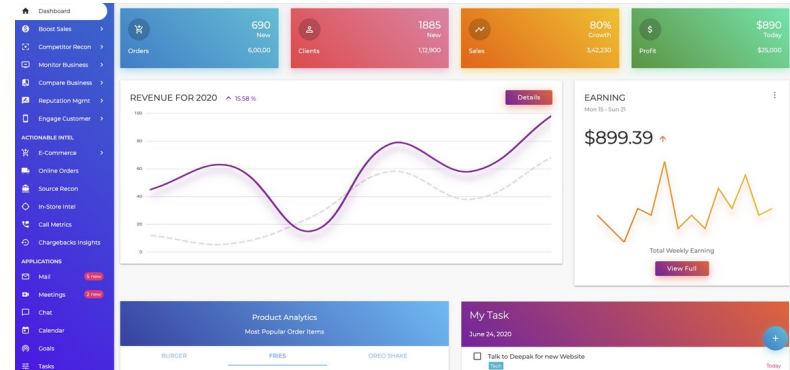
Program Features: Impact Matrix



Analytics Understand Target Audience

Analytics Dashboards

- Website Traffic
- Revenue
- Customer Retention
- Employee Retention
- Industry Benchmark



LA Optimized

Program Opportunity Tracks

Programing will be around the following subjects:

- Online Business Listing
- E-Commerce Platforms
- Online Paid Ads
- Social Media
- Financial Services for SMBs
- Web CRM Systems
- Email Mkt Platforms
- Content Strategy POS Systems



LA Optimized

VIP Network Reception



The LA Optimized Program will host a VIP reception. This is a very popular invite-only online networking event for our VIP sponsors and speakers plus their guests. The 75 people event includes thought leaders, Fortune 500 execs, and founders of some of the most innovative companies in LA today. Catapult your brand with this exclusive hosting opportunity.

MEET THE TEAM



Leila Lee

Community Business Manager
Mayor's Office of Economic Development



Roberto Martinez

CEO & Founder
Braven Agency



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(213) 536-9204





OPTIMIZED

[OPTIMIZEDLA.COM](https://optimizedla.com)

Grow with Google

EntAdv Presentation Google Digital Coach

google.com/grow



LET'S GET ACQUAINTED



Roberto Martinez

Google Digital Coach - LA

RobertoMar@google.com



[@robthemarketer](https://twitter.com/robthemarketer)



[@robertombraven](https://www.instagram.com/robertombraven)



[linkedin.com/in/robthemarketer](https://www.linkedin.com/in/robthemarketer)



Grow with Google Partner Program

grow.google/partner



Grow with Google
DIGITAL COACHES

Connect with Customers
and Manage Your Business

G.co/digitalcoachlax



Roberto Martinez
Google Digital Coach - LA



Lois P. Klavir
FACC-GLA

Los Angeles

2.10.21 | 6:30 pm



HOW WE SUPPORT OUR PARTNERS



Resources: Get-started guides, presentation decks and outreach materials.



Workshop support: Guides for organizing and facilitating digital-skills trainings, and access to trainers for qualifying events.

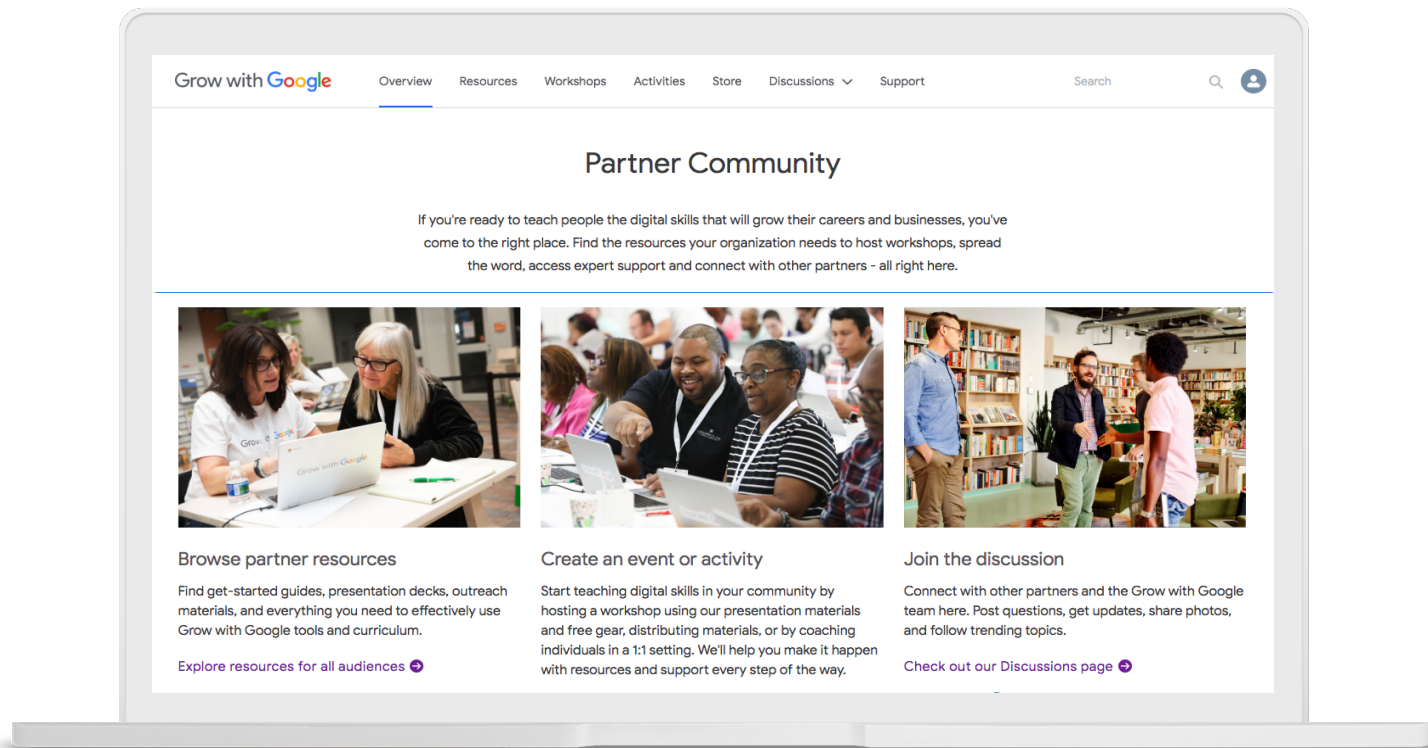


Google team access: Access to Grow with Google team members to answer questions and provide helpful resources.



Discussions & Groups: An online forum where partners can connect to share ideas, and inspire each other.

GROW WITH GOOGLE PARTNER COMMUNITY



g.co/grow/apply

TRAINER OFFICE HOURS

- New free structured training for GwG Partners offered via GoToWebinar
- Purpose: to help activate partners by empowering them to present GwG materials
- Programming developed in response to COVID-19

Grow with Google

Trainer Program Office Hours

Join our office hours for information on workshop content and updates, presentation tips, livestream preparation, and more. We'll leave time in each session to answer your questions. Can't make it live? You can find recordings and slides in the General Resources section of the Partner Community, under the Videos tab. See below for upcoming topics.

Register to attend at g.co/grow/officehours

Have an idea for something we should cover?

Email us at gwgpartners@google.com

MARCH - JULY 2020

DATE	WEBINAR TOPIC
3/18	Remote work resources
4/01	Hosting Virtual Workshops as a Grow with Google Partner
4/15	Partner Community Trainer Office Hours
4/29	How to prepare for the best livestream viewing party
5/06	LIVESTREAM: Stand out to customers online with Google's marketing essentials (no office hours)
5/13	How to present Reach Customers Online with Google
5/27	Partner Community Trainer Office Hours
6/10	Partner Community Trainer Office Hours
6/24	Partner Community Trainer Office Hours
7/08	Partner Community Trainer Office Hours
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7/22	LIVESTREAM: Increase your productivity with Google's digital skills resources (no office hours)
7/29	Partner Community Trainer Office Hours

g.co/grow/officehours

GROW WITH GOOGLE DIGITAL COACHES

- Free digital skills training and coaching that help Black & LatinX small businesses in their local communities reach new customers, thrive online, and grow.
- Trainings on free and paid Google tools through monthly programming
- Virtual and in-person workshops relevant to diverse SMBs
- Currently in 20 Markets



grow.google/digitalcoaches

GROW WITH GOOGLE WEBINAR WORKSHOPS

Grow with Google

Trainer Program Office Hours

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RESOURCES

Roberto Martinez

Grow with Google Digital Coach

Founder & CEO, Braven Agency

robertomar@google.com



Grow with Google

Thank You





► PPP Resources

Lenders Accepting PPP Applications

Organization	New Clients	How to Apply
PACE	Yes	Provide info at http://pacelabdc.org , contact loans@pacela.org , or (213) 353-9400.
Opportunity Fund	Yes	Visit: https://opportunityfund.venturesgo.com/portal/borrowerapplication
USC Credit Union	Yes	Visit: https://www.usccreditunion.org/product-landing/paycheck-protection-program-loans/
CDC Small Business Finance	No	Contact Monica Guevara at mguevara@cdcloans.com
Cathay Bank	Yes	Visit: https://www.cathaybank.com/business/lending/SBA-loan-programs/SBA-PPP
Chase	Must have business account open for 10+ days	Visit: https://business.chase.com/business-PPP-loan
Community Commerce Bank	Yes	Contact (818) 992-5661 to have application emailed

Get Involved with EA



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OUT AN INTEREST FORM



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