



**ENTREPRENEURSHIP
ADVANTAGE**

Tech Resources and Self-Care for Small Businesses

May 27, 2021

Welcome



Mega Jewell

CAMEO

Outreach Specialist



In the chat...



Name



Organization



Updates

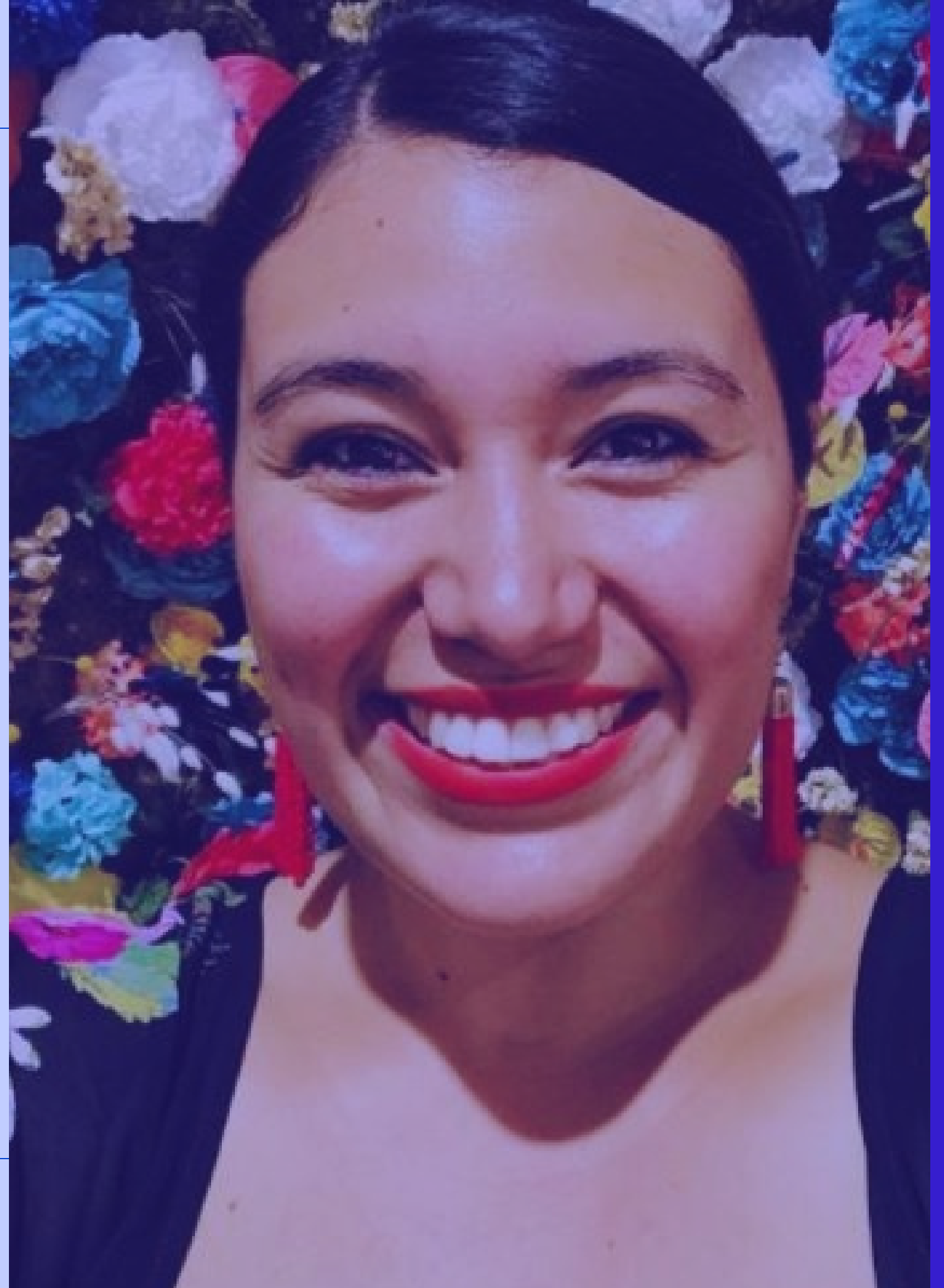
New to EA!



Liza Rivera

CAMEO

Outreach Manager





As California's statewide Micro Enterprise network, CAMEO is the voice for micro business and creates a thriving ecosystem of resources for all entrepreneurs.

CAMEO Updates



Advocacy Day Prep Session

Join us on June 1!
Make sure to
register on Zoom!

Advocacy Day

Join us on June 8!
Make sure to
register on
Eventbrite!

COVID-19 Resources

Check out our website:
CAMEONetwork.org
for our COVID-19
Resources

Agenda



- Introductions & Welcome
- Meet CAMEO's new team member Liza Rivera
- About CAMEO and Updates
- About EA
- Elianne Rodriguez
- Networking
- Grounding Exercise

Bo Sivanunsakul

Director at PACE
Business Department



Pacific Asian
Consortium
in Employment





Purpose

Entrepreneurship Advantage

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

How to get involved



[About](#) [Members](#) [Projects](#) [Events](#) [Resources](#)



[Join The Collaborative](#)

**We're a collaborative that's
passionate about helping
entrepreneurs thrive**

Entrepreneurship Advantage

[Learn More](#)



Elianne Rodriguez

Entrepreneur and a partner at
LIST Ventures and Business
Advisor for the Los Angeles
Small Business Development
Network (SBDC)





Understanding its power and influence

Technology and Its Impact on Business Post COVID

How it changes the way we communicate and interact

Technology's Impact

How have our lives changed because of COVID?

- Business-Consumer Relationships
- Multiple Shopping Channels
- Generally Higher Expectations
- Decreased Customer Attention
- Access to Information
- The Customer Experience

Use Tech Tools To:

1. Work IN Your Business
2. Work ON Your Business
3. Increase Revenue
4. Increase Capacity
5. Maximize Time & Prevent Burn Out



Ease your clients by introducing them to tech in bite size actionable steps.



Work IN Your Business



Work ON Your Business



Grow with **Google**



HubSpot



Increase Capacity

The Upwork logo, featuring the word "upwork" in a green and white sans-serif font on a dark blue background.The 99d logo, featuring the text "99d" in a white, bold, sans-serif font on an orange square background.The peopleperhour logo, featuring an orange smiley face icon followed by the text "peopleperhour" in a black sans-serif font on a white background.The goodgigs logo, featuring the word "goodgigs" in a bold, dark blue, sans-serif font on a white background.

Increase Revenue

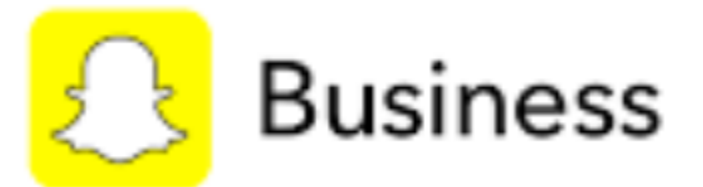
The Buffer logo, featuring a black icon of three stacked squares followed by the word "Buffer" in a bold, black, sans-serif font.The Twilio logo, featuring a red circular icon with four dots inside, followed by the word "twilio" in a bold, red, sans-serif font.The Later logo, featuring a colorful pixelated icon followed by the word "Later" in a bold, black, sans-serif font.The TextMagic logo, featuring the word "TextMagic" in a white, bold, sans-serif font with a small antenna icon above the 'i', and the tagline "All-In-One Bulk SMS Service for Business" in a smaller white font below it, all on a dark blue background.The salesmsg logo, featuring a blue speech bubble icon with a white figure inside, followed by the word "salesmsg" in a bold, blue, sans-serif font.The Google Analytics logo, featuring a stylized orange and yellow bar chart icon above the text "Google Analytics" in a grey sans-serif font.

Tech Service Providers

Utilize and leverage the tech service providers in LA and across the US



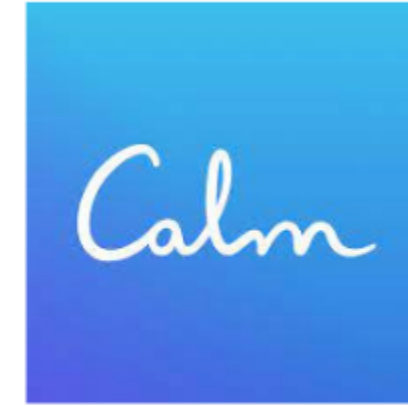
WIX



Maximize Time



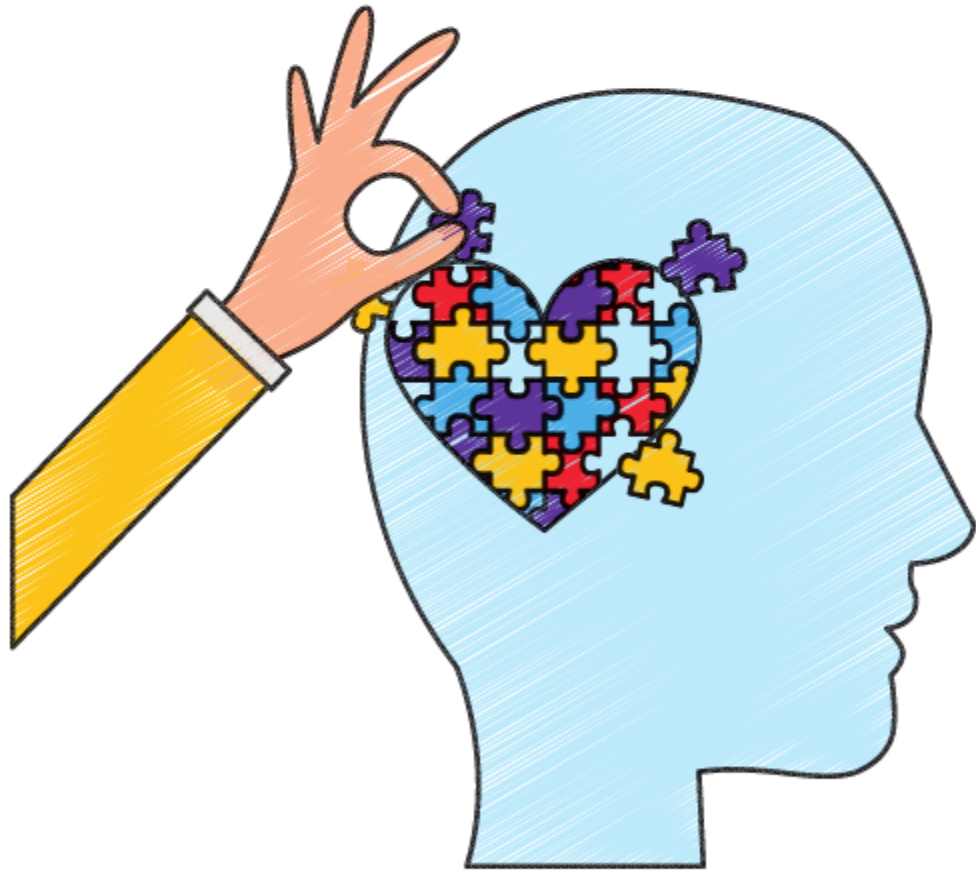
Prevent Burn Out



Speaking of
Burn Out...



Operators Best Practices



Personal Check Ins

Intentional and Scheduled

Twice a week

Team Lunch

1:1 Lunch

Team Activities

Meeting and Time Management

Shared, Valued and Respected

Work Hours

Work Styles

Meetings and Limits

Communication > emails vs messages

Local Apps and Team Practices

App of your choice

Food of your choice

OUR FAVORITES





**Elianne
Rodriguez**

erodriguez@smallbizla.org

Networking Activity



Heidi Pickman

CAMEO

VP, Programs and Policy





Networking: Share Your Self-Care Routine

- Prompts if you need them:
 - What is your favorite routine?
 - Why is it your favorite?
 - How often do you do it?
 - What stops you from doing it?
 - What apps help you with your routine?
 - What is so great about the apps that you use?



Stephanie Erazo

Founder, Prana Wellness



PRANA
wellness



CONNECT WITH US ON LINKEDIN &
POST YOUR EVENTS



JOIN OUR COLLABORATION BY FILLING
OUT AN INTEREST FORM



SEND INFO ABOUT YOUR ORGANIZATION
AND UPCOMING EVENTS TO:
LRIVERA@CAMEONETWORK.ORG

GET INVOLVED WITH EA

Thank You!

Join us on June 24 at 11:00am for our next virtual meetup!

Happy to answer any questions.

