Click the image above to learn more about our Coronavirus-specific services.

**Featured Event: Connecting Through Content**

Wednesday, July 29 | 10-11am
Businesses understand the importance of content and want to tell a story, but many don’t know how to focus their message. The core of great content is telling the stories consumers want to hear and making your business the hero of that story. With all the current changes, how do you craft a message that connects with your consumer and makes you the hero? Learn the steps in developing your messaging objectives, addressing your consumers’ needs, and creating your story in the new normal.

This is a partner event that will be presented by our Title Partner, Spectrum Reach, at no cost.

Starting Your Business | Aug 6 | 10-11am

You’ve got the idea. Now you need to know how to get on your way. From how to determine feasibility and legal structures to the types of license you’ll need, this class covers all the essentials that will help you get started.
Women/Minority & Veteran Certification  
Aug 13 | 10-11am

It's no myth...women, minority and veteran certification could present opportunities for your business. But there is a process to becoming certified. In this class, you will learn how to complete the State of Florida certification application and discover how you can use it to seek business with the private sector and government.

[Text Link]

How Six Sigma Can Improve Your Business | Aug 25 | 10-11am

Six Sigma is a disciplined, customer-focused, data-driven approach for improving effectiveness and efficiency while improving the performance of processes, products, or services. Learn how to apply Six Sigma to drive improvements in the performance of your processes, products, and services. We will cover fundamental Six Sigma concepts, the roles and belts of Six Sigma professionals, and the criteria for successfully identifying Six Sigma projects.

[Register Now]
Building the Ultimate Business Plan
Aug 27 | 10-11am

Business planning is the foundation to starting a new venture, raising funds, or growing your existing business. It serves as an important roadmap for your business. Receive the basic tools necessary to complete a practical business plan in this seminar, including how to conduct the research necessary to make decisions and develop financial projections.

Register Now

Ad Portal allows you to create TV ads, find the right audiences in your neighborhood, choose a budget that works for you and see exactly how your commercial is performing. Learn more now.

State Designated as Florida’s Principal Provider of Business Assistance [§ 288.001, Fla. Stat

The Florida SBDC at the USF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America’s SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network’s lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals. Reasonable accommodations for persons with disabilities and/or limited English proficiency will be made if requested at least two weeks in advance. To request accommodation or language assistance, please contact Nelson Reyes at 813.905.5829.

Florida SBDC at USF | 813.905.5800 | 1101 Channelside Dr. Suite 210 Tampa, FL | SBDCTampaBay.com