

New Online Course Introduced for Native American Small Business Owners

WASHINGTON - Native American entrepreneurs have a new tool to help determine if they're ready for business ownership and to help them get started. Native American Small Business Primer: Strategies for Success is a free, self-paced online business course developed for Native American business owners. The course provides an overview of basic business principles and makes them aware of the programs and services available from the U.S. Small Business Administration.

"Native American Small Business Primer: Strategies for Success will enhance the agency's effort to provide important resources for emerging Native American entrepreneurs," said SBA Administrator Karen Mills. "Our ultimate goal is to help create jobs and stimulate economic and business development in our Native American communities. This course is an essential business development tool for the entrepreneur's toolbox."

The new online course: emphasizes business planning and market research as essential steps to take before going into business; informs Native American entrepreneurs about the legal aspects of starting a business, including the type of ownership (legal structure) and licensing; and provides key information on seed money for starting up, raising capital, and borrowing money. In addition, there is a section on how to estimate business start-up costs that can help assess the financial needs of going into business.

The course is available from the SBA's Online Small Business Training web page under Online Courses for Starting Your Business at <http://www.sba.gov/content/online-courses-starting-your-business>.

SBA's Office of Native American Affairs works to ensure that American Indian, Alaska Natives and Native Hawaiian communities have full access to all SBA programs and services. Each year, more than 200,000 American Indian and Alaska Native and 29,000 Native Hawaiian-owned businesses add billions to the American economy.

Course participants completing the online training programs can earn a certificate of completion from the SBA, with their name, date and course title. The Native American Small Business Primer course is one of nearly 30 online tutorials offered by the SBA's Online Business Training (www.sba.gov/training). Free courses are offered on Starting a Business, Managing a Business, Financing a Business, and Contracting.

SBA can also help pair new business owners with expert advisers, counseling and mentoring services through an SBA representative or resource partner about management assistance, financing options, or participating local SBA lenders.