

Casa Cyber, Inc., the Home of the General Business Incubator, is housed in the Brooklyn (Kings County) Hispanic Chamber of Commerce's headquarters. The incubator is free to Chamber members and to the public and serves individuals who have recently started up a business or those who aspire to start up a business. Currently the program is in two languages: English and Spanish. The general business incubator can be taken regardless of your industry.

Casa Cyber, Inc. acts as a Business Incubator that has been engaged in assisting aspiring entrepreneurs with the learning process needed to know the fundamentals of running a business.

The Incubator contains over 75 on-line classes designed for those that know their industry but do not know the rudiments of opening and operating a business. We have successfully helped over 50 businesses get started since 2008.

We operate primarily via online computer training courses where incubatees have full access. The program is unlike any other with its unique novel approach, there is no doubt this program deserves the attention of current and aspiring entrepreneurs.



CASA CYBER, INC.

**HOME OF THE
GENERAL BUSINESS
INCUBATOR**

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Casa Cyber Classes

Business Management

- Running a Profitable Company
- Advertising your Business

Business Planning

- Creating a Strategic Plan
- Template Gallery
- Business Plan for a Start Up Business
- Business Plan for an established Business
- Balance Sheet
- Bank Loan Request for Small Business
- Break Even Analysis
- Cash Flow Statement (12 Months)
- Competitive Analysis
- Financial History & Ratios
- Loan Amortization Schedule
- Opening Day Balance Sheet
- Personal Financial Statement
- Profit and Loss Projection (12 Months)
- Profit and Loss Projection (3 Years)
- Sales Forecast
- Start up Expenses

E- Commerce

- Advertising Your Business

Finance and Accounting

- Accounting 101 the Fundamentals
- Managing your Cash Flow
- Assessing your Company's Financial needs

Marketing and Advertising

- Email Marketing
- Advertising Your Business
- Promoting your Business
- Building your Brand
- Marketing 101 the Fundamentals
- Conducting a Market Analysis

Starting a Business

- Targeting your Market
- Developing a Successful Business Plan

Tax Training

- Payroll taxes and Federal Income Tax withholding
- Wage and Tip Income
- Interest Income
- Dependents
- Filing Stats
- Exemptions
- Standard Deduction
- Claiming Child Tax Credit
- Education Credit
- Earned Income Credit
- Refund, Amount Due, and Record Keeping
- Electronic Tax Return Preparation and transmission
- Self-Employment income and the self Employment Tax

Strategic Planning and Execution

Managing the Digital Enterprise

- Navigating the Web
- Digital Design
- Web Analytics
- Business Models
- Digital Markets
- Digital Automata
- Auctions and Dynamic Pricing
- Channel Conflict
- Trust in Cyberspace
- Security
- Privacy
- Intellectual Property
- Governance
- Ethics

A Prime on Exporting

- Developing an Export Strategy
- Developing a Market Plan
- Export Advice
- Methods/Channels

- Making Contacts
- Technology Licensing/Joint Ventures
- Preparing your Product for Export
- Service Exports
- International Legal Considerations
- Shipping your Product
- Prices, Quotations and Terms
- Methods of Payment
- Financing Export Transactions
- Business Travel Aboard
- Selling Overseas
- After Sales Service

Maintaining an Agile Company

CURSOS EN ESPAÑOL

- Guía De Evaluacion Para Comenzar Un Negocio
- Identifique sus Motivos
- Evaluacion Propia
- Características Personales
- Condiciones Personales
- Habilidades y Experiencia
- Buscar un Nicho
- ¿Es su Idea Factible?
- Análisis de Mercado
- Planificando su Comienzo
- Nombre y Estructura Legal
- Su Negocio y la Ley
- Protegiendo Su Negocio
- Las Facilidades y Localización del Negocio
- Mercancía
- Contabilidad del Negocio
- Finanzas
- Despues de la Apertura
- A. Estado de las Proyecciones Sobre Ingresos
- B. Recursos de Información