

GROW YOUR BUSINESS WHILE MAKING AN IMPACT

Connect • Learn • Impact • Grow

Solve Problems & Change the World

The MFSB vision is to reduce the failure rate in the small business and entrepreneurial communities globally and help them become our next business leaders & disrupters.

COMPANY OVERVIEW

2022



WWW.MOVINGFORWARDSMALLBUSINESS.COM

ABOUT MOVING FORWARD SMALL BUSINESS



Moving Forward Small Business (#MFSBiz) is a membership-based digital publishing company on a mission to save one million small businesses from failure by 2050, leveraging technology, innovation, and business strategy, especially those from historically under-served and disadvantaged communities across the United States and around the world.

We provide much-needed & essential up-to-date resources to small business owners, entrepreneurs, and start-ups via hybrid events, expert content, on-demand training, community support, and strategic networking opportunities.

VISION:

The MFSB vision is to reduce the failure rate in the small business and entrepreneurial communities globally and help them become our next business leaders & disrupters.

MISSION:

Our mission is to develop strategic partnerships, events, tools, training, resources, and networking opportunities that give small businesses and entrepreneurs everything they need to succeed.

PURPOSE:

MFSB bridges the gap between what a small business has and needs to play big and make an impact due to the lack of resources, including insights, training, tools, networking opportunities, support systems, community outreach, and financial stability. When you can connect the dots, a small business owner and entrepreneur now has a fighting chance of making it past the first five years of business to focus on growth, longevity, sustainability, and impact.

WE HELP YOU GROW YOUR BUSINESS WHILE MAKING AN IMPACT

Build a more resilient business through engaging events, power training, actionable strategies, and powerful networking opportunities.

This is out-the-box thinking at its best. Free & Paid Monthly and Yearly Memberships Available. Membership benefits include:



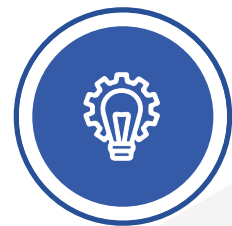
Professional Development

Ability to be seen as an expert and influencer to your peers and small business community by partnering in signature MFSB events, programs, and training courses. Get direct exposure to small business decision-makers, entrepreneurs, and start-ups by positioning yourself as the leader and social impactor for the small business community.



Business Development

Connect with like-minded owners and entrepreneurs who are highly focused on creating and cultivating relationships that produce a win-win-win with their customers, partners, and internal team. Get direct access to small business owners and decision-makers, entrepreneurs, and start-up founders.



Exposure Opportunities

Ability to be seen as an expert and influencer to your peers and small business community by partnering in signature MFSB events, programs, and training courses. Get direct exposure to small business decision-makers, entrepreneurs, and start-ups by positioning yourself as the leader and social impactor for the small business community.

WHAT WE OFFER



PROFESSIONAL & BUSINESS DEVELOPMENT

- **MFSB Monthly Pure-Networking Event (Online)** – Strategic Relationships & Partnership Building. This online event is our monthly pure-networking social where attendees can start planting seeds for potential breakthrough relationships that lead to incredible outcomes for all parties involved

- **Private Member-Based Workshops (Topics Vary)** – On a recurring basis, as needed, we run small in-depth workshops with up to 10 patrons with hands-on analysis of their business and offer advice and tips that can act on immediately.

- **Impact Us All Podcast (Launching May 2022)** – The Impact Us All Podcast covers SMB challenges, locally and globally, when applying strategy, technology, and innovation to create business growth that leads to extraordinary results, new opportunities, and strong ROI and community impact.

- **Member Discount Program** – As a free and premium member, you can get discounts on partners' programs and services, free and discounted access to MFSB and partner events. We are currently working on a partnership to give you access to everyday business needs, from office supplies to travel.

- **Marketing Channels** – Professional membership levels allow members to highlight industry news, planned events, and job opportunities via various MFSB marketing channels.



SIGNATURE EVENTS

- **Create the Ultimate Business Strategy for Your Business in 2022 Mini-Series**
– In this How-to mini-series, Jimmy Newson – The Impact Influencer, will dive deep into competitive analysis and the steps to take to complete one. At the end of this series, you will know where you stand, where you are winning, and where you are losing when it comes to your competition.
- **1st Annual MFSB Leadership & Impact Seminar | Hybrid - New York City & Online** – The Leadership & Impact Summit is our yearly half-day event where we bring together experts and thought-leaders who are focused on helping SMB's transition to leaders with impact, whether their sights are local, national or international.
- **Speed Up Your Leadership to Skyrocket Your Small Business - 3-Part Masterclass** – In this masterclass, we show you how to grow your influence (and that of your business) to stand out and increase your visibility and sales. We run this masterclass two to three times a year to our member base and with partners.
- **Moving Forward Small Business Media & Workshop Tour (Hybrid Event – 10 cities - 2023)** – In 2023, we plan to take our "how-to" approach on the road and visit the top 10 cities in the United States where we have the biggest following and strategic partner support. The training will include break-out sessions, panel discussions, and at least one local leader presenting.
- **Million Dollar Business Strategies with Elaine Pofeldt (Monthly Series)** – Million Dollar Business Strategies is an ongoing series bringing you businesses earning a million dollars a year in revenue or more and the innovative entrepreneurs behind them. These entrepreneurs are solopreneurs or entrepreneurs with minimal or no staff. They have cracked the code to generate seven figures in their business yearly.

- **Small Business CEO Series with Mark Taylor (Monthly Series)** – In the Small Business CEO series, Mark Taylor, retired CEO and Executive Coach, who spends over 400 hours a month coaching CEOs, shares insights, actionable tips, and strategies that help you make the transition from small business owner to the CEO of your growing organization.
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- **Media and Partnership Virtual Summit (Fall/Winter 2022)** – The Media & Partnership Virtual Summit is a three-day online conference with 20 + experts specializing in media relations and creating great partnerships that produce win-win-win outcomes for all involved.



PROGRAM CREATION, SUPPORT & MANAGEMENT

- **Program Creation, Support, and Management** – MFSB specializes in creating and running programs the small business community craves and needs. We also partner with and offer support for existing programs
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- **Specialty Programming Support – (BIPOC, LGBTQ, Minority, Women)** – Minority-owned businesses have been hit particularly hard during the pandemic and have always been left behind when it comes to growth opportunities. We partner with organizations to help close the gap and give these business professionals the tools they need to compete in a digital world.
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- **Event and Program Sponsorship Opportunities** – MFSB has plenty of opportunities for leaders and organizations to connect to the small business and entrepreneurial community. We offer a 360-degree integrated marketing platform based on your organization's vision, mission, and goals.
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- **Expert and Impact Level Membership** – Our goal is to help our community be better leaders and impact their community, whether it be local to global. Our top two membership levels allow these members to play a bigger role in the MFSB community. Some opportunities include VIP status at events, committee appointments, event co-hosting, and more.

MFSB TEAM



JIMMY NEWSON

FOUNDER | CEO

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy.

He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.

BOARD OF ADVISORS



Warren J. Wilson

Yardstk: Managing Partner
& CEO



Rachelle Fender

International Humanitarian



Helena Escalante

Entrepreneur: International
Bestselling Author &
Certified Copywriter



Christopher Brennan

NBA: Head of Retail
Partnerships



Elaine Pofeldt

Journalist and Author: The
Million-Dollar, One Person
Business



Mark Taylor, MBA

Vistage NYC: |Vistage
Master Chair



Herb Courtney

Renaissance Search &
Consulting: CEO



Joe Camparato

National Business Capital:
CEO



Gary Anzalone

Principle at
Razor Consulting

SUPPORT THE SMALL BUSINESS COMMUNITY

Help Us Support a Community that Has the Power to Impact the World

We at moving forward small business are excited that you're interested in supporting the small business and entrepreneurial communities. We see small businesses as a critical component to building strong and sustainable communities worldwide.

SPONSORS



MEDIA PARTNERS



SMALL BUSINESS SUPPORTERS



MOVING FORWARD SMALL BUSINESS MEMBERSHIP OPTIONS

BASIC	STARTER	PROFESSIONAL
\$0	\$9.99	\$49.99
<p>Unlimited Access to All Articles</p> <p>Access to member-only partner discounts and deals</p> <p>Free, extended trials & discounted access to cutting edge software</p>	<p>Everything in basic +</p> <p>Invitation to new member orientation webinar and networking event</p> <p>Inclusion and access to the member directory</p> <p>Discounted "member-only" admission rates to attend select MFSB events</p> <p>Enhanced listing in the online business directory</p> <p>5% donation to our charity partners</p>	<p>Everything in starter +</p> <p>Opportunity to post one event quarterly to the MFSB's community calendar (yearly membership only)</p> <p>Opportunity to be featured in the "member spotlight" section of the MFSB's weekly email to 10,000+ small businesses</p> <p>Post one blog article quarterly on the MFSB website with backlink to your website (rules apply)</p> <p>Invite to pro-level monthly networking events</p> <p>5% donation to our charity partners</p>
Sign Up Now	Sign Up Now	Sign Up Now

YEARLY MEMBERSHIPS ONLY

BASIC

\$2499

YEARLY ONLY

Everything in Professional +

Automatic VIP status and recognition

Opportunity to join an accountability group
(at the same expert level)

Opportunity to join a MFSB committee

Invitation to "Executive Club" events, which
are exclusive to high-level members

Co-partner/author one digital asset in a
12-month period for the small business
community

Opportunity to offer Member-to-Member
incentives and discounts to fellow members

Discounted booths at the MFSB live events

One blog article a month on the MFSB
website with a backlink to your website
(rules apply)

One social media take-over (one MFSB
account of your choice)

Company name and logo placement with
backlink as small business advocate on
MFSB website

One 30 second promotion shoutout video
by founder Jimmy Newson to use on your
marketing strategy

5% donation to our charity partners

[Sign Up Now](#)

STARTER

\$10,000

YEARLY ONLY

Everything in Expert +

Co-host an event or be a prominent
supporting sponsor of a signature
event series or program for the entire
year

Up to four (4) employees may
participate/be entitled to (Pro-Level)
MFSB member benefits

One 60 second promotion shoutout
video by founder Jimmy Newson to use
on your marketing strategy

5% donation to our charity partners

[Sign Up Now](#)



COMPANY OVERVIEW

2022

Contact Us

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