



REQUEST FOR PROPOSALS

Train the Trainer Program

Subject-Matter Expert Trainers for Business Support Organization Capacity Building

Issued by the Innovative Business Resource Opportunity Center (IBROC)

RFP Number	IBROC-TTT-2026-001
Issue Date	July 15, 2026
Proposals Accepted	Rolling basis — proposals accepted and reviewed continuously through November 30, 2027 or until funds are exhausted, whichever occurs first
Submit To	https://airtable.com/appXxb3oG2NcA0Ryw/pagk6zko96lpT3mse/form
Eligible Applicants	Organizations and individual subject-matter experts in Ohio (or able to deliver in Dayton)
Training Delivery	Q3 2026 through Q1 2028 — sessions delivered on a rolling basis; specific dates set collaboratively with each selected trainer
Total Budget	\$75,000 — distributed across selected trainers and topic areas; individual awards will vary based on scope and number of sessions proposed
Contact	Karen Y. Jackson, MPA, CNP Capacity Building Manager, IBROC info@daytonibroc.org

1. Introduction and Purpose

The Innovative Business Resource Opportunity Center (IBROC), an initiative of Entrepreneurs' Center (EC) and Miami Valley Urban League (MVUL) in Dayton, Ohio, is seeking proposals from qualified subject-matter experts and training organizations to deliver targeted Train the Trainer sessions for Business Support Organization (BSO) executives.

The Train the Trainer program fills a critical gap. By bringing subject-matter experts directly to BSO leaders, IBROC creates a multiplier effect: one expert trains 15–25 BSO professionals, who then serve hundreds of entrepreneurs each year. This is how IBROC scales specialized knowledge across the entire ecosystem.

Our BSOs are intended to be an active participant in the Dayton ecosystem, delivering services and training, bolstering business growth and sustainability, and identifying opportunities for historically underserved founders.

Multiple awards will be made. Applicants may propose training in one topic area or several, provided they can demonstrate genuine expertise in each area proposed. IBROC will select the best-qualified trainer or training organization for each topic area — meaning different awards may go to different applicants.

2. Background

2.1 IBROC — Innovative Business Resource Opportunity Center

IBROC is a collaborative hub for Dayton's entrepreneurs — built to streamline access to resources, bridge gaps in the small business ecosystem, and elevate the city's untapped potential. IBROC brings together the full strength of Dayton's entrepreneurial ecosystem under one roof. Working with trusted business support organizations, our collective model ensures that both new and established entrepreneurs benefit from aligned, relationship-driven support rather than a maze of disconnected services.

3. Training Topic Areas

IBROC is seeking expert trainers with priority given to proposals with a focus in the following topic areas. This list is not exhaustive, applicants with expertise in related areas relevant to small business owners and BSO capacity are encouraged to propose additional topics in their submission.

Applicants may propose training in one topic area or multiple. Each topic area will be evaluated and awarded independently.

#	Topic Area	What BSOs Need to Know	So They Can Help Entrepreneurs
1	Mergers & Acquisitions	The M&A process from start to finish — valuation basics, deal structure, due diligence, financing, and closing. Focused on small business scale, not corporate transactions.	Guide clients exploring selling, buying, or merging; identify when to refer to an attorney or broker; demystify the process for historically underserved founders.

2	CRM Systems Management	How to select, implement, and use a CRM system. Key features, use cases, common platforms (HubSpot, Airtable, Salesforce, etc.), and how CRMs support client tracking, follow-up, and reporting.	Help entrepreneurs choose and use the right CRM for their business stage; advise on data hygiene and workflow setup; model best practices internally.
3	AI Tools for Small Business	Practical AI tools available now — how to use them for content creation, customer service, operations, marketing, and productivity. Focus on accessible, affordable tools relevant to small and micro-businesses.	Introduce entrepreneurs to AI tools that save time and money; address fears and misconceptions; connect AI literacy to real business outcomes.
4	Business Taxes (Federal & State)	The basics of small business taxation — business structures and tax implications, quarterly estimated payments, deductions, Schedule C, Ohio commercial activity tax, and when to hire a CPA.	Ensure entrepreneurs understand their basic tax obligations; prevent costly mistakes; help clients know when they need professional tax help.
5	Back Taxes & Tax Resolution	What happens when a business owner has unfiled returns or outstanding tax debt. IRS and state resolution options — installment agreements, offers in compromise, penalty abatement — and how to navigate them.	Help entrepreneurs in tax trouble understand their options without shame; connect them to qualified tax professionals; reduce fear and avoidance that compounds the problem.
6	Sales Tax Compliance	Ohio sales tax requirements — what's taxable, registration, collection, filing, and remittance. E-commerce and multi-state considerations. Common mistakes and how to avoid them.	Prevent costly sales tax errors for retail, food service, and e-commerce clients; ensure BSOs can answer basic questions and know when to refer.
7	Real Estate for Entrepreneurs	Commercial leasing basics, buying vs. leasing, understanding a lease agreement, zoning, home-based business rules, and real estate as a wealth-building tool for business owners.	Help entrepreneurs make informed real estate decisions; identify red flags in lease agreements; understand real estate as both a business need and a wealth-building strategy.

4. Scope of Work

The scope below applies to each topic area for which an applicant is selected. If selected for multiple topic areas, deliverables apply to each independently.

4.1 Project Scope

1. **Session Design** — develop a TTT session tailored to BSO executives for the specific topic area. Sessions should be practical, jargon-free where possible, and designed to build functional knowledge — not theoretical depth. Estimated session length: 2–4 hours (applicants may propose a different length with justification).

2. **Participant Materials** — provide a takeaway packet for each BSO participant that includes: a topic summary or reference guide, a list of trusted resources and referral sources in the Dayton/Ohio area, and a simple workshop outline or FAQ sheet they can adapt for use with their own entrepreneur clients.
3. **Pre-Session Preparation Brief** — provide IBROC team with a short summary (1 page max) of what participants should know or prepare before the session, and what they will walk away with.
4. **Session Facilitation** — deliver the session in person in Dayton, Ohio. Be available for Q&A.
5. **Post-Session Summary** — within 10 business days of the session, provide Karen Y. Jackson, MPA, CNP, Capacity Building Manager, IBROC, with a brief written summary including: key topics covered, participant questions and common knowledge gaps observed, and any recommended follow-up resources or next steps.

4.2 Performance Indicators

IBROC will evaluate the success of each TTT session against the following indicators. Selected trainers are expected to support data collection through the post-session summary and participant evaluation forms IBROC will provide.

- Number of BSO executives attending each session
- Participant pre/post knowledge assessment scores
- Participant satisfaction (target: 80%+ positive)
- Number of takeaway materials distributed and used
- Post-session summary delivered within 10 business days

5. Proposal Requirements

IBROC accepts proposals on a rolling basis through November 30, 2027 or until funds are exhausted, whichever occurs first. There is no single deadline, proposals are reviewed and awards made continuously as qualified submissions are received. Early submission is strongly encouraged, as total funding is limited and awards will be made throughout the solicitation period.

5.1 Required Proposal Content

1. **Applicant Overview** — your name or organization name; location; how long you have been working in this field; your mission or practice focus; and any relevant certifications, licenses, or credentials. Individual consultants are welcome — please describe your practice.
2. **Topic Area You Are Proposing** — clearly identify which topic area from Section 3 you are proposing. If you are proposing an additional topic area not listed, describe it and explain why it is relevant to BSOs and the entrepreneurs they serve. You may propose more than one topic area, but each must be addressed separately in your proposal.
3. **Your Expertise in Each Proposed Topic** — for each topic area, describe your hands-on experience and knowledge base. What qualifies you to train others in this area? This does not need to be a credential list — real-world experience counts. Be specific.

4. **Proposed Session Design** — for each topic area, describe how you would structure the session. What will you cover? In what order? What activities, tools, or formats will you use to make it interactive? How long will the session be? What will participants be able to do after the session that they couldn't before?
5. **Takeaway Materials** — describe what participants will receive. At minimum, each session should include a reference guide or topic summary and a simple outline or FAQ sheet BSOs can adapt for use with their own clients.
6. **Experience Training Non-Specialist Audiences** — describe any prior experience delivering training, workshops, or presentations to community-based organizations, nonprofits, or non-specialist audiences. How do you make technical content accessible?
7. **Budget** — for each topic area proposed, provide your fee and a brief explanation of what it covers (preparation, facilitation, materials, and travel if applicable). The total program budget is \$75,000, distributed across all selected trainers. Individual awards will vary by scope. Submit a cost that accurately reflects your preparation and delivery — IBROC will evaluate proposals on value, not lowest price.
8. **References** — provide up to three professional references with contact information. References should be able to speak to your expertise in the proposed topic area and/or your ability as a trainer or facilitator.

Optional but welcomed: Sample materials, presentation outlines, syllabi, testimonials, or other evidence of your training approach and expertise.

5.2 Submission Instructions

- Upload to: <https://airtable.com/appXxb3oG2NcA0Ryw/pagk6zko96lpT3mse/form>
- Format: PDF preferred; Word accepted. Combine all materials into a single file when possible.
- Proposals are accepted on a rolling basis through November 30, 2027 or until the \$75,000 budget is exhausted — whichever comes first. There is no single submission deadline. Early submission is strongly encouraged.
- Confirmation of receipt will be sent within 2 business days. If you do not receive confirmation, contact IBROC immediately.
- Questions welcome at any time — contact Karen Y. Jackson, MPA, CNP, Capacity Building Manager, IBROC, at info@daytonibroc.org. IBROC is available for brief pre-submission conversations — contact us to schedule.
- Applications may be submitted in English or Spanish.

6. Evaluation Process

6.1 Evaluation Criteria

Proposals will be reviewed by an IBROC panel for each topic area independently. Finalists may be invited to a brief virtual conversation. Applicants will be evaluated using the following criteria:

Criterion	What Reviewers Are Looking For
Subject-Matter Expertise	Demonstrated, verifiable expertise in the proposed topic area(s). Credentials, professional experience, client work, or teaching history that confirms depth of knowledge.
Ability to Teach & Translate	Can this person make a complex topic accessible to a non-specialist BSO audience? Evidence of prior training, facilitation, or teaching experience — especially with community-based or nonprofit audiences.
Train the Trainer Design Quality	Is the proposed session structured for replication? Does it include takeaway materials BSOs can use with their own clients? Is the format interactive and practical?
Equity & Community Awareness	Does the applicant demonstrate understanding of the specific challenges facing underserved entrepreneurs? Can they frame topics in ways that are relevant to Black, Brown, and low-income business owners?
Value & Feasibility	Is the proposed cost appropriate for the scope? Is the applicant available and able to deliver in Dayton across the Q3 2026–Q1 2028 program window?

6.2 Evaluation Timeline

Date	Milestone
July 15, 2026	Solicitation opens — proposals accepted on a rolling basis
Ongoing	Proposals reviewed and awards made continuously as qualified submissions are received; program closes when funds are exhausted or November 30, 2027, whichever comes first.
Ongoing	Award decisions issued within approximately 60 days of proposal receipt
November 30, 2027	Final deadline — all proposals must be received by 5:00 PM EST, or until funds are exhausted
January 31, 2028	Final decisions on proposals received by the November deadline

Appendix A: Proposal Checklist

Use this checklist to confirm your proposal is complete before submitting. Each topic area proposed requires its own session design and budget entry.

	Required Element
☐	Applicant overview — name/org, location, credentials, and field experience
☐	Topic area(s) clearly identified — one section per topic proposed
☐	Expertise description for each proposed topic area
☐	Proposed session design for each topic area — structure, content, format, length
☐	Description of takeaway materials participants will receive
☐	Experience training non-specialist or community-based audiences
☐	Fee/budget for each topic area proposed
☐	Up to three professional references with contact information
☐	Confirmation of availability to deliver in person in Dayton, OH across the Q3 2026–Q1 2028 program window

Appendix B: Frequently Asked Questions

Can an individual consultant apply, or do we need to be an organization?

Individual consultants, sole practitioners, and subject-matter experts are explicitly welcome to apply. What matters is your expertise and your ability to train others — not your organizational size.

Can we apply for more than one topic area?

Yes. You may propose training in multiple topic areas in a single submission. Address each topic area separately in your proposal — your expertise, session design, and budget should be described independently for each. IBROC will evaluate each topic area on its own merits and may select you for one, some, or all of the topics you propose.

Who will be in the room?

Participants are executives and senior staff of Business Support Organizations — nonprofits, chambers, incubators, accelerators, resource centers, and similar entities that serve Dayton-area entrepreneurs, particularly from Black, Brown, and underserved communities. They are organizational leaders, not entrepreneurs themselves. They are smart and mission-driven but are likely not specialists in your topic area.

What does 'train the trainer' mean here?

It means BSO leaders should leave your session able to do two things: (1) better serve entrepreneurs who come to them with needs related to your topic, and (2) deliver a basic orientation session on the topic to their own participants. Your takeaway materials should support both. You don't need to make them experts — you need to give them enough to be genuinely useful.

How long should each session be?

IBROC suggests 2–4 hours per topic area. If your topic requires more or less time, propose what makes sense and explain why. We are open to half-day or full-day formats for complex topics like M&A or back tax resolution if the session design justifies it.

Do we need to be Ohio-based?

Not strictly — but you must be able to deliver your session(s) in person in Dayton, Ohio. If you are located outside Ohio, note your willingness and availability to travel and include any travel costs in your budget.

Is there a budget range?

The total program budget is \$75,000, distributed across all selected trainers and topic areas over the Q3 2026–Q1 2028 program window. Individual awards will vary based on scope, number of sessions, and topic complexity. Submit a cost that accurately reflects your preparation and delivery — IBROC evaluates proposals on value, not lowest price.

Who do I contact with questions?

Direct all questions to Karen Y. Jackson, MPA, CNP, Capacity Building Manager, IBROC, at info@daytonibroc.org. IBROC is available for brief virtual pre-submission conversations — reach out to schedule.

What happens after we submit?

IBROC will review proposals by topic area on a rolling basis. Finalists may be contacted for a brief virtual conversation. Selected trainers will be notified and contracts executed prior to the Q3 2026 first sessions. Individual session dates are set collaboratively with Karen Y. Jackson, MPA, CNP after contracts are in place.

Appendix C: Glossary

- BSO (Business Support Organization): A nonprofit, community-based, or mission-driven organization providing services, training, or support to small business owners and entrepreneurs — including SBDCs, chambers of commerce, incubators, accelerators, CDFIs, and similar entities.
- TTT (Train the Trainer): A learning model in which participants are trained to develop their own knowledge and to deliver similar training or guidance to others. In this context, BSO executives are trained by subject-matter experts so they can better serve the entrepreneurs they work with.

- IBROC: Innovative Business Resource Opportunity Center — an initiative of The Entrepreneurs' Center designed to streamline access to resources and strengthen Dayton's small business ecosystem.
- EC: The Entrepreneurs' Center — a Dayton, Ohio-based 501(c)(3) organization supporting entrepreneurship since 1999.
- Capacity Building Manager: The IBROC staff member responsible for BSO capacity building and the primary point of contact for the TTT program. Current Capacity Building Manager: Karen Y. Jackson, MPA, CNP.
- Subject-Matter Expert (SME): An individual with deep, demonstrated expertise in a specific field or topic area — in this context, someone qualified to train BSO leaders on a specialized business topic.
- Cohort: The group of BSO executives attending a given TTT session. Expected size: 15–25 participants per session.
- Takeaway Materials: Resources provided to session participants that they can reference and use after the training — including topic summaries, resource guides, and workshop outlines for use with their own entrepreneur clients.