



Presented by
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Counselor

Betty Hoge, CVSBDC
Director
May 12, 2016

The Virginia SBDC is . . .

a **statewide infrastructure**
that is a resource to
deploy job creation initiatives

a network with 29 offices
serving every
jurisdiction in Virginia

an **economic development program**
that assists firms in **job creation,**
job retention, access to capital, marketing,
start-up, **expansion and survival**

the feet-on-the-street providing
direct,
individual, ongoing assistance
to small businesses

Virginia SBDC Network

- ▶ **State wide presence** - Every jurisdiction - Multi-county service areas -- designed to be within 1 hour drive of all residents/businesses.
- ▶ VA SBDC Network has a staff of **70 professionals** across the state - **experienced counselors** who have walked the walk as business owners, bankers, managers, marketing professionals with a expertise in a variety of industries.
- ▶ VSBDC is also **fully accredited by the America's SBDC Association (ASBDC)** as required by Congress

SBDCs BOOST VIRGINIA'S ECONOMY 2010-2014

16,554
CLIENTS



\$372,853,557
CAPITAL INVESTMENT



16,005
JOBS RETAINED

9,343
JOBS CREATED*



1,371
NEW BUSINESS
STARTS



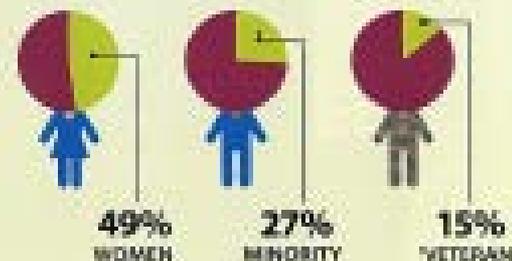
48,111
TRAINING ATTENDEES



BUSINESS STATUS



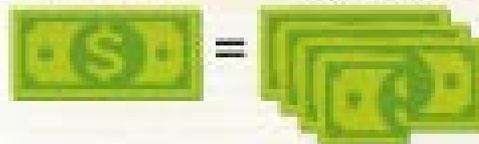
DEMOGRAPHICS



RETURN ON INVESTMENT IN 2013*

\$1
INVESTED IN SBDC

\$3.47
RETURNED IN FEDERAL
AND STATE TAXES



FASTER GROWTH IN 2015*

15.5%
SBDC CLIENT

.4%
VA AVERAGE

17.7%
SBDC CLIENT

2%
VA AVERAGE

EMPLOYMENT GROWTH

SALES GROWTH

The Virginia SBDC Network is a partnership program between the Small Business Administration, George Mason University, State Enterprise Centers, and institutions of higher education, chambers of commerce, and economic development organizations. Services are provided by Virginia SBDC clients between 8:00 a.m. and 5:00 p.m.

*Based on investment in 2013 and faster growth in 2015 with reported tax return of SBDC counseling services in Virginia 2014 by James J. O'Connell.

DESIGNED BY MARCA STANKE-GORDEJEVICH/LAWRETT



VIRGINIA
SBDC

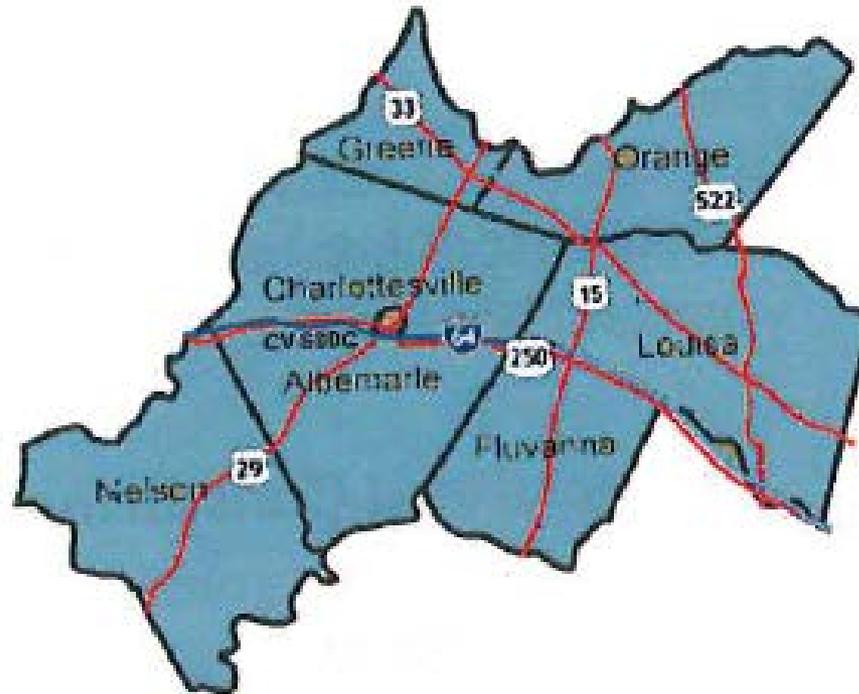
CENTRAL VIRGINIA

CV SBDC Mission

to enhance the economic vitality of our region *through effective client-oriented counseling, business information and training.*



CV SBDC Service Area

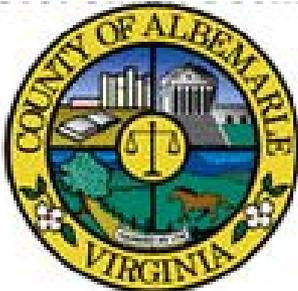


SV SBDC Sponsors and Hosts

U.S. Small Business Administration



Mason Enterprise Center



CV SBDC Clients

Aspiring Entrepreneurs

and

Established
Owners & Managers



2010–2015 CV SBDC Activities

785 Clients in
3,023 Sessions
3,180 Hours of Counseling

1,985 Attendees at
211 Events



SV SBDC Services



Our Services

TOOLS & RESOURCES TO BUILD AND GROW SUCCESSFUL
COMPANIES



BUSINESS ADVISING

No-Fee, Confidential

SWOT Analyses

Strategic Plans

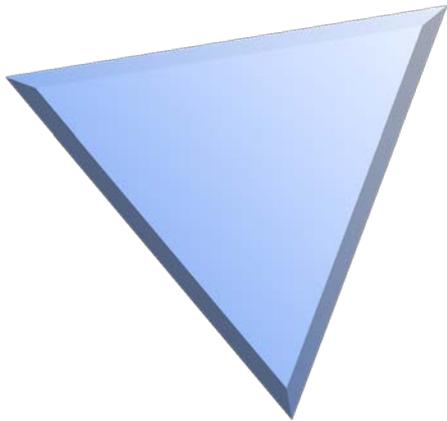
Marketing Strategies

Business & Growth Planning

Financial Projections

Financial Analysis

Debt & Equity Financing Sources



Financial Analysis



Our Web-based tool that helps us convert your financial data into plain language reports complete with industry comparisons, ratio analysis, trend analysis, and expectations.

Market Research

Industry Reports

Market Research - Market Size - Industry Statistics - Industry Analysis & Trends



IBISWorld Industry Research Division: Our Industry Research Reports are a powerful business tool that provide strategic insight and analysis on more than 1,000 US industries. Extensive, objective and easy to digest, IBISWorld research offers the very latest content on every US industry to help you make better decisions, faster.

Growth Wheel



Simple. Visual. Practical.
A 360° Perspective Made Simple

Growth Wheel® is a visual toolkit for dialogue and decision making. It helps entrepreneurs build their businesses through a simple action-focused process that stays true to the way most entrepreneurs think and work.

Whatever the industry, lifestage, or company size, building and growing a company comes down to the same four basic challenges:

- ▶ creating an attractive **Business Concept**,
- ▶ building a strong **Organization** behind it,
- ▶ developing lasting **Customer Relations**, &
- ▶ doing so while maintaining profitable **Operations**

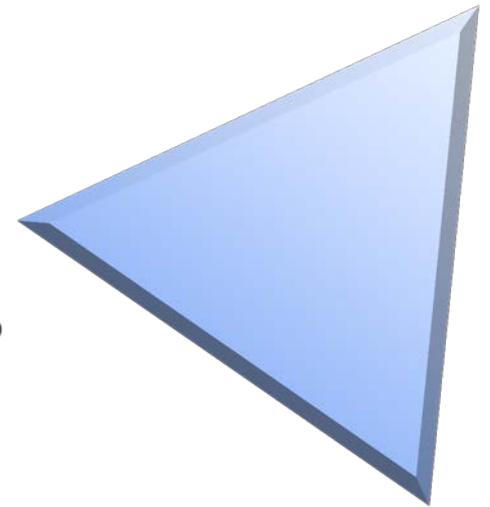
BUSINESS TRAINING

Low Cost

Throughout the service region

30 minutes to 8 hours

- ❖ Starting a Business
- ❖ Managing a Business
- ❖ Growing a Business



“How to Start” Workshops



Financial Management

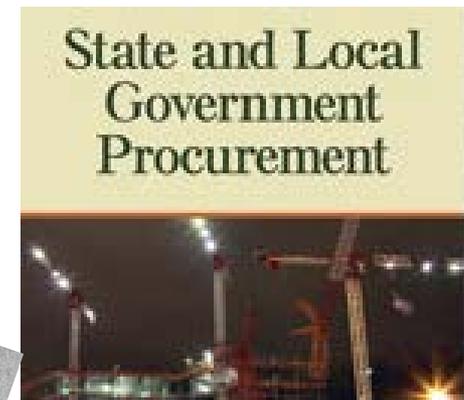
Tools and training to help businesses plan, track, and analyze their financial situations.

- **Keeping the Books Workshops**
 - **QuickBooks Classes**

 - **Making Sense of Your Dollars & Cents**
- 

Government Procurement

- ❖ Help businesses assess whether government procurement is an appropriate strategy for them to pursue (federal, state, local)
- ❖ Capability requirements (Prime vs Sub)
- ❖ Registration requirements and processes
- ❖ How to find, assess, and pursue BID (RFPs)



Business Basics

Networking and presentations on a variety of topics ~



FREE Online Courses

Thru



From



- ▶ the first online academy created especially for the education and training needs of small businesses and entrepreneurs.
- ▶ teaches entrepreneurs about the “3Ms” – Money, Marketing, and Management
- ▶ 20 core courses that teach the “language of business” and important trade–skills
- ▶ presented over 3–to–4 hours per class.

Google to Great

**FREE bi-monthly webinars on
different Google products**

Google places



Google sites

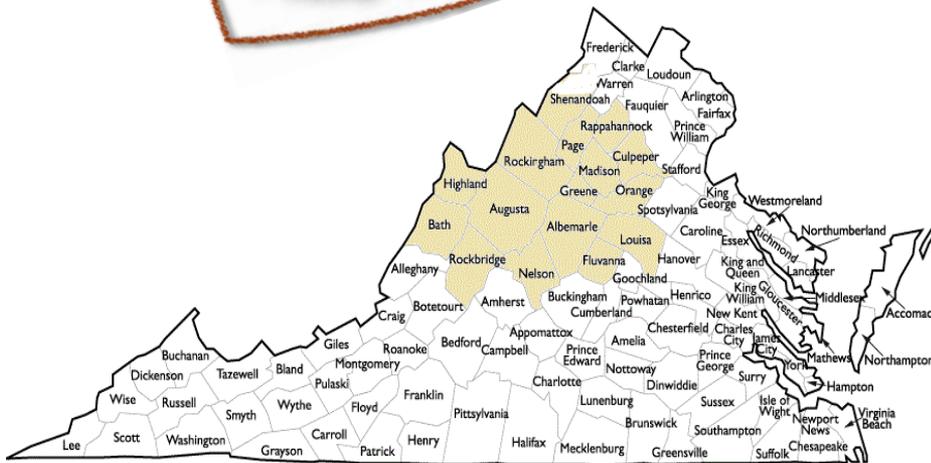


June 20, 2016



➤ 2nd Annual, day-long **Business of Food Conference**

- Small-scale food producers
- Independent, local restaurants,
- Farmers Markets
- Independent & Family Farms



www.BusinessOfFoodConference.com

CONNECTIONS TO RESOURCES

Federal, State, Local Agencies

VSBDCE Experts in Retail,
Exporting, Technology

Federal & State Procurement

Financing Options

Local Experts in Business Law,
Accounting, Insurance, HR,
and Technology



Sourcelink Virginia

Our Services



Special
Programs
& Projects

Small Town and Merchant Program



- To address the specific needs of retail and restaurant businesses

International Trade



- 1-on-1 Consulting
- Export University
- Passport to Global Markets



Mason Enterprise Center

Innovation Commercialization Assistance Program (ICAP)



- SWOT Analyses and Market Assessments to support innovation research & development
- Access to SMEs
- Roadmap to Commercialization

Military Veterans

- To recognize our indebtedness to all veterans in Virginia and in our communities.
- Service as a veteran,
Success in business,
Service to the community.



OPERATION **BOOTS** *to*
BUSINESS
from service to startup





Thank you.

For more information,
visit cvsbdc.org
or call 434-295-8198