



# SMALL BUSINESS DEVELOPMENT CENTERS

*Building Oregon's  
Best Businesses*

**2019  
Programs & Services**

## BUSINESS STAGES



### IDEA Determining Your Potential

You have an idea for a business, but it isn't off the ground yet. You may have some of the pieces in place or a working plan but aren't yet in business. This is sometimes also called "pre-venture".



### LAUNCH Launching into Uncertainty

Your business is up and running. The door is open and the paperwork has been filed for the business. You may not yet be profitable and things still feel new.



### EXPANSION Growing Your Business

Your business is generating a consistent source of income and you regularly see new customers. You are looking at new opportunities for your business.



### RENEWAL Adjusting to Change

Business conditions and leadership can lead to changes in direction. This is a time to look at new processes and big decisions to move your business forward.



### EXIT Preparing for the Next Stage

You are ready to make a big change in the business and exit to new opportunities. Business succession plans need to be identified early to achieve your desired outcomes.

## CORE SERVICES

### Advising

Our knowledgeable advisers are here to help businesses with everything from business planning, analyzing cash flow, marketing, hiring and intellectual property. Clients learn from experienced advisers who bring important skills and perspectives to help businesses thrive. All advising is confidential and provided at no cost to clients.

### Training

SBDC services begin with advice, guidance and instruction. Experienced instructors teach classes on marketing, bookkeeping, human resources, business planning and other topics businesses need to master to be successful. In the classroom businesses owners learn from each other as well as the instructor, developing important skills that lead to thriving businesses.

## SPECIALIZED SERVICES

### Capital Access Team

The Capital Access Team is a specialized team of advisers who focus on helping businesses access the capital needed to launch or grow a business. Advisers are often former lenders in the area who understand the local capital landscape and help businesses determine the best path forward.

### Global Trade Center

It's a big world. Sell to it. The Global Trade Center helps Oregon businesses connect to the global market by offering specific advising and training to succeed in these bigger international markets. Global Trade Center advising is available to all Oregon small businesses at no cost through their local SBDC.

### Market Research Institute

The Market Research Institute provides actionable business intelligence to help small business owners make better market-building decisions. Using the latest business research tools, the Market Research Institute provides no-cost and low-cost reports to Oregon's small businesses. These reports help businesses with critical location and market decisions.

### Disaster Assistance

SBDCs help small businesses prepare for and recover from disasters across Oregon. Emphasizing preparedness, Oregon's SBDCs meet with business owners to help prepare for the worst. If disaster strikes, the SBDCs more than 40 locations across Oregon are the go-to local resource for businesses to prepare assistance applications. Disaster assistance is provided in partnership with local communities, the SBA and Business Oregon.

### SCALE Oregon & SCALE Express

SCALE Oregon and SCALE Express help growing, traded-sector companies reach the next level. Businesses receive specialized advising, CEO mentoring and have an opportunity to access other services including market research, business planning, and financial analysis. SCALE Oregon is limited to traded-sector companies with seven or more employees and more than \$1 million in annual revenue. SCALE Express offers many of the same services as the SCALE program and is sized more appropriately for rural businesses.

### Small Business Management Program

A signature program of the Oregon SBDC Network, the Small Business Management program is a unique combination of classroom learning and one-on-one advising that helps make businesses more successful. During the up to three-year program, business owners learn how to run a successful small business while collaborating with peers. This program is available at most SBDCs.

### Cybersecurity & Innovation

The Cybersecurity and Innovation programs help Oregon's businesses protect against cyber threats and receive grants for innovative solutions to problems faced by federal agencies. Cybersecurity assistance is provided jointly with the Technology Association of Oregon and Mt. Hood Community College.

### Franchise Assistance

Not all small businesses start from scratch. The Franchise Assistance program helps connect prospective small business owners with franchise opportunities based on the goals, skills and personality of the individual. Specially trained advisers provide ongoing guidance to help the client through the franchise process.

### CCB Test Preparation

In partnership with the Oregon Construction Contractors Board, SBDCs offer classes that meet the CCB's required 16 hours of study before individuals are eligible to take the Licensing Exam. These classes are available in person, online and soon with a mobile app.

## BUSINESS TOOLS

### Bizminer

Bizminer provides industry statistical reports, including industry financial analysis benchmarks and industry trends. These reports are available at the national, local and zip code levels, making the tool an invaluable resource for industry research and business planning. Bizminer is accessible to business advisers and directors at each SBDC.

### GrowthWheel

GrowthWheel is a visual toolbox that helps business owners make better decisions and take action in their business. The tool is offered free of charge exclusively to Oregon SBDC clients. The tool helps SBDC advisers and clients map business decisions and address challenges.

### LivePlan

Created by Eugene-based Palo Alto Software, LivePlan simplifies business planning, budgeting, forecasting and performance tracking for small businesses. This advanced software is available at no cost for Oregon SBDC clients at participating Centers, and is often used in SBDC business plan trainings.

## OTHER SERVICES

### Government Contracting Assistance

Small businesses looking to sell products or services to the government can receive additional assistance through our partnership with the Government Contracting Assistance Program (GCAP). GCAP advisers help navigate the government acquisition process and work with SBDC advisers to prepare businesses for the next steps.

### Latino Outreach

Oregon's Latinos and Latinas are an important part of our local economies and communities. The SBDCs provide special assistance with Spanish-speaking advisers who are often trusted members of the Latino community. These advisers provide one-on-one advising at no cost, helping small business owners start and grow successful businesses.

Learn more about our programs and services at [bizcenter.org/services](https://bizcenter.org/services)



★ **19 Center locations**

**25 Satellite offices**

## ***Building Oregon's Best Businesses***

### **Small businesses are big business in Oregon**

In every community, small businesses serve the needs of residents and industry, from restaurants to retail stores to industry and consultants, small businesses connect people, ideas and commerce. To help support these businesses, Oregon's 19 Small Business Development Centers are strategically located in urban and rural communities. To further expand this reach, Centers partner with educational institutions, cities, and chambers of commerce to open satellite locations to provide local training and advising to clients. There is always a helping hand nearby.

Each Center taps into a statewide network of support, with access to specialized resources and tools that can assist clients with the most pertinent questions and relevant topics. This statewide network means that even the smallest Centers can access the resources and knowledge of the top experts in Oregon. Working together, we are building Oregon's best businesses.

The Oregon SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and the Oregon Business Development Department. Programs and services are provided to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals.

