





Small Business Development Center

Southern Maryland Region

Hosted by: College of Southern Maryland







Agenda

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- What does the **SBDC** Do?
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- Questions

James R. Vasquez

Entrepreneur, Marketing Strategist, SBDC Consultant



- Originally from New York, now live in Charles County
- Entrepreneur, and business owner with over 25 years of experience
 - Manufacturing
 - Marketing Services
 - Business Consulting
- Worked with a TV Shark
 - National seminars
 - Angel and Venture Capitalists
- Franchise Businesses, Professional services, Manufacturing, Online eCommerce, Health/Wellness & E-Learning
- In-person Seminars-SME Marketing, Business and AI Automation
- Appeared on FOX, CBS-TV, and in Entrepreneur, Valiant CEO, Disrupt Magazines
- SBDC Business Consultant- Pre-venture, Startups in Charles County



Perhaps like you, I did NOT know about the SBDC!



What is the Small Business Development Center (SBDC)



The Maryland SBDC Network: Your Strategic Partner for Business Success

Partnership: State of Maryland, University of Maryland, College Park, Departments of Economic Development, and funded in part by the U.S. Small Business Administration.

Empower Maryland's small businesses with resources and expertise to make a greater economic impact within our <u>local community</u>.

Services: High-quality training, confidential consulting, and research - at no cost.

Our Maryland SBDC Southern Region services Calvert, Charles and St. Mary's counties.

Hosted by: The College of Southern Maryland

Part of a national network helping over 500,000 U.S. businesses annually since 1979





What does the Small Business Development Center (SBDC) Do?



To help demonstrate what the SBDC does, let's meet a few fictitious "business owners".



Meet "Daymon":

A 35-year-old husband, and father of 2 children in Southern Maryland. He has always wanted to **start a business**. But, with a family to support, and many bills to pay, he felt overwhelmed by the thought of starting his own business.

Where would he find the resources and guidance he needs to:

- Build his business idea
- Learn how to form his entity
- Develop a business plan
- Create a marketing plan
- **Provide essential training**
- Start-up costs, cash flow and AMERICA'S financial projections



Meet "Alaina":

She's a business owner of a successful computer technology business for the last 3 years but wants to expand. She knows there are many opportunities to work with the government but doesn't know how to go about it.



Where would she find:

- Qualified and knowledgeable information for market analysis
- Expert guidance to develop a strategic growth plan
- Learn about potential funding opportunities
- Advisement to create an expansion plan for her business
- Connect her with resources for government certifications and contracts





Meet "Miriam":

She's a business owner who owns a successful construction services business for the last 10 years. Her company is established, and growing year after year. Now she wants to optimize her business and prepare it for the next decade.

Where can she find expert advice on:

- Reviewing HR documents and creating employee handbooks
- Diversifying her services to enter into different markets
- Creating a plan to lower overhead
- Strategies to increase revenue and grow her business



Meet "Mike":

A respected local small business owner who successfully ran his family-owned hardware store for over 30 years. He wants to retire and exit his business.

Where can he find expert advice on:

- Specialized business valuation
- Succession planning
- Advisement on aspects of making this transition
- Creating an exit strategy



Where can "Daymon", "Alaina", "Miriam" and "Mike" Receive the Help they Need?



- SOUTHERN REGION-

The Maryland SBDC is dedicated to provide one-stop assistance to Entrepreneurs, and Business Owners in all stages of business:

- Pre-venture, such as "Daymon"
- Start-up, such as "Alaina"
 - Growth, such as "Miriam"
- Mature/Exit, such as "Mike"

We are the most comprehensive small business assistance network in the United States.

All at no cost to the business owner.





The **SBDC** offers invaluable support to entrepreneurs by providing expert guidance on *financial planning*, *management strategies*, and *effective marketing techniques*, empowering business owners to navigate challenges and achieve sustainable growth.



What services do the SBDC Offer?



SBDC Service Overview

- > One-on-One Business Consulting
- > Seminars / Workshops
- > Technical Help / Research
- > SBDCNet www.sbdcnet.org
- > "3rd party" review of your plans





No Cost Business Consulting and No/Low Cost Training

- **➤ No Cost Confidential One-on-One Business Consulting**
- > Business Classes in the areas of: Start, Marketing, Manage and Growth
- **➤ Host Community Seminars / Workshops**
- > Subject Matter Experts in All Major Industries
- > Technical Help / Industry Research and Resources
- > Strategic Business Planning, Cash Flow Planning, Loan Documentation Review
- > Assistance with Permits, Regulations, Governmental Compliance
- > Strategic Marketing Planning and Target Audience Research
- > Human Resources, Employee Documentation and Advisement
- > Accounting, Inventory Management, Database Management



No Cost Business Consulting and No/Low Cost Training (Continued)

- Creation of Systems, Tools and Processes
- Diversification of Products and Services
- > New Product Development and New Industry Sector Advisement
- **Business Pitch and Promotional Assistance**
- > Technology, Software and Hardware Advisement and Support
- > Merchant and Tenant Documentation
- > Retail Merchandising, Vendor Products and Services Sourcing
- > Site Selection Assistance, Facility Layout, Equipment Buildout
- > Stakeholders and Business Resources
- Management Consulting and CEO Accelerator Training
- > Growth of Business and Revenue Strategies
- Exit Strategy and Succession Planning





How can I sign up for SBDC services?

Sign up for No-Cost Business Consulting or Training:

https://mdsbdc.ecenterdirect.com/signup





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New Client Signup	Get Started	Select Center	User Details	Company	Agreement	Area of Assistance	
→ Contact Us	1	2	3		5	6	
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	Now Assessed						
	New Account						
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	Last name: Last name						
	Email: Email				SRDC		
	Password: Password						
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—SOUTHERN REGION—

MD SBDC, Southern Region Team

Maryland Small Business Development Center, Southern Region





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MD SBDC, Southern Region Connect With Us!

Maryland Small Business Development Center, Southern Region

Our SBDC is the premier SBA resource partner for small business success in the Southern Maryland Region by providing <u>NO-COST</u> training and professional confidential business consultation for new entrepreneurs and existing businesses.

Phone: 301-934-7583

Website: www.SBDChelp.com

Training: https://mdsbdc.ecenterdirect.com/events

Facebook: <u>www.Facebook.com/SoMDSBDC</u>

LinkedIn: www.linkedin.com/company/65012038

YouTube: https://youtu.be/ZqnWRg5itgg





Newsletter & Business Info: http://bit.ly/SoMDSBDCNews



Thank you! Questions & Discussion

Sign up for No-Cost Business Consulting or Training:



https://mdsbdc.ecenterdirect.com/signup