

SBDC ADVANCED



Focus your strategic and sales /marketing direction

PARTNERING WITH...



MY DASHBOARD



Translate your financial information into operational improvements

SMALL MANUFACTURER'S AdvantEDGE



Optimize your manufacturing process

Three street-smart tools to help you **wisely evaluate** and **grow your business.**

Designed for businesses with over \$200K of annual sales.

Wellington's Chamber of Commerce funds 90% of these SBDC programs to help your business grow and prosper.

SBDC ADVANCED

Strategic Direction / Digital Marketing / Competitive Evaluation

Summary

This program provides some fact-based decision-making tools for existing fast-growing businesses.

Your business has possibly experienced some initial success, and now you're faced with what to do next. Are you considering adding a new product or service? Expanding into a new geography? Doubling-down on what you're already doing? In a short time frame, we can provide you these higher-level tools usually only available to larger businesses.

After program completion, you should benefit from a clearer strategic focus and marketing direction, and a confident grasp on which tactics to tackle NOW, and which tactics can come later.



Deliverables To You

- 1) A customized applicable market/industry report (5-7 pages) compiled by our market research professional. This report covers industry outlook, growth rates, market sizes, product information, regional and national competitors, and more.



- 2) A digital marketing / SEO report covering how your website is performing, with recommended tactics to improve your performance. This report also compares how your results stack up versus three of your competitors. You choose the competitors to evaluate. Our digital marketing / SEO professional will produce this report for you.

What We Need From You

- 1) \$995 payment.
- 2) Your availability for an initial 2-hour "discovery" meeting, followed within 60 days by a two-hour "debrief" meeting. During the debrief meeting, our team explains its findings, and reviews the reports with you and your team.

How Do I Get Started?

Contact Mike OConnell, director, at mike@larimersbdc.org or 970-215-2300. Mike will meet with you to explain the program in more detail and make sure there is a mutual fit. If so, Mike will then set up the initial discovery meeting.

MY DASHBOARD

Financial Clarity For Operational Excellence

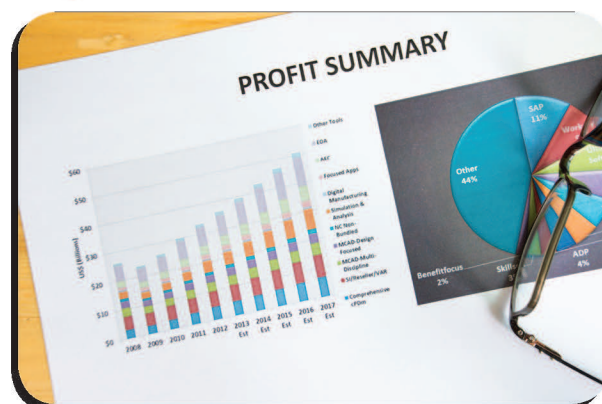
Summary

Ever wondered if you have too much inventory, or not enough? If you're getting paid in a "reasonable" time, or if your customers are using you as a bank? Do you know how your profitability matches up to others in your industry? Where are you doing ok, and where should you focus for real improvement? Are you charging enough?

We work with you to ensure that your financial information is working for you, and providing real clarity on your business performance. This program:

- Reviews your financials for relevance and accuracy.
- Produces graphs of your financial data to establish trends and point out danger zones.
- Develops a financial action plan, including a "dashboard" to give you visibility on the critical factors affecting your business.

After program completion, you will benefit from a better ability to use your financial information to track your organization's progress, including maintaining your strengths and improving your weaknesses.



Deliverables To You

- 1) We make sure you have a good accurate "baseline" of financial reporting.
- 2) We present our findings, including comparing your business to industry standards, with a financial health overview, and recommended action items.
- 3) Then, we conduct up to three follow-up meetings with you and your team, to assist with agreed-to action item implementation.

What We Need From You

- 1) \$995 payment.
- 2) Access to your current, and at least prior-two-years financial data, in either Quickbooks or Excel format. This information will be kept confidential.
- 3) You need to be committed to actively participate in scheduled meetings, plus actively support and implement the recommendations, in order to maximize your results and improve your business.

How Do I Get Started?

Contact Mike OConnell, director, at mike@larimersbdc.org or 970-215-2300. Mike will meet with you to explain the program in more detail and make sure there is a mutual fit. If so, Mike will then set up the initial meeting.

SMALL MANUFACTURER'S AdvantEDGE

Manufacturing / Operational Excellence and Process Improvement

Summary

We help make your manufacturing process as good as it can be.

You make a product in Colorado, and you're proud of that. You would like to spend more time on the shop floor, really getting things dialed-in. But you're also running a business that has customer, vendor, employee, and financial demands. What's the right move?

The SMA program puts a manufacturing/ process improvement expert with decades of experience in your shop, for an intensive short-term engagement. Using lean manufacturing techniques, he evaluates your production processes for opportunities to reduce costs, improve gross profit, and maximize working capital. This consulting talent is provided by Manufacturers Edge, Colorado's statewide manufacturers assistance organization. This SMA program supports small Colorado manufacturers and is managed jointly by Manufacturers Edge and the Colorado SBDC network.



After program completion, you should benefit from an optimized manufacturing process, resulting in higher productivity and improved financial results.

Deliverables To You

A customized report and set of recommendations for you by our experienced manufacturing consultant, based on his/her findings during either a three or five day intensive on-site engagement at your facility.

What We Need From You

- 1) \$995 payment for a three-day engagement, \$1495 for a five-day engagement.
- 2) You need to be a Colorado company, with manufacturing operations in Colorado, with less than 20 FTE employees.
- 3) You need to be committed to support and implement these recommendations, in order to maximize your results and improve your business.

How Do I Get Started?

Apply online at www.manufacturersadvantEDGE.com. A team member from SMA will contact you to set up an initial meeting to confirm your eligibility and discuss your participation.

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Our sponsors provide vital support to our mission, to the many clients we serve, and the results we accomplish:

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Leadership Circle

ADDITIONAL BUSINESS RESOURCES

LOVELAND BUSINESS DEVELOPMENT CENTER- Provides business education and connection to resources for Loveland small businesses.
WWW.LOVELANDBUSINESS.COM



PTAC- The Procurement Technical Assistance Center (PTAC) can help you with strategies and requirements to do business with government entities.
WWW.COLORADOPTAC.ORG



MANUFACTURERS EDGE- Colorado's statewide manufacturers assistance program. Can help with manufacturing and process improvements.
WWW.MANUFACTURERSEGE.COM



LARIMER COUNTY WORKFORCE CENTER BUSINESS SERVICES TEAM- Can assist your business with hiring/retention strategies and human resource development and challenges.
WWW.LARIMERWORKFORCE.ORG



FRONT RANGE COMMUNITY COLLEGE, CORPORATE SOLUTIONS- Offers a wide range of customized, for-fee, training programs. Can also assist with employee training grants.
WWW.FRONT RANGE.EDU/PROGRAMS-AND-COURSES/CORPORATE-TRAINING





Larimer Small Business Development Center:

We help small businesses start, grow, and prosper through street-smart business education and connection to useful resources. As our local “host” and significant financial sponsor, Front Range Community College has been a pillar of local entrepreneurial support for 32 years!

What We Do / How We Help

- 1) Provide FREE confidential one-on-one consulting to businesses and entrepreneurs by experienced unbiased accredited professionals.
- 2) Conduct trainings and workshops covering pertinent business topics.
- 3) Connect clients to useful business resources.

Our 2017 – 2018 Results

- 99+ New Businesses Started
- \$23M Client Capital Formation
- 482+ Jobs Created
- \$33M Client Sales Growth
- 1063+ Jobs Retained

Larimer Small Business Development Center

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SBA Disclaimer:

The Larimer Small Business Development Center is a partnership between the Colorado Office of Economic Development and International Trade, the Small Business Administration (SBA), and Front Range Community College. The support given by the SBA through such funding does not constitute an expressed or implied endorsement of any of the co-sponsors' or participants' opinions, products or services. Special arrangements for the handicapped will be made if requested in advance by contacting the Larimer SBDC at 970-498-9295. *Some restrictions apply; not all training seminars are free.

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