

Maryland Small Business & Technology Development Center

Central Region
At University of Baltimore

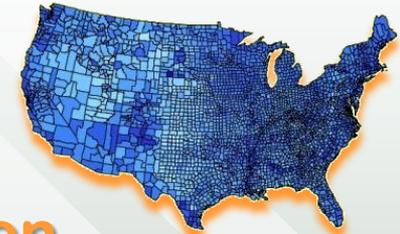


www.CentralMDSBDC.org

410-837-4928

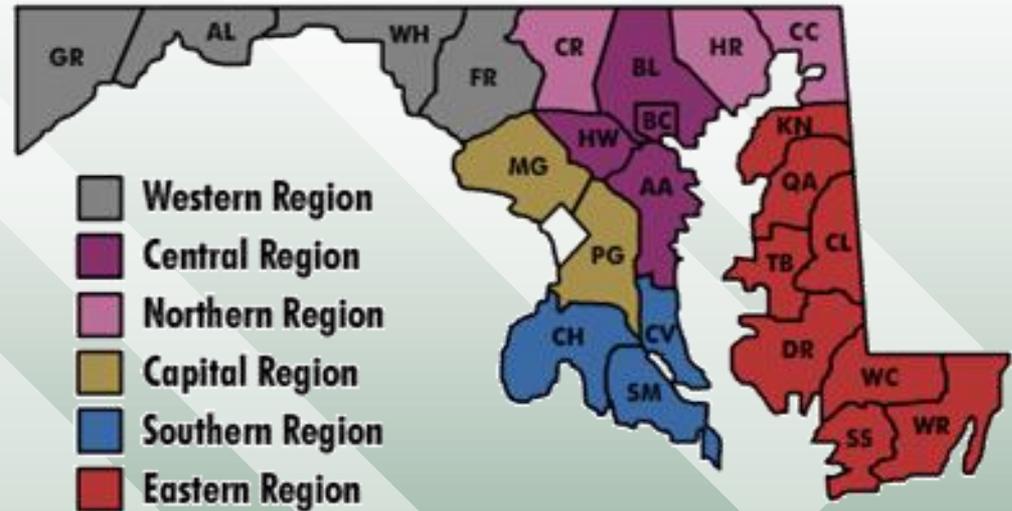
What is SBTDC?

A national network of centers that –



- Delivers assistance to **strengthen** small- & medium- sized businesses
- Contributes to the **growth** of local, state and national economies
- **Partners** with private enterprise, gov't, higher education and local economic development organizations
- Since 1988, the MDSBTDC Network has been a **partnership** between the U.S. Small Business Administration, the State of Maryland, local government agencies, and universities

ORGANIZATIONAL STRUCTURE



Statewide Network

Managed by “Lead Center” @ University of Maryland, College Park

6 regions - **Central**, Eastern, Western, Southern, Northern, and Capital

24 Jurisdictions served in Maryland (23 Counties + Baltimore City)

CENTRAL REGION

MDSBTDC Network

- Affiliated with the Merrick School of Business, University of Baltimore
- **Four locations:**
Anne Arundel
Baltimore and
Howard Counties, and
Baltimore City

MDSBTDC's Purpose

Assist in Small Business Development

Primary Services:

- Counseling
 - Assessments
 - Business and Strategic Marketing Plans
- Training – Core and Special Topics for Start Ups and Growth Businesses
- Technical Assistance
 - Loan Packaging
 - 8a Certification Application
 - MDoT MBE/DBE Application
 - Government Procurement



MDSBTDC's Purpose

Assist in Small Business Development

SBDC Programs:

- High Technology
- High Impact
- Export Assistance
- Sustainable Development



How SBTDC can help ...



Consulting Services and Resources

One-on-one consulting

Business plans

Marketing plans

Loan packaging

Sources of capital

Cash flow analysis

Accounting &
recordkeeping

International trade

Case management

Research libraries

Networking

Human resources

Market research

Technology research &
analysis

SBTDC Training Services

Can Advance Your Organization



Core Training Workshops

- **Smart Start** Your Business
- Developing a **Winning Business Plan**
- Developing a **Strategic Marketing Plan**



SMART START
Getting Started



ONLINE TRAINING

25 Online Virtual Training Topics
to choose from
in three categories:

- **Starting Your Business**
- **Managing Your Finances**
- **Foundations of Marketing**

Sample Special Topic Training Workshops

- **QuickBook Basics**
- **Minority Business Enterprise Certification**
- **Federal Gov't 8(a) Certification**
- **Exporting 101**
- **Selling IT Services to the Federal Government**
- **Small Business Loan Environment**
- **GSA (General Services Administration) Schedule Basics**
- **Social Media for Small Businesses**
- **Social Media: Website Engagement Strategies**
- **Federal Gov't Contracting**
- **PISA-Provisional Industrial Security Approval**



CEO Accelerator Program

Executive Training Series

- Specially designed series of **monthly** training workshops
- Presented by subject matter **experts** addressing key aspects of running and growing a business
- Benefits will:
 - **Optimize** business operations to improve operational capacity
 - **Launch** scalable business development programs and operational expansion programs
 - **Identify** key drivers and success metrics to assess and advance operations
 - **Increase** revenues, employees, and access to capital

SBTDC/KITA

Export/Import Training Seminars

Sample Topics

Basic

- **Export/Import Readiness**
- **Risk Mitigation**
- **Developing an International Marketing Plan**

Intermediate

- **Selecting a New International Market**
- **How to Find Distributors & Agents**
- **Logistics & Compliance**

Advanced

- **Export/Import Controls & Currency Hedging**
- **IP Protection**
- **International Contracts & Negotiations**



SBTDC Target

Markets

- **High Technology**
- **Wholesale**
- **Professional Services**
- **Manufacturing**
- **Healthcare**
- **Agriculture/Food**
- **Renewable Energy**
- **Construction**
- **Hospitality & Tourism**



2002 – 2012

Maryland SBTDC Accomplishments

- ~ 23,983 clients served
- ~ 7,269 workshops/seminars
- ~ 68,362 workshops attendees

Economic Impact

| | |
|-----------------------|---------------|
| Sales increase | \$4.6 billion |
| Approved loans | 5,048 |
| \$ of loans | \$539 million |
| New business startups | 1,889 |
| Jobs created/retained | 21,461 |

National SBTDC In-Depth Client Accomplishments

- Create a new job every 9 minutes
- Open a new business every 45 minutes
- Generate \$100,000 in new sales every 17 minutes
- Obtain \$100,000 in financing every 18 minutes
- Obtained an estimated \$3 billion in financing in 2009
- More than 49% of all pre-ventures start new businesses

Resources Available

Professional Coaching

- Certified counselors with extensive industry experience
- Add'l consulting from University of Baltimore faculty and alumni

Central SBTDC Website - www.centralmdsbdc.org

- Offers wealth of information ... links to over 100 sites

Customized Research

- ASBDC Sponsors SBDCNet - customized research
- Hill Research - customized research

Start-Up Guides & Sample Business Plans

Partnering Business Professionals

- Lawyers, CPAs/Accountants, Lenders, Marketers, and Insurance Professionals, etc.

MARYLAND SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER (SBTDC)

GET STARTED:

- Step 1 - Go to www.CentralMDSBDC.org; click on “**SMART START**” or “**GROW START**”
- Step 2 - Complete the questionnaire, and follow directions for your score
- Step 3 - Click on TRAINING and register for Training Workshops nearest you

Central Region Counselors Are Available to Assist You

Baltimore County: Craig Panos

Baltimore City: Andrew Kreinik

Howard County: Mary Redmond

Anne Arundel County: Hollis Minor

To make a counseling appointment-
go to www.CentralMDSBDC.org
and click on the “Grow Smart” button

GROW SMART
Already In Business

Thank You

Q&A