CENTRAL VIRGINIA SBDC: Your Orange County Business Partner

AMERICA'S SBDC VIRGINIA CENTRAL

cvsbdc.org

Who We Are

CV SBDC is team of business and technical experts offering advice and assistance to entrepreneurs of all sizes, confidentially, and free of charge.

Who We Serve

- Entrepreneurs from concept development to over $20,000,000 across Central Virginia:

How We Work

- Connected to the communities we serve
- Supported locally and federally
- Operate independently of the Small Business Administration (SBA)

Our Host:
Community Investment Collaborative

- CDFI supporting underserved populations
- Microloans up to $50K
- Formal and informal mentoring and technical assistance
- 16-week Entrepreneurship Program
- Financial Management Program

What We Provide

1:1 business counseling , offered confidentially and free of charge:

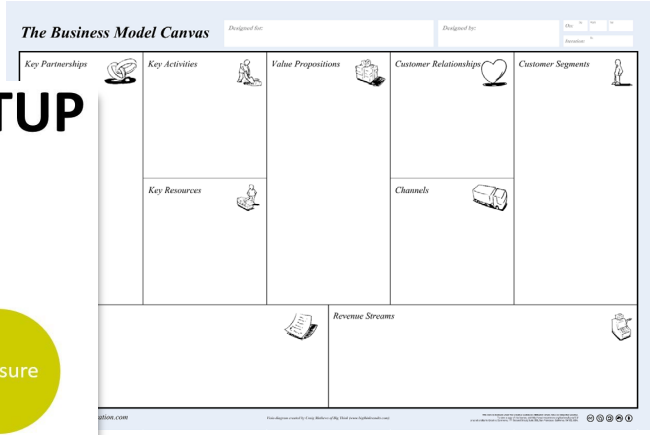
- Business plans
- Funding sources
- Product launch strategy
- Hiring/employee retention
- Recordkeeping advice
- Marketing strategies
- Financial evaluation

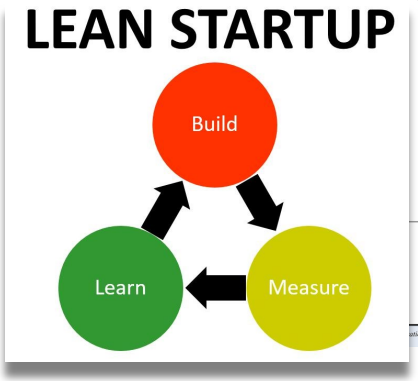
Building a Business Plan

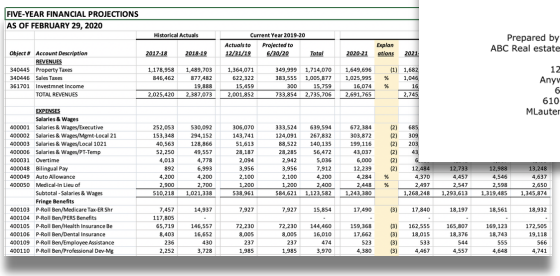
Many Options:

- Lean Startup
- Business Model Canvas
- GrowthWheel
- Business Pitch
- Business Plan
- Financial projections

& assumptions







Access to Capital

Sources of Funding:

Friends & Family
Loans or equity-based capital used early, often from supporters of the entrepreneur. May include crowdfunding.

Cash Flow Tactics
Optimizing use of accounts payable, receivable and supplier terms to improve accessible cash for operations.

Grants
Most for research and development or businesses located in target areas or working in targeted industries.

Equity Capital (Angel and Venture)
Capital for businesses designed to achieve significant growth and exit in 3-10 years (depending on industry)

Strategic Alliances
Sources of capital or access to assets of other companies

Loans & Lines of Credit
Useful for building a credit foundation for the business, for a wide range of business needs

What We Provide

Specialty Counseling Services:

- Innovation Commercialization Assistance Program (ICAP)
- Craft Beverage Program
- International Business Development Program
- Cybersecurity
- Government Contracting
- Buying/Selling a Business

What We Provide

Events and Training:

- Starting Your Business
- Selling to the Government: Federal, State
- E-commerce / Online Communications
- Bookkeeping and Financial Tech Tools
- Marketing (various topics)
- Access to Capital (various topics)
- Business Health Check-up / GrowthWheel
- + Many Advanced Topics

Upcoming Events

AMERICA'S SBDC VIRGINIA CENTRAL

Request a Meeting | Calendar of Events | Services | Resources | News | About Us | English

6	7 9:00 am - 11:00 am Understanding Your Customers and Market	8 9:00 am - 11:00 am Starting Your Business	9 5:00 pm - 7:30 pm Financial Crimes: Let's Talk Dirty	10	11	12
13 9:00 am - 3:30 pm Orange County Office Hours	14 9:00 am - 11:00 am Pricing, Costs, and Launch Preparation	15	16	17	18	19

Starting Your Business Workshop

Offered monthly , this 2-hour course covers:

- Personal preparation for entrepreneurship
- Skills needed for your business
- Business concept development
- Understanding customers and market
- Business planning needs (operations, logistics, etc.)
- Financing your business
- And much more!

Starting Your Business Workshop

Upcoming Dates:

Wednesday, February 8
9AM -11AM

Wednesday, March 9
3PM – 5PM

Tuesday, April 11
1PM – 3PM

Full calendar: www.cvsbdc.org

Founders' Series

Business Essentials Training

5-week series offered 4-6 times throughout the year, covering:

- Customers and market opportunities
- Pricing, costs and launch prep
- Marketing, sales and branding
- Planning for success
- Money and recordkeeping

Next virtual series begins February 7

Founders' Series

Optional Business Essentials Certificate:

- Attend all sessions
- Complete all homework
- Meet with a SBDC Advisor

Goal: Develop viable business model, and/or prepare to secure capital to fund your business

What We Provide

Access to financial and market research to help you start and grow your business:

SBDC Net
National Information Clearinghouse

IBISWorld
Where knowledge is power

profitcents®

vertical IQ®

SEMRUSH

Bizminer

GrowthWheel®
Make Decisions. Take Action.

A Dynamic, Responsive Team

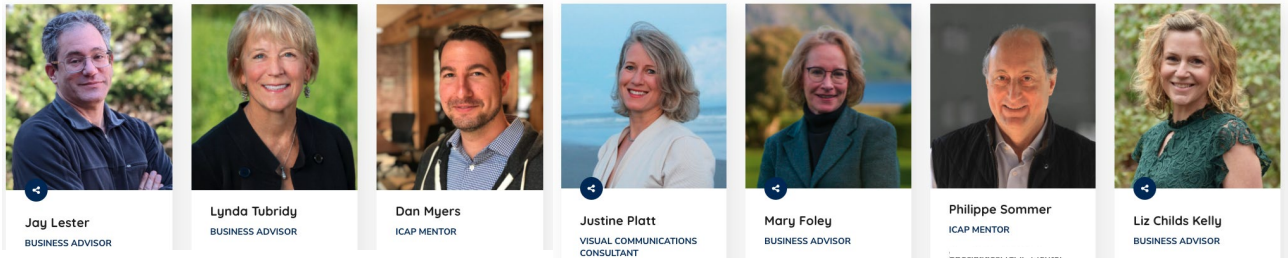
Rebecca Haydock,
Director
Equity Investment &
Innovation Advisor

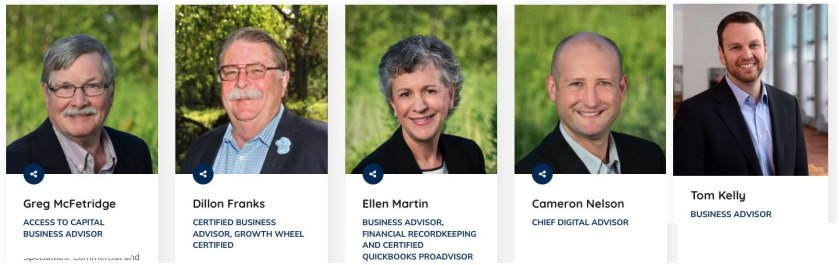
Rosi Beachy,
Assistant Director
Northern Territory

Ariel Bredder,
Assistant Director,
Growth Wheel
Certified

Shira Goldeen,
Events Coordinator

Mesa McMurtrey,
Client Services
Coordinator





A Robust Network

Why Partner with SBDC?

Virginia SBDC clients:

- Average annual sales growth 15.5% compared to 1.1% for VA non - SBDC businesses
- Average annual employment growth 27.6% compared to 5.3% for average VA non-SBDC business

SBDC & Orange: Your Partners in Business

Orange Office Hours

9:00 am – 3:30 pm:

- February 13
- March 6
- April 10
- May 8
- June 12

Orange Economic Development, 109 W Main Street

Orange Event:
How to Become an In-Demand Brand

March 6, 12:00 – 1:00 PM

- Learn Messaging Ecosystem and 6 types of content to establish you as an expert
- Understand 3Cs of Expert Energy
- Define best way for you to market your business to be in alignment with your brand

Amy Hagar
Business Advisor, Branding Expert

In-person: Orange Economic Development, 109 W Main Street

Register Online: www.cvsbdc.org

Orange Business Spotlight

Jessica Cifizzari
Founder, Paint it Orange

Orange County's Revolving Loan Fund

What is the Revolving Loan Fund?

The Revolving Loan Fund program is a flexible source of supplemental financing for businesses **expanding or locating to Orange County** . The fund is administered, underwritten, and serviced by Community Investment Collaborative (CIC) and is the first of its kind available to Orange County businesses and offers individual loans up to $20,000. Terms range 1-5 years, with reduced interest rates offered through a subsidy paid by Orange County.

- Year 1 payments on loans would have interest rate reduced by 3% (3.75-6.75%),
- Year 2 reduced by 2% (4.75-7.75%),
- Year 3 reduced by 1% (5.75-8.75%)
- Loans beyond 3 years in term would pay CIC's standard rate (currently 6.75% to 9.75%) after year 3.

Who is eligible for the Revolving Loan Fund?

Existing businesses with 6 months of revenue history and new business startups or businesses with less than 6 months of revenue, are eligible to apply if they are a graduate of CIC's Entrepreneur Workshop OR a counseling client of the Central Virginia Small Business Development Center.

How can I use the Revolving Loan Fund?

Eligible uses for loan proceeds include operating capital, land or building acquisition, new construction, property rehabilitation or improvements, the purchase of equipment, supplies and material, and inventory for resale.

Orange County's Incentive Policy & Business Directory

What is Orange County's Incentive Policy?

The Orange County Incentive Policy offers the incentives to entrepreneurs, existing businesses, or businesses locating new operations in Orange County. Incentives may be awarded to certain high value companies who qualify by meeting the target industries of the Economic Development Strategic Plan, promise high growth and/or fill a service gap in the local economy. All incentives are **performance based**; and are subject to and at the discretion of the EDA, funded on a first come first served basis, and may be modified on a case-by-case basis.

What is the Business Directory?

The Orange County Business Directory is a digital directory that connects local businesses with visitors and residents from a computer or mobile device. The digital directory will help businesses promote their services and maximize exposure to new and existing customers.

How do I get on the Business Directory?

All businesses are encouraged to create their FREE profile and update it regularly by going to www.buyorangeva.com. Once subscribed, businesses can showcase their offerings by listing services offered, menu items, hours of operation, website, social media links, promotions, photo galleries, and more.

The following incentives include:

- Real Estate Improvement Tax Grant
- Manufactures Machinery & Tool's Tax Grant
- Service Industry Business Personal Property Tax Grant
- Retail and Accommodation Sales Tax Grant
- Discounted Pricing on County Owned Land
- Encourage Diversified Retail
- Fast-Track Plan Review & Permit Fee Waivers
- Advance Start-ups
- Temporary Office Space
- Red Carpet Roll Out
- Real Estate Development Cost Grant
- Significant Investment Incentive

Orange County Tourism's Marketing Leverage Grant

What is the Marketing Leverage Grant?

In collaboration with the Tourism Advisory Committee and the Economic Development Authority, Orange County Tourism offers a 1:1 matching grant, up to $5,000 for an applicant's proposed Tourism Marketing project. Grants are distributed through reimbursement at the conclusion of the program with an approved final report. Funds are limited.

Who is eligible to apply?

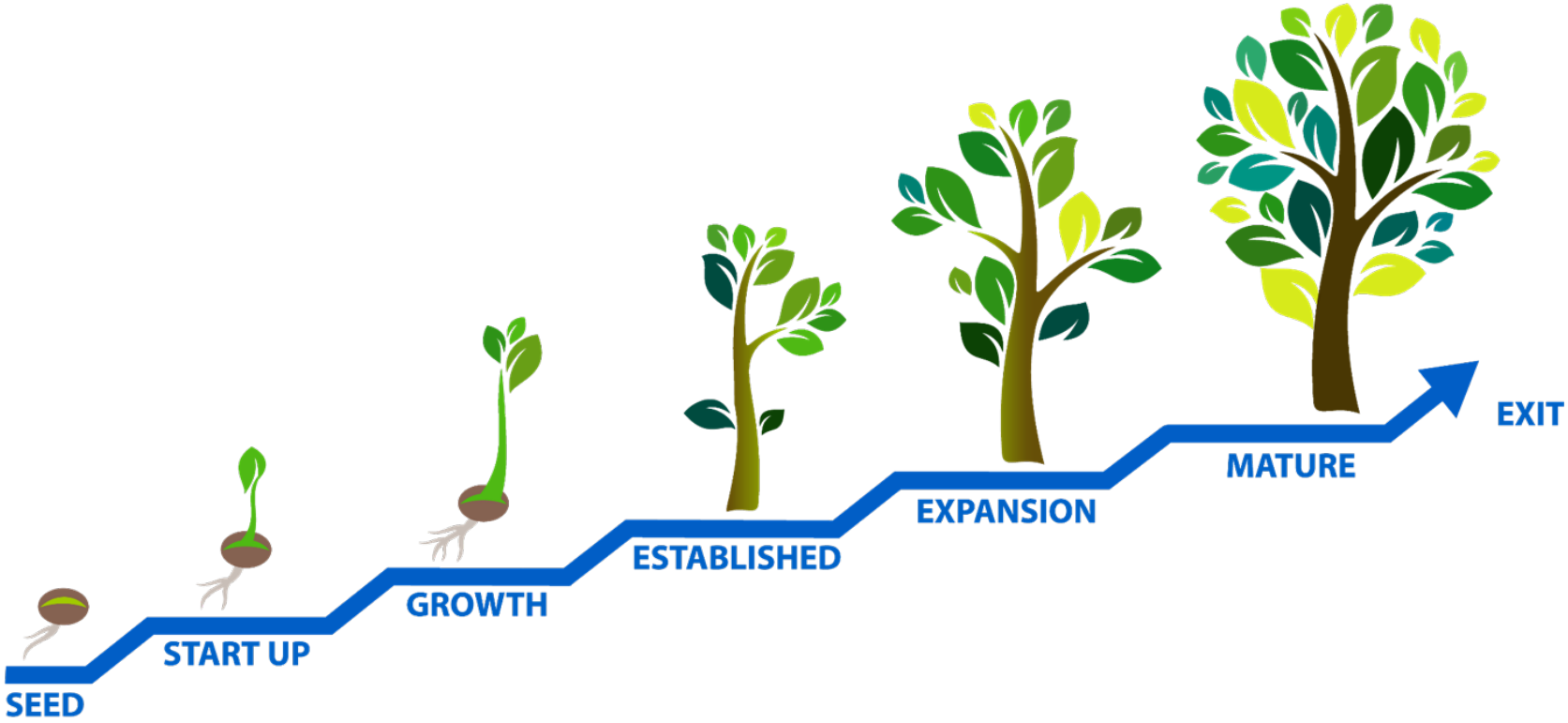
The program is designed for Tourism related small businesses in the following sectors:

- ✓ Art, cultural, music, entertainment or locally made/crafted,
- ✓ Historic,
- ✓ Wildlife or natural environment,
- ✓ Sporting events and or activities,
- ✓ Craft brewery or winery,
- ✓ Farm or food,
- ✓ Outdoor recreation,
- ✓ Accommodations or
- ✓ Non-religious based organizations and nonprofits.

How to submit an application

For More information or to submit an application visit www.thinkorangeva.com/why-orange/incentives

Q&A/ Discussion



Thank you!

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