

# Introduction to SBDC

Partially funded by the U.S. Small Business  
Administration

# What is a Small Business Development Center (SBDC)?

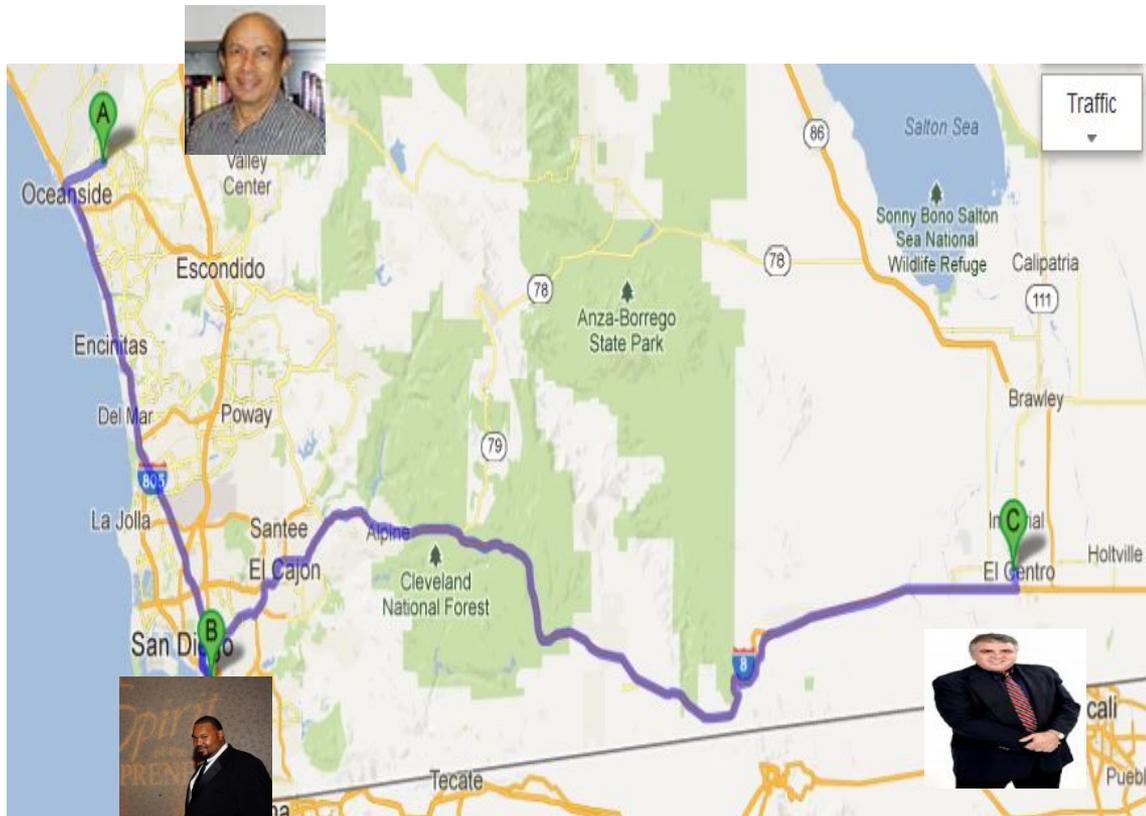
- ▶ Most comprehensive business assistance network in the United States
- ▶ Over 1,000 SBDCs across country
- ▶ Hosted by universities, colleges and state economic development agencies
- ▶ Funded in part by the U.S. Small Business Administration
- ▶ Unites private enterprise, government, and higher education.



# SBDC Provides Consulting and Workshops



# San Diego & Imperial Valley SBDC Network



## SATELLITE SITES

- Santee Chamber
- Economic Development Council
- Contracting Opportunities Center
- Accion San Diego

# California SBDC Snapshot – 2012

- ▶ CA SBDC helped clients obtain almost \$400M in capital.
- ▶ CA SBDCs touched over 100,000 entrepreneurs.
- ▶ CA SBDCs conducted nearly 3,000 training events



Survey from CA SBDC State Partnership. 916-304-6249

# San Diego/IV SBDC Snapshot – 2012

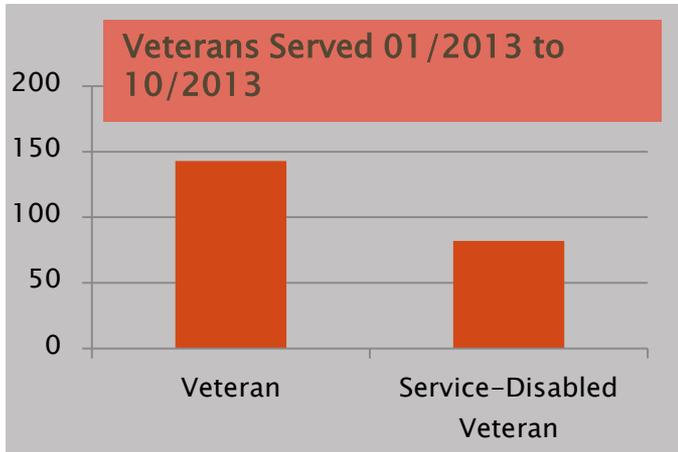
## ▶ San Diego SBDC

- Helped clients increase sales by \$13M
- Helped clients obtain over \$14M in capital infusion.
- Conducted over 253 training events
- Conduct an average of 5 training events every week in the SD/IV Region



Data from US SBA WebCats database

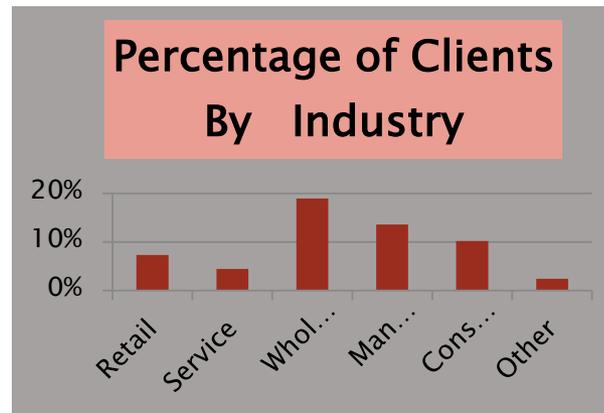
# Client Diversity



**Technology**  
2,100 hours of consulting with cutting edge innovative companies.



**Manufacturing 5%**



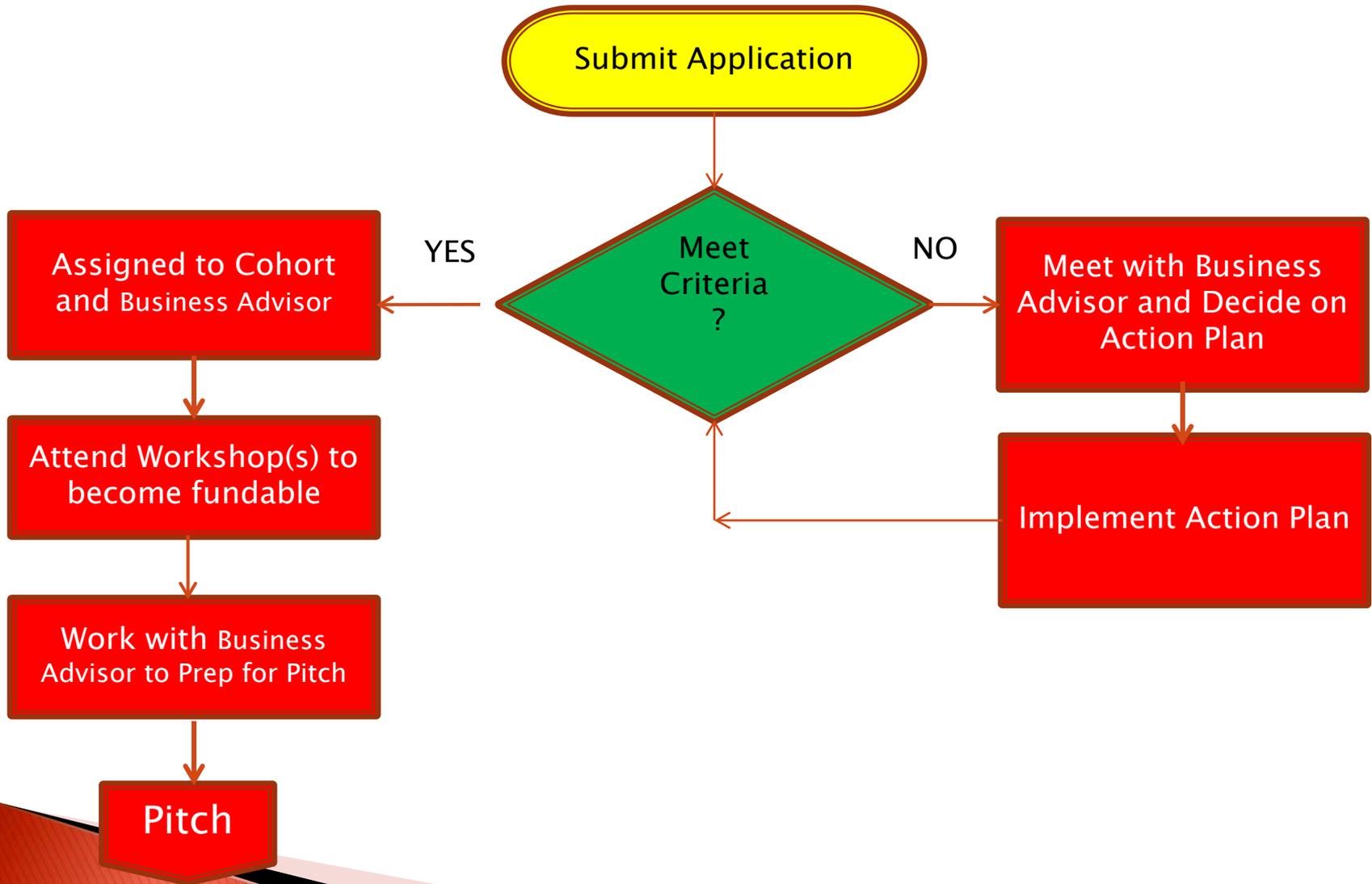
# Most Recent Initiative: Slingshot

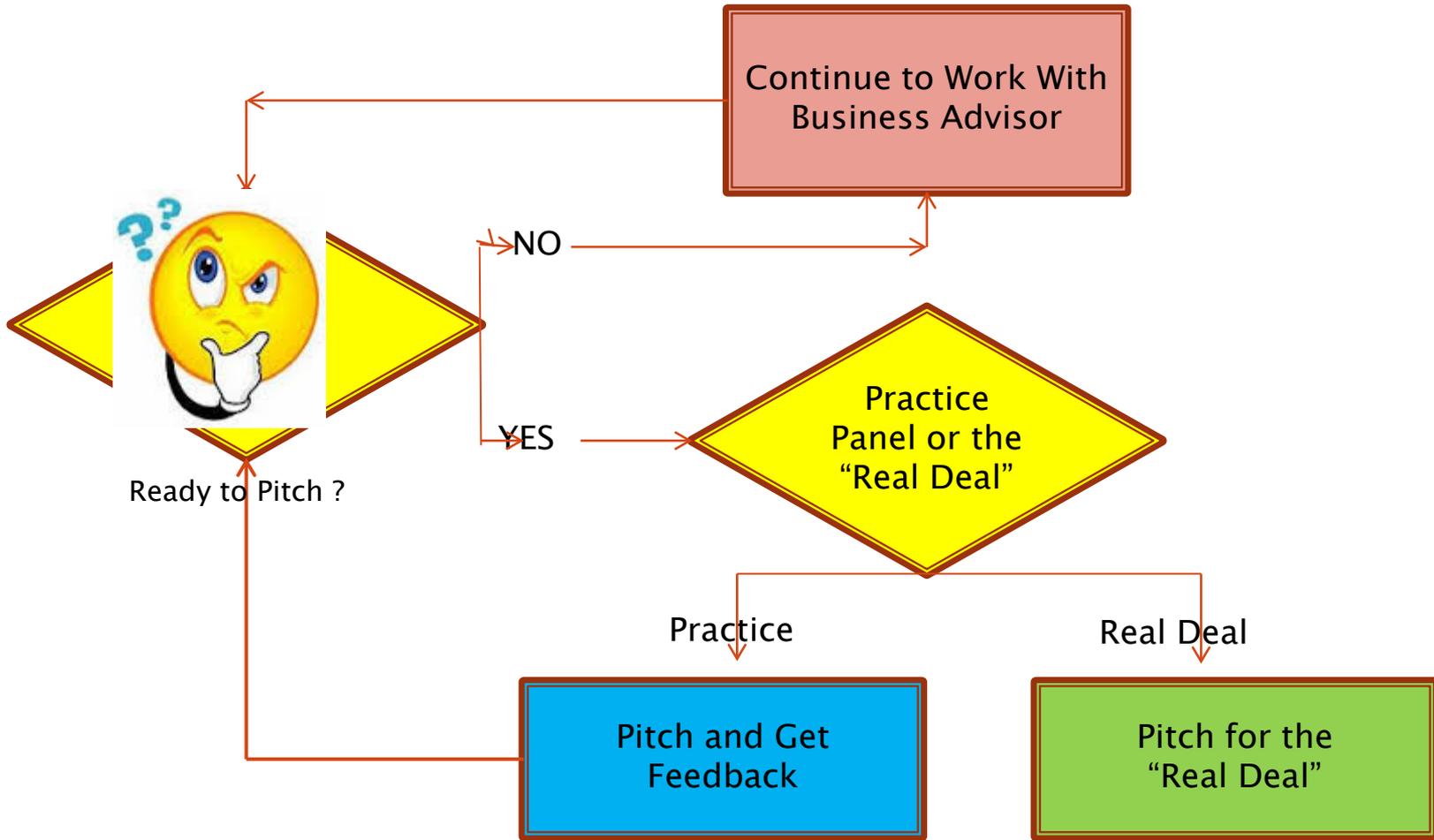


- ▶ Designed to position a company for
- ▶ funding
- ▶ Assists company's in creating a compelling "pitch" to potential financiers
- ▶ 2 to 3-month program (based upon participation)
- ▶ Monthly opportunities to "dry-run" the Pitch to panel of Experts before they pitch for "The Real Deal"

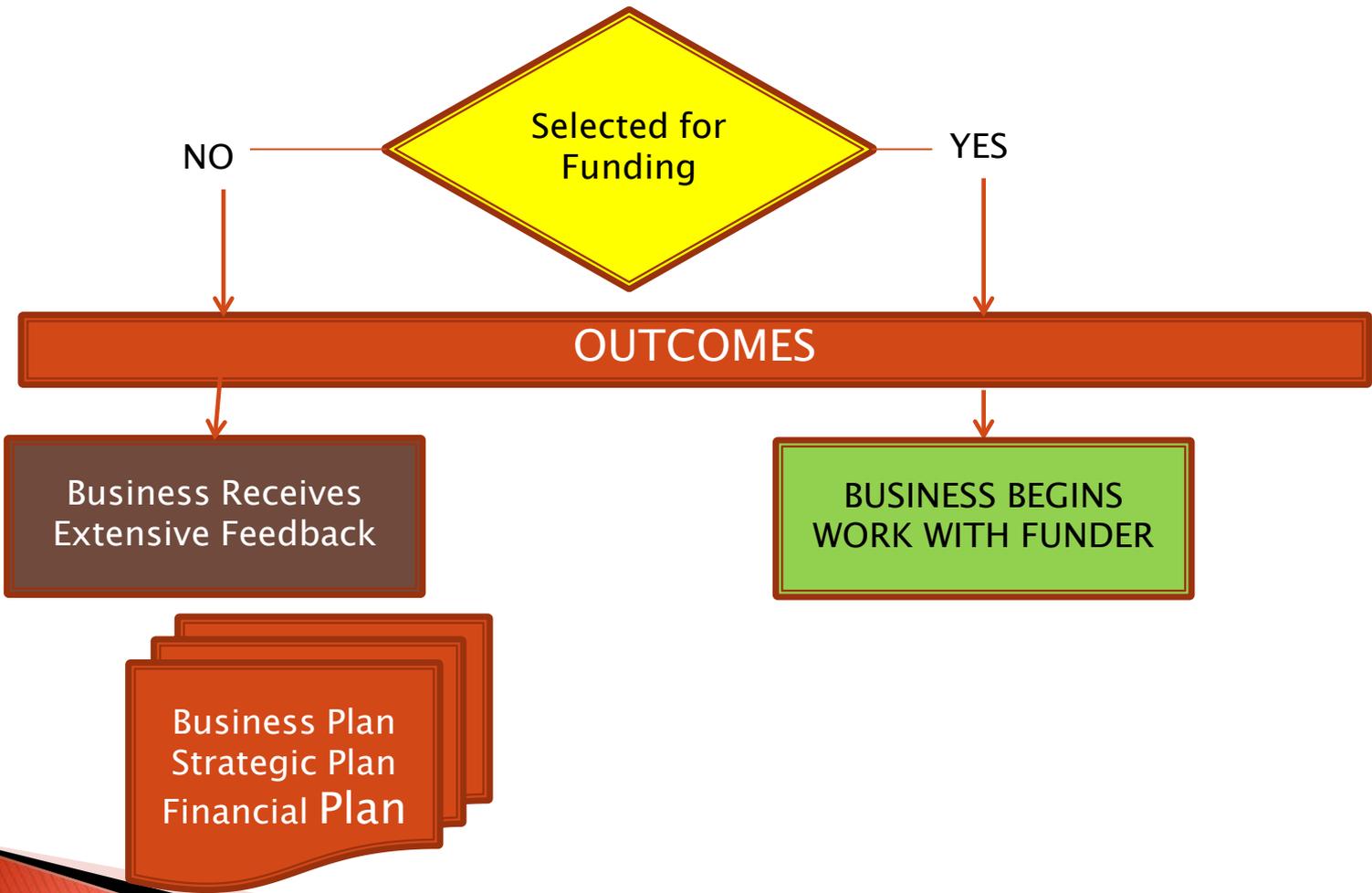
**Slingshot is does not guarantee funding. Program is designed to prepare a company to become Fundable.**

# Apply for Slingshot Program





## The Real Deal



	Titanium \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000
SPONSORSHIP	BENEFITS				
Conference Room Signage at all SBDC Centers in Region	X				
Logo/link prominently displayed on all Network Websites	X	X	X		
Invitation to speak at all events	X	X	X		
Exclusive sponsor at one selected "full day" event with 4 complimentary tickets (excluding SBA Spring awards luncheon)	X	X	X	X	
Full-page ad in SBA (Spring) Awards program agenda	X	X	X	X	
Press Release announcing sponsorship	X	X	X	X	X
First right of refusal for this sponsorship level next year	X				
4 complimentary tickets to selected Network events	X				
3 complimentary tickets to selected Network events		X			
2 complimentary tickets to selected Network events			X	X	
1 complimentary ticket to selected Network event					X
Exclusive sponsorship - Workshop series (4 events) for <ul style="list-style-type: none"> <li>• Women-owned OR</li> <li>• Workshop Veteran-owned OR</li> <li>• Workshop on Procurement OR</li> <li>• Workshop titled Meet the Buyer OR</li> <li>• Monthly Success Series titled "How'd They Do That"</li> </ul>					X
Exclusive sponsorship - Fall Awards Reception "Fastest Growing Small Business in San Diego and Imperial Valley"		X			
Co-sponsorship with San Diego City - Slingshot: Funding preparation program			X		
New SBDC office space at 880 National City Blvd: Benefits include street signage and opportunity for bank ATM and/or mini-branch		X			
Women's Business Center \$150k/year					
For information: Contact Aleta Wilson, Director of the SDIV SBDC Network. 619-216-6721, awilson@swccd.edu					

# San Diego and Imperial Valley Small Business Development Center Network

We invite interested national corporations and government officials to join us to help small business take the lead in the 21st Century.

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