

Helping Businesses *Start, Grow and Succeed.*



The Small Business Development Center at the University of North Florida (SBDC at UNF) is part of the Florida SBDC Network. The SBDC at UNF has offices in Jacksonville, Ocala, Gainesville, St. Augustine and Homosassa. From these offices it serves an eighteen-county area that includes Alachua, Baker, Bradford, Citrus, Clay, Columbia, Dixie, Duval, Gilchrist, Hamilton, Lafayette, Levy, Marion, Nassau, Putnam, St. Johns, Suwannee, and Union counties.

The SBDC at UNF is part of the UNF Coggin College of Business and provides training, counseling and information to small business owners. In 2010, the SBDC at UNF helped entrepreneurs create or retain 910 jobs, win contract awards worth \$43.8 million, acquire \$13.2 million in capital, and increase sales by \$19.2 million. The SBDC at UNF is funded in part through a cooperative agreement with the U.S. Small Business Administration.

SBDC at UNF

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Small Business Development Center at UNF



Programs for Leaders *of Growing Businesses*

State Designated as Florida's Principal Provider of Small Business Assistance

Programs for Leaders of Growing Businesses



Growing Businesses to the Next Level

As a small business grows, it is vital for the company's leader to think strategically and plan for the future. The Small Business Development Center at UNF offers a unique set of programs for CEOs, presidents and owners of second-stage companies to assist them in growing their businesses to the next level.

To apply for these programs or
for additional information

www.sbdc.unf.edu | 1.800.450.4624

Growth Acceleration Program

No-cost individual assistance and information from qualified professionals to help grow your business.

Next-Level Business Assistance – GAP is designed to deliver substantive professional business consulting to qualified small and medium sized businesses in North Florida. This high-level business consulting focuses on strategic business planning, identifying new markets, financial analysis, capital access, and management/leadership strategies. The ultimate goal is to assist the entrepreneur in improving performance and in learning from industry best practices.

Expert Advice – GAP consultants are certified business analysts and private-sector professionals with expertise in marketing, sales, accounting, human resources, technology, financing and more.

How it Works – Complete an online application and pre-assessment to determine eligibility. Begin client engagement with a business health check focused on performance excellence and key performance indicators related to the customer, product and service, operational processes and financial performance. The result is a detailed feedback report of the company's strengths and key opportunities for improvement. GAP consultants will work with business owners to develop an action plan and implement new strategies.

CEO XChange

Peer-to-peer learning for CEOs, presidents, and business owners of growing businesses.

Connecting Executives - CEO XChange is an executive roundtable program serving progressive chief executives and business owners in North Florida. Designed specifically for second-stage companies, CEO XChange offers a confidential setting for top executives to discuss vital business issues, opportunities and trends with a group of peers.

Cultivating Leaders - CEO XChange presents top executives with the opportunity to broaden their business perspective and gain new knowledge by engaging in collaborative thinking and problem-solving giving them the ability to more effectively lead their companies.

How it Works - A group of 10-12 top executives from non-competing businesses are selected to form a group. Under the guidance of a program facilitator, the group meets for three to five hours a month, 10 times per calendar year.

Student Projects

Project-based consulting services – connecting small businesses with undergraduate and graduate college students for a semester.

Strengthen Your Business – As a live case study, local small businesses are matched with undergraduate and/or graduate students enrolled in classes in the Coggin College of Business at the University of North Florida. The students, many enrolled in the College's Entrepreneurship Minor, provide confidential management assistance through consulting projects under close faculty and SBDC supervision.

How it Works – An SBDC certified business analyst will help the business owner determine his or her project needs and will refer the project to the appropriate faculty member. The faculty member will assign a team of students to complete the project during the semester. The business owner receives a comprehensive report including recommendations as a result of the students' work. Sample projects include: social media strategy, business planning, supply chain management, market research, financial analysis, international markets, technology assessment, and more.

Special Programs

Practical, real-world information and training.

Business Continuity -- Whether it's a natural disaster or economic downturn, uncontrollable variables can be a serious threat to any small business. The SBDC can help you develop a plan through workshops and individual counseling to ensure that your business survives and thrives.

Selling to the Government – The Procurement Technical Assistance Center provides counseling and training to help small business owners win federal, state and local government contracts and pursue prime contractor sub-contracting opportunities.

International Trade – Counseling and training programs assist U.S. firms in exporting their products or services to the global marketplace.

Agribusiness – Small farmers receive in-depth assistance in growing their bottom lines. Available in rural counties including Bradford, Citrus, Columbia, Gilchrist, Levy, Nassau, Putnam and Suwannee counties.

Business Turnaround – U.S. Small Business Administration borrowers receive intensive counseling and training designed to help them overcome financial challenges.

Qualifications for Growth Acceleration Program & CEO XChange

- Minimum of three years operating experience
- Generating \$500,000 to \$10 million in annual sales
- Five to 20 full-time employees
- A goal of growing jobs
- Willing to commit three to five hours a month to the program

Student Project Qualifications

- Minimum of two years operating experience
- Generating \$250,000 or more in annual sales
- Willing to meet with student team for at least six hours during the semester
- Business located in Duval, Clay, St. Johns or Nassau counties

Workshop Topics

- Business Continuity
- Social Media & E-mail Marketing
- Government Contracting
- International Trade: Export Series