



EAST COLORADO SBDC

SUPPORTING SMALL BUSINESS ACROSS
SOUTHERN COLORADO



EAST COLORADO *Small Business Development Center*



Small Business Development Center Network

**To Empower
Colorado
Businesses
to Thrive**

SBDC: What we strive for

VISION

To be the premier trusted choice of Colorado businesses for consulting, training, and resources.

Hosted by



UNIVERSITY OF
NORTHERN COLORADO

Monfort College of Business

OUR CLIENTS



Small Businesses
(under 500 employees)



All Entities
(For Profit & Not for profit)



All Industries and Sectors



EAST COLORADO *Small Business Development Center*



IDEA



PRE-VENTURE



STARTUP



EARLY STAGE



SECOND STAGE



MATURE

STAGES OF BUSINESS

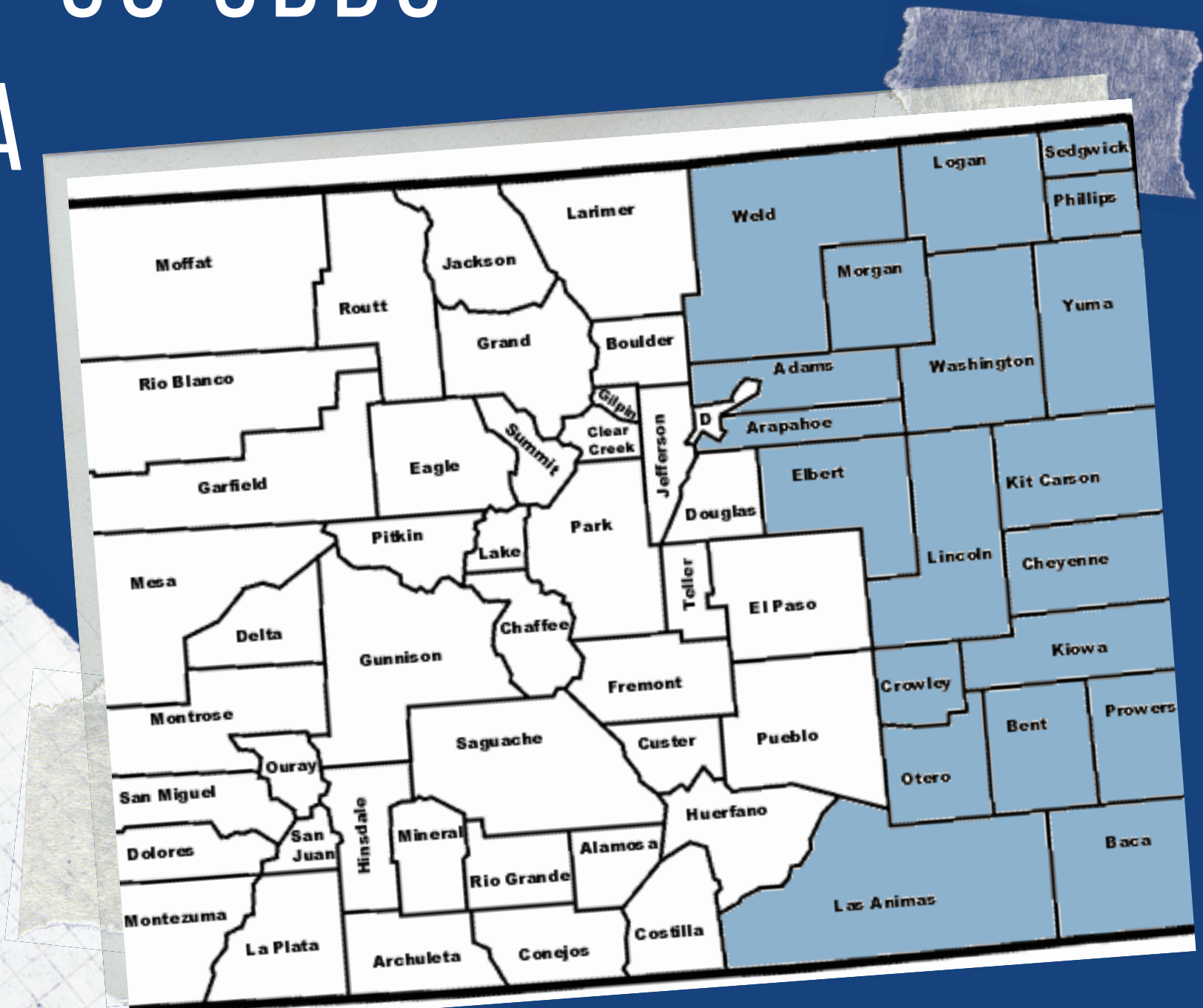


SBDC

SERVICES

- Free, Confidential Consulting
- Educational Business Training
- Resource Connector

EAST CO SBDC AREA



East CO SBDC Team



21 Consultants

3 Admin

20 Counties

Hiring: Marketing & Comms, Fiscal Manager, & Associate Director-Lamar



Small Business Development Center Network

- 1. Greeley
- 2. Fort Morgan

Satellites added 2009

- 3. Windsor
- 4. Firestone
- 5. Julesburg
- 6. Holyoke
- 7. Sterling
- 8. Limon
- 9. Burlington
- 10. Yuma

Satellites added 2011

- 11. Flagler
- 12. Brush
- 13. Elizabeth
- 14. Evans
- 15. Cheyenne Wells
- 16. Hudson
- 17. Fort Lupton

Satellites added 2012

- 18. Eaton
- 19. Wray

- 20. Keenesburg
- 21. Lochbuie
- 22. Mead

Satellites added 2013

- 23. Erie
- 24. Bennett
- 25. Strasburg

Satellite added 2014

- 26. Milliken

Satellite added 2015

- 27. Ault

Satellite added 2016

- 28. Severance

Satellite added 2018

- 29. Johnstown

Satellite added 2019

- 30. Garden City



ARAPAHOE COUNTY CONSULTANT KUDOS

Tracy Carter: Average 5-Star Rating!

"Thank you so much for helping small businesses like mine."

"Tracy is amazing! I'm so incredibly grateful to have her guidance!"

"It was great to meet Tracy in person and I appreciate her willingness to help me polish a presentation that I'm working on. I have no doubt that the feedback will be very valuable."

EAST CO SBDC

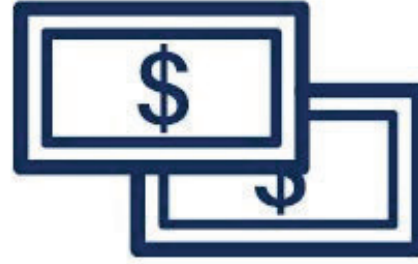


Clients Consulted



850

Sales Increased



\$8.8 M

Hours Consulted



4,432

Businesses Started



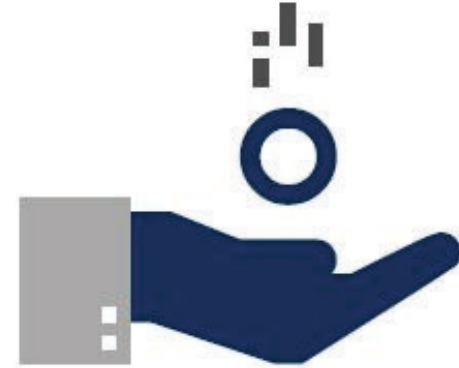
60

Jobs Created & Retained



350

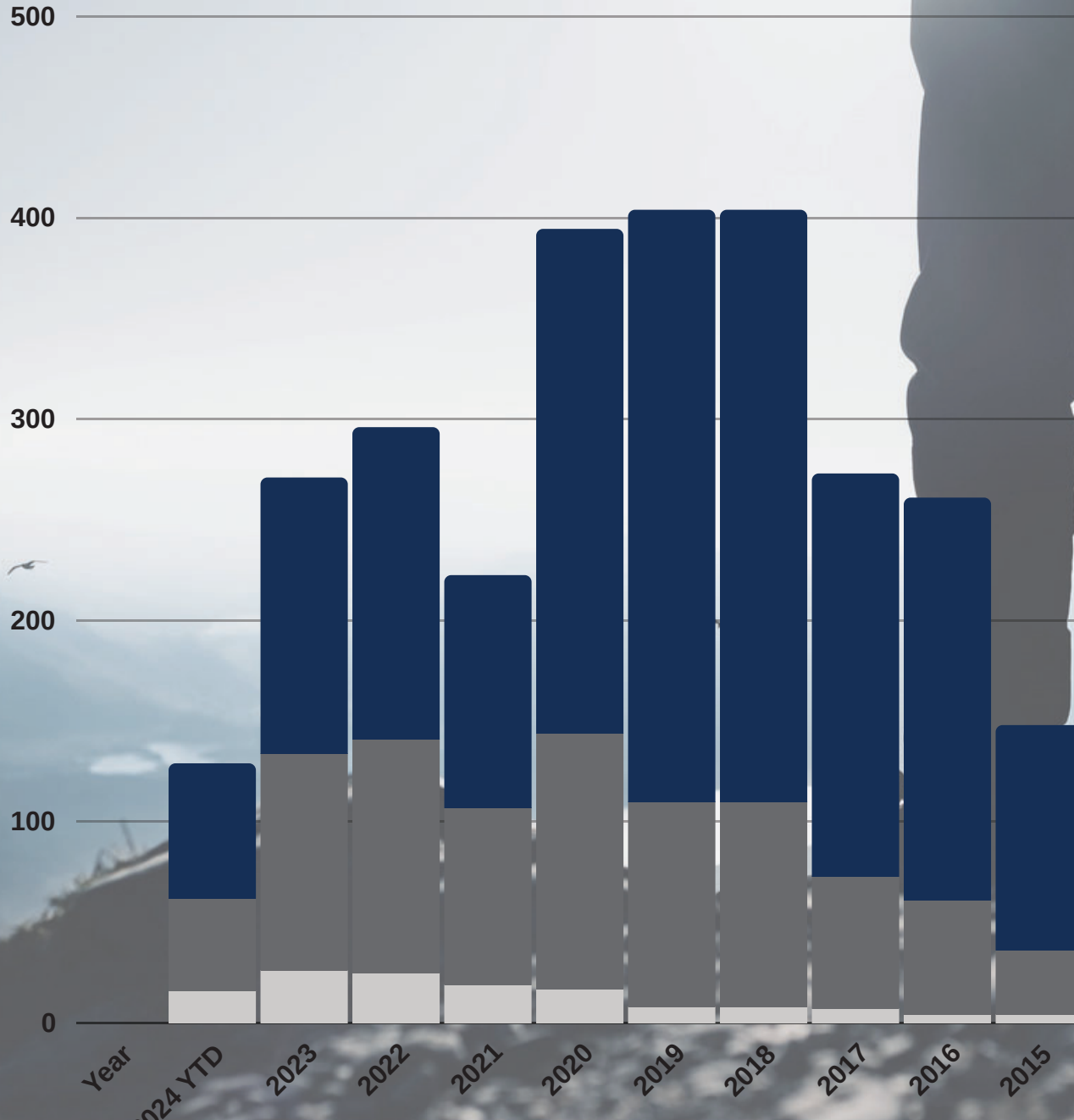
Capital Formed



\$10M

2023 EAST CO SBDC

YEAR OVER YEAR



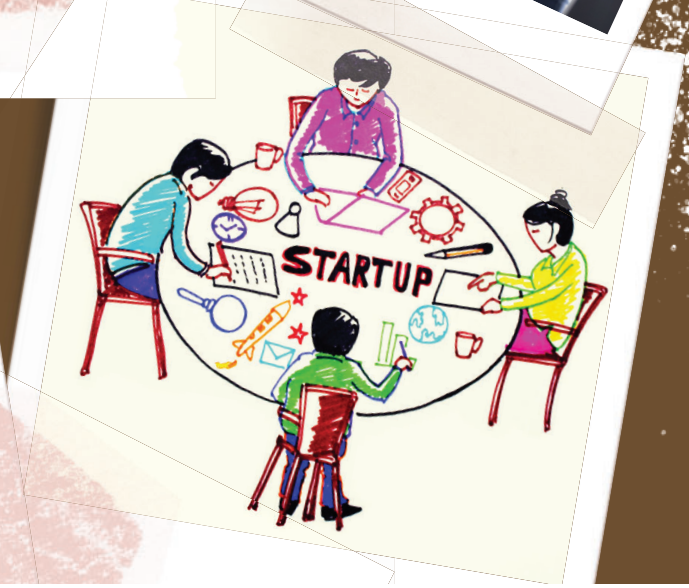


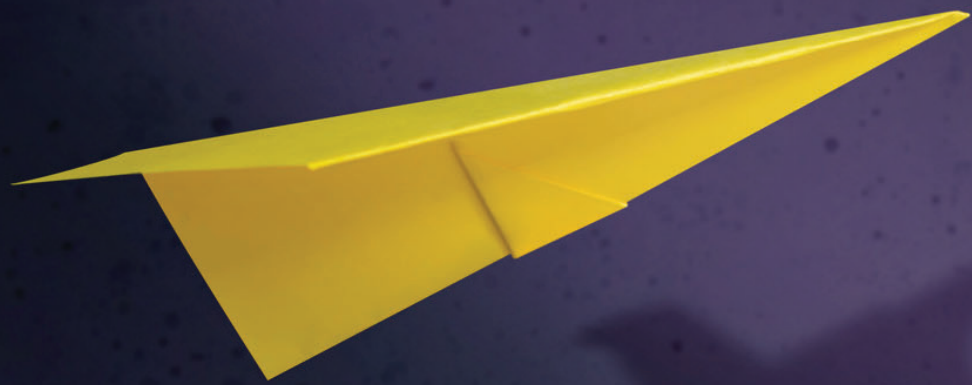
2024

TRAINING &
CONSULTING,
VIRTUAL &
IN-PERSON



Start Up Strong





Startup Strong

LAUNCH YOUR BUSINESS IN A DAY

Upcoming Locations

NOV 2024-
STERLING &
BENNETT

JAN. 2025 -
LAMAR
GREELEY

FEB. 2025-
YUMA

MARCH 2025-
LINCOLN COUNTY

WEBINARS

9/11

How to Start a Small Business

9/18

Cómo Iniciar un Pequeño Negocio

10/2

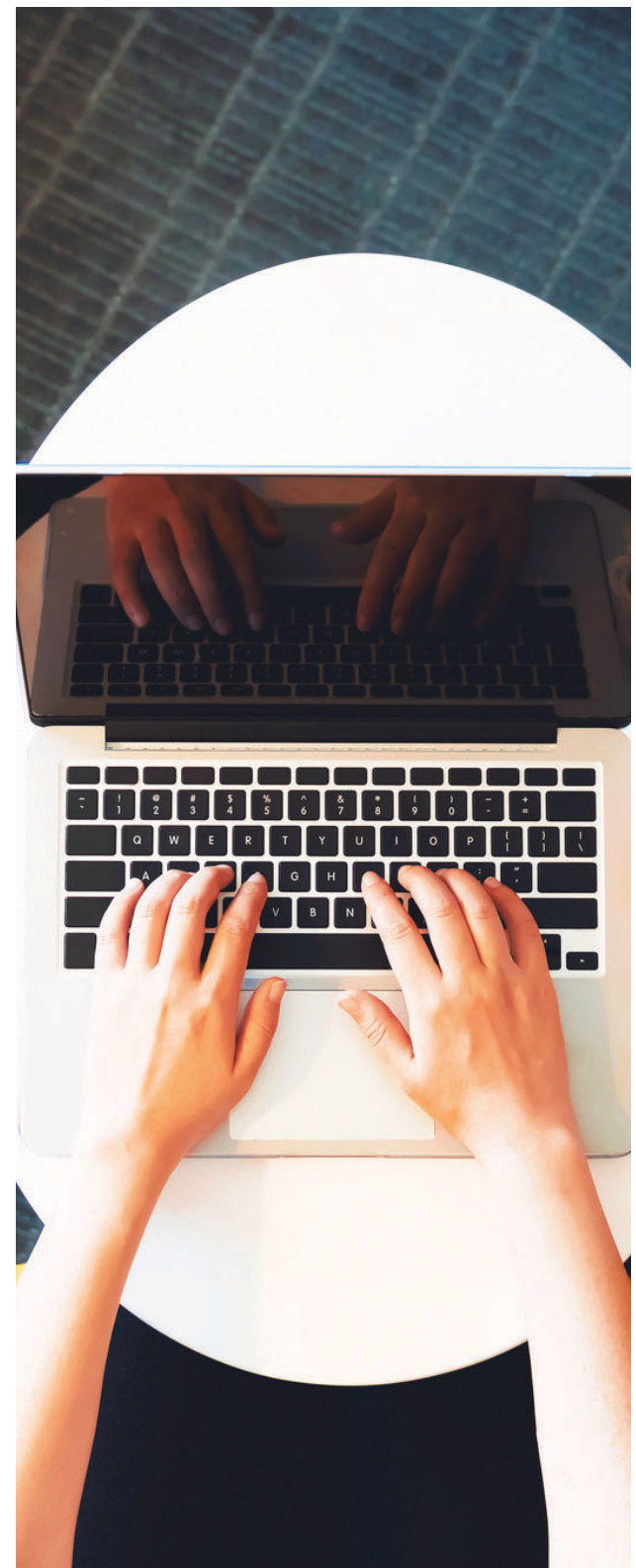
Nonprofit Management-Childcare

10/17

Cómo Iniciar un Pequeño Negocio

10/24

How to Start a Small Business





HOW TO START A SMALL BUSINESS

Join us as we dive into
what it takes to start a
business in Colorado

WEBINAR





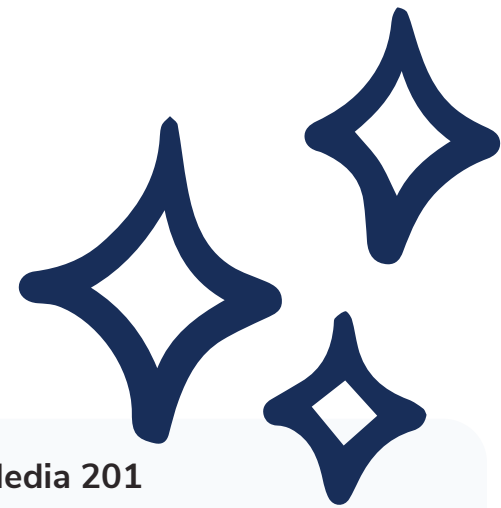
CÓMO INICIAR UN PEQUEÑO NEGOCIO

Únase a nosotros mientras analizamos lo que se necesita para iniciar un negocio en Colorado

EVENTO VIRTUAL



Social Media In-Person Training Program



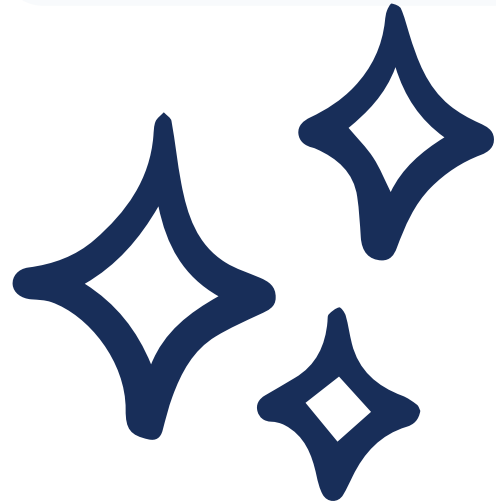
Social Media 101

Covering social media platform basics. Who is on what platform and what you should consider before creating your profile



Social Media 201

Review how to create a content calendar and the different frameworks to follow. How to develop a brand kit, and what Meta is.



Social Media 301

Creating content and designing on canva

Specialty Programs

EAST CO SBDC

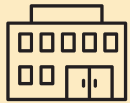
PASSION LED US HERE





Continuing Education

FOR CHILD CARE PROVIDERS



Nonprofit Management

Oct. 2024



Financial Bootcamp

Nov. 2024



Campo de Entrenamiento Financiero

Jan. 2025



Homebased

February 2025

Operating a Child Care Center can be a challenge but it doesn't need to be overwhelming.

The key to profitability is focusing your effort on the decisions that make the greatest impact to the success of your business.

PDIS Professional Development Hours

BUSINESS FOR YOUR CREATIVE ARTS

WEB SERIES

SEPTEMBER



EAST COLORADO *Small Business Development Center*



SBDC TECHSOURCE

Tech Commercialization

Cyber Security Awareness &
Implementation

Tech Partnerships





upcoming conferences



Unstoppable

**Women's Business
CONFERENCE**

Be "All In!"



OCT 10, 2024

8:30 AM - 5:00 PM



Aims Welcome Center
4901 West 20th Street
Greeley, CO 80634

Admission includes:



MORNING BEVERAGES



DELICIOUS LUNCH



HAPPY HOUR



Keynote Speaker

Beth Rinaldi Schinkel

MS RD, RN, CLC

CEO, Founder of

Mother's Milk is Best Inc

Early Bird Ticket Sales Begin



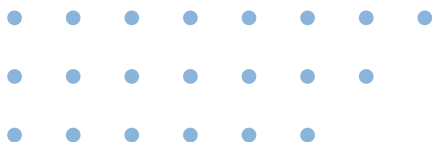
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**July 8th
2024**

More
INFORMATION



<https://bit.ly/unstoppablewbc2024>



RURAL ENTREPRENEURSHIP SUMMIT

RETURNING
APRIL 2025

Fort Morgan & Lamar

Conference Notice Signup on Website





THE RURAL SUMMIT

APRIL
2025
FORT MORGAN LAMAR



Featuring
8 SESSIONS

SCHOLARSHIPS AVAILABLE!

SPECIALTY
TECH &
TOOLS

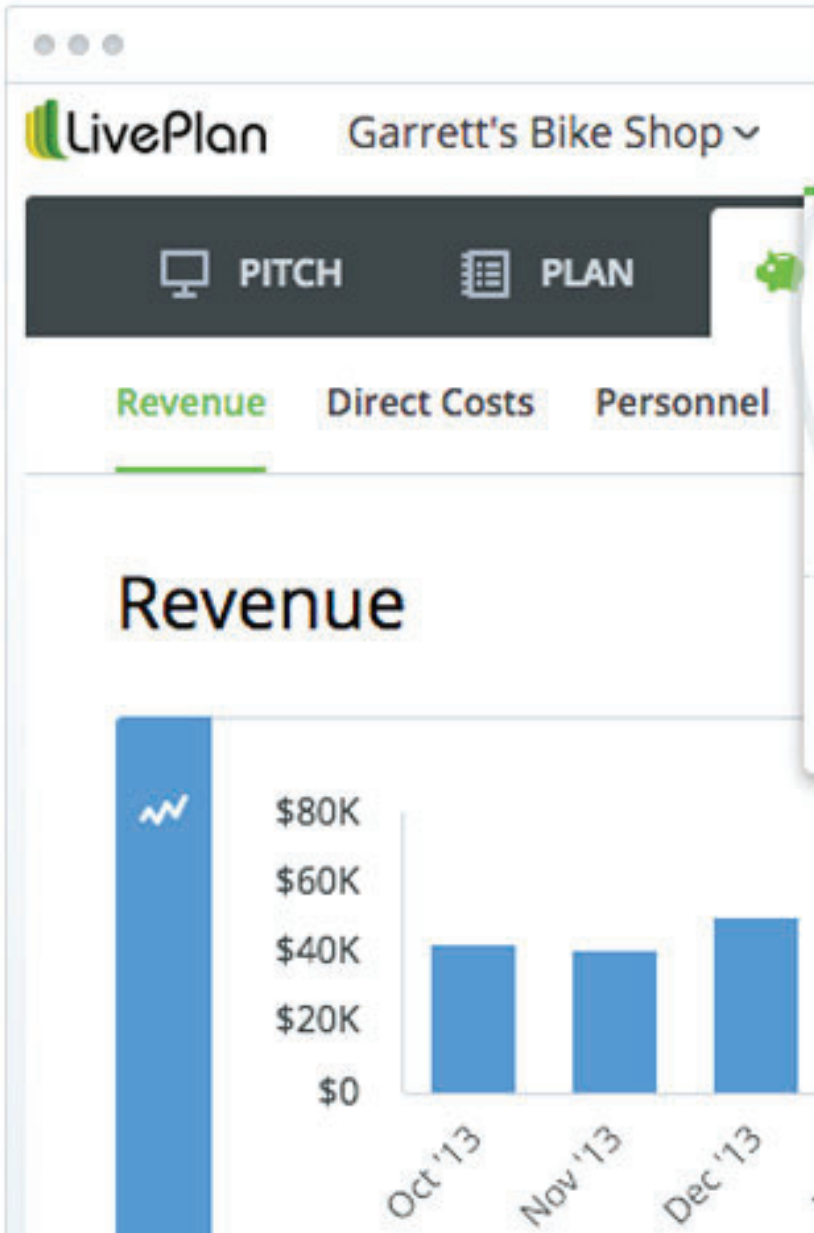
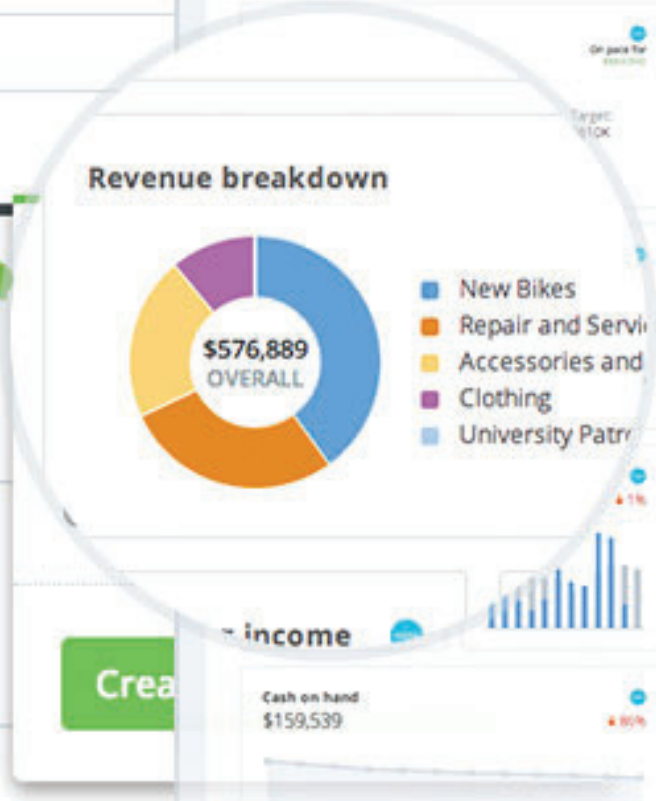
The logo consists of three vertical bars of varying heights and colors: a yellow bar on the left, a light green bar in the middle, and a dark green bar on the right.

LivePlan

*business
planning*

professional
consistent
financials implemented





360° Perspective to start and grow a company



GrowthWheel® is a simple, visual and practical tool to make decisions and take action.

In a view, you get a 360° perspective on the 20 areas to start and grow a business.

Use GrowthWheel® to map out challenges, prioritize opportunities, or highlight competencies.

GrowthWheel® is a registered trademark of GrowthWheel International, Inc.



Certified Consultant

Make Smarter Decisions —Avoid Blind Spots

An Introduction to GrowthWheel® and how
to get a 360° perspective on your business

2025

Entrepreneurs and business owners, are you challenged to keep up with the daily routines in your business, knowing you need to do more to focus on growth, but uncertain what to do?

Join the East CO SBDC for a 90-minute introduction to the GrowthWheel toolbox designed to help early stage and growth companies get focus, set an agenda, make decisions and act.

Attendees will participate in a hands-on workshop introducing the GrowthWheel toolkit and will get a sense of how empowering it can be to work with a Certified GrowthWheel Advisor.

How will GrowthWheel help your business?

- It supports the decision-making that we do every day.
- Supplies a visual toolkit for dialogue, focus, agenda setting, decision-making, and action-taking.
- Provides a simple action-oriented process to help you grow.
- It stays true to the way most entrepreneurs think and work.
- It helps companies determine which areas to focus on to strengthen and grow their business.
- Gives an alternative to the conventional business plan.

Use of Funds

EAST CO SBDC



CONSULTING

One-on-One
Confidential
No-Cost to
Client



SUSTAINING YOUR BUSINESS

- ✓ Disaster Preparedness
- ✓ Strategic Planning
- ✓ Lean Manufacturing
- ✓ Capital Formation

HELPING YOU PROSPER

- ✓ Expanding Locations and Products
- ✓ Business Valuations
- ✓ Rebranding and Retooling
- ✓ Exit Strategies

STARTING YOUR BUSINESS

- ✓ Business Planning
- ✓ Demographic and Industry Data
- ✓ Licensing and Registration

GROWING YOUR BUSINESS

- ✓ Financial Analysis
- ✓ Marketing, Advertising and Sales
- ✓ Social Media and Websites
- ✓ Pricing Products and Services

RECRUITING

Outreach
Networking
Program
Development



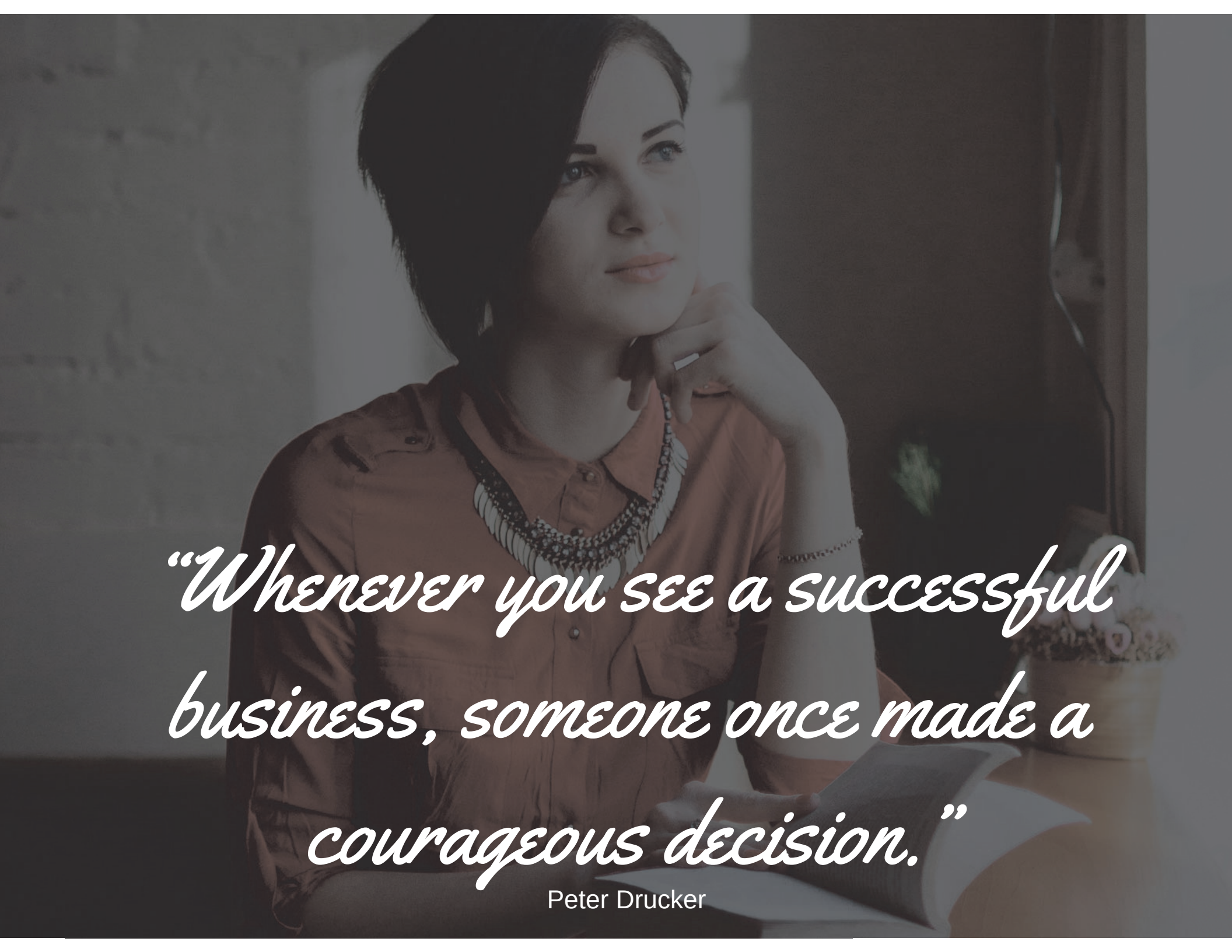


SMALL BUSINESS TRAINING

Seminars

&

Webinars



*"Whenever you see a successful
business, someone once made a
courageous decision."*

Peter Drucker

GET SOCIAL!



@EASTCOSBDC



@EASTCOSBDC

JOIN OUR
NEWSLETTER!



Business

Currencies

Commodities

US
Rate
1.5314
Change
-1.03c

Gold
\$1146

4C
Rate
1.3628
Change
-1.23c

\$52.14

CONTACT YOUR LOCAL CONSULTANT

LET US HELP YOU MAXIMIZE YOUR
BUSINESS POTENTIAL

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EastColoradoSBDC.com

QUESTIONS