

Welcome!

University of Georgia

Small Business Development Center

UGA SBDC Atlanta

Presentation by

University of Georgia Small Business Development Center
Office of Minority Business Development

Bart Njoku-Obi, Business Consultant



Atlanta Government Contracting Day

Georgia Tech Procurement Assistance Center (GTPAC)

Georgia Tech Global Learning Center



**Small Business
Development Center**
UNIVERSITY OF GEORGIA

May 21, 2019

www.GeorgiaSBDC.org

In Partnership with the U.S. Small Business Administration

UGA Small Business Development Center

Our Statewide Reach



**UNIVERSITY OF
GEORGIA**

*A Public Service and Outreach Unit
of the University of Georgia.*



*Funded in part through a
Cooperative Agreement with the
U.S. Small Business
Administration.*



- 17 offices covering 159 counties.
- One network in partnership with six state universities.



UGA Small Business Development Center

Our Statewide Reach

Our Mission

To enhance the economic well-being of Georgians by providing a range of educational services for small business owners and aspiring entrepreneurs.



We Provide

- ✓ Low-cost Business Training
- ✓ No-cost Confidential 1:1 Business Consulting
- ✓ Market Research Assistance



Small Business
Development Center
UNIVERSITY OF GEORGIA

UGA Small Business Development Center



Office of Minority Business Development

Our Focus Includes

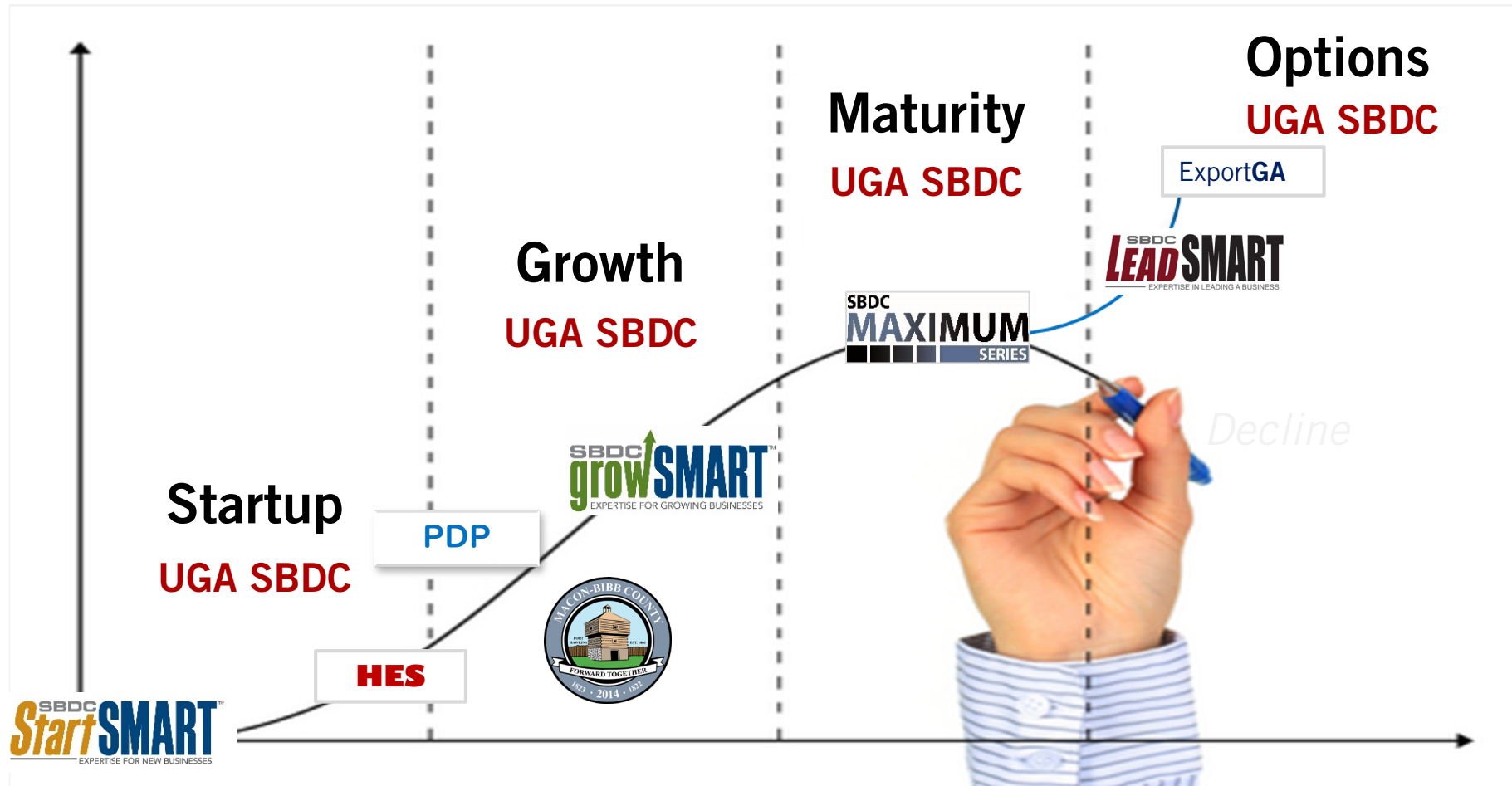
- Identifying Procurement Opportunities
- Locating Sources of Capital
- Collaborative Engagements to Support Outreach Efforts to Minority & Underserved Business Communities

We Assist Clients & SBDC's 17 Offices Statewide

- ✓ Specialized Low-cost Business Training
(e.g., Procurement, Certifications, Español)
- ✓ No-cost Confidential 1:1 Consulting
- ✓ Market Research & Outreach Assistance



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Template slide courtesy SBDC GrowSmart

www.GeorgiaSBDC.org/Training



Market Research Assistance

Examples



- IBISWorld
- ESRI
- ReferenceUSA
- More...



Strategic Business Planning

Example: Business Planning Guides


Strengths (#1): 1) 2) 3)	Weaknesses (#1): 1) 2) 3)															
Opportunities (#1): 1) 2) 3)	Threats (#1): 1) 2) 3)															
Mission (#1):	Core Values (#1): 1) 2) 3) 4) 5)															
Vision (#1):																
Brutal Fact (#1):																
<table border="1"> <thead> <tr> <th>Goals (#1):</th> <th>Revenue</th> <th>Profit</th> </tr> </thead> <tbody> <tr> <td>BHAG</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>YR 1</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>YR 2</td> <td>_____</td> <td>_____</td> </tr> <tr> <td>YR 3</td> <td>_____</td> <td>_____</td> </tr> </tbody> </table>	Goals (#1):	Revenue	Profit	BHAG	_____	_____	YR 1	_____	_____	YR 2	_____	_____	YR 3	_____	_____	Other Goals (#1): 1) 2) 3)
Goals (#1):	Revenue	Profit														
BHAG	_____	_____														
YR 1	_____	_____														
YR 2	_____	_____														
YR 3	_____	_____														
Target Markets (#2): 1) 2) 3)	Top Competitors (#2): 1) 2) 3)															
Unique Business Proposition (#2):	Sales Driver (#2):															

		Planning Guide: Complete the sections on the following pages as assigned using these definitions:
Strengths: Significant internal resources and capabilities that will help the company achieve its mission. Weaknesses: Significant internal problems or shortcomings that will limit the achievement of the mission. Opportunities: External conditions that if properly exploited, will help the company achieve its mission. Threats: External conditions that if unaddressed, will cause the company serious harm. Mission: The organization's fundamental purpose. It commonly includes what we do, who we do it for, and our points of differentiation. Vision: Describes what the organization wants to be in the future. It is a source of inspiration. Brutal Fact: According to author Jim Collins, what keeps you up at night – often it is the “elephant in the room.” Core Values: Strong beliefs about how the company should operate that drive culture, goals, and strategies. Goals: Start with BHAGs (Big, Hairy Audacious Goals made popular by author Jim Collins.) Then fill in step goals for sales and profit for the next three years. Include other goals using the SMART methodology (Specific, Measurable, Attainable, Realistic, Timely.) Target Markets: Based on current operation, list the major categories that describe your best customers.	Top Competitors: Summarize who they are and how you compare. Unique Business Proposition: For (target market) who (describe need), (this product) (how it meets need). Unlike (key competitor), it (important distinguishing feature.) Sales Driver: List the single activity you do that has the most direct impact on generating revenue. Marketing Strategies: Statements describing what you will do to achieve your revenue goals. May include changes in products/services, pricing, promotion, target markets, distribution, etc. People Strategies: Statements describing what you will do to build and develop the human resources needed to achieve your goals. May include employees, suppliers, subcontractors, strategic partners, etc. Financial Strategies: Statements describing what you will do to achieve goals in revenue, profits, cash flow, solvency, etc. May include financial information systems, ratios, capital needs, etc. Operations Strategies: Statements describing what you will do to improve efficiency and capacity. May include improvement in customer service, production, “back office” functions, etc. Key Performance Indicators - Leading: Measures that predict success. Key Performance Indicators - Lagging: Measures that show you have achieved success.	

Financial Planning

Example: Cash Flow Analysis

Projected Cash Flow Stmt.													
Current Assets	71,500	73,924	76,347	78,771	79,194	81,618	84,041	86,465	88,889	91,312	93,736	96,159	98,583
Long Term Assets													
Land, Bldg, Equip.	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500	117,500
Intangible Assets	0	0	0	0	0	0	0	0	0	0	0	0	0
Accum. DepriAmort	0	(1,399)	(2,798)	(4,196)	(5,595)	(6,994)	(8,393)	(9,792)	(11,190)	(12,589)	(13,988)	(15,387)	(16,786)
Fixed Assets	117,500	116,101	114,702	113,304	111,905	110,506	109,107	107,708	106,310	104,911	103,512	102,113	100,714
Other Assets													
Deposits	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
Other Assets	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
Total Assets	192,500	193,525	194,550	195,574	194,599	195,624	196,649	197,673	198,698	199,723	200,748	201,772	202,797
Current Liabilities													
Accounts Payable	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Current Liab	0	0	0	0	0	0	0	0	0	0	0	0	0
Line of Credit	0	0	0	0	0	0	0	0	0	0	0	0	0
Current Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Long Term Liabilities													
Long Term Debt	160,000	159,008	158,011	157,009	156,002	154,991	153,975	152,954	151,928	150,898	149,862	148,822	147,776
LT Liabilities	160,000	159,008	158,011	157,009	156,002	154,991	153,975	152,954	151,928	150,898	149,862	148,822	147,776
Stockholder's Equity													
Paid in Capital	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000
Ret Earnings	(7,500)	(5,483)	(3,461)	(1,435)	(1,403)	633	2,674	4,719	6,770	8,825	10,886	12,951	15,021
Distributions	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Equity	32,500	34,517	36,539	38,565	38,597	40,633	42,674	44,719	46,770	48,825	50,886	52,951	55,021
Total Liabilities & Equity	192,500	193,525	194,550	195,574	194,599	195,624	196,649	197,673	198,698	199,723	200,748	201,772	202,797

1		GrowSmart™ Financial Template	
2	Welcome to the SBDC GrowSmart™ Financial Projection Template. This template is designed for		
3	business owners who have a basic to intermediate skill level in Microsoft Excel. If you have any		
4	questions about how to use this template, please contact your GrowSmart facilitator or your SBDC		
5	consultant.		
6	Based on your inputs, the template will produce projected monthly Income Statements, Balance Sheets		
7	and Cash Flow Statements for the next twelve months. In addition, summary projected income		
8	statements may be produced for years two and three of the projection period.		
9	To begin your projection, complete the information requested at the bottom of this worksheet. Then		
10	complete the following pages in order:		
11			
12	2)Sales-CGS: You will be asked to provide a monthly sales forecast for the next twelve months. You		
13	may include up to seven product/service lines. You will also be asked to provide Cost of Sales as a		
14	percent of sales for each product/service line.		
15	3)Salaries: You will enter monthly salaries for Owners/Officers and up to ten employees or categories		
16	of employees. If the owner also takes distributions or dividends not classified as salary, enter those		
17	amounts in the space provided.		
18	4)Operating Expenses: You will enter the expense categories you wish to appear on the income		
19	statement and the amounts for each category by month. For formatting purposes, the number of		
20	categories is limited.		
21	5)Debt Payments: Enter the requested information for any term debt and revolving debt the company		
22	currently owes. This information will be used to calculate the interest expense and required principal		
23	payments.		
24	6)LT Asset Purchases: Planned acquisitions of equipment or other depreciable assets will be entered		
25	here. If you are planning to secure financing for these acquisitions, enter the terms in the boxes		
26	provided. If these asset purchases will not be financed, enter the down payment as 100%.		
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Ready for Government Contracting?

1. Understand how government buying process works?
2. Willing to do ongoing research to find new procurement opportunities (key players), prepare and present offers?
3. Comfortable with long sales cycles?
4. Qualified as a small business?



5. Financial capability to support contract performance?
6. Capacity & Teaming: willing to be a sub to a prime?
7. Maintain Quality Assurance at scale?
8. Technologically capable? Leveraging best of breed?

UGA Small Business Development Center

Here to help make a difference

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