



Helping Businesses Grow & Succeed

Florida SBDC at USF

State Designated as Florida's Principal Provider of
Business Assistance [§ 288.001, Fla. Stat.]





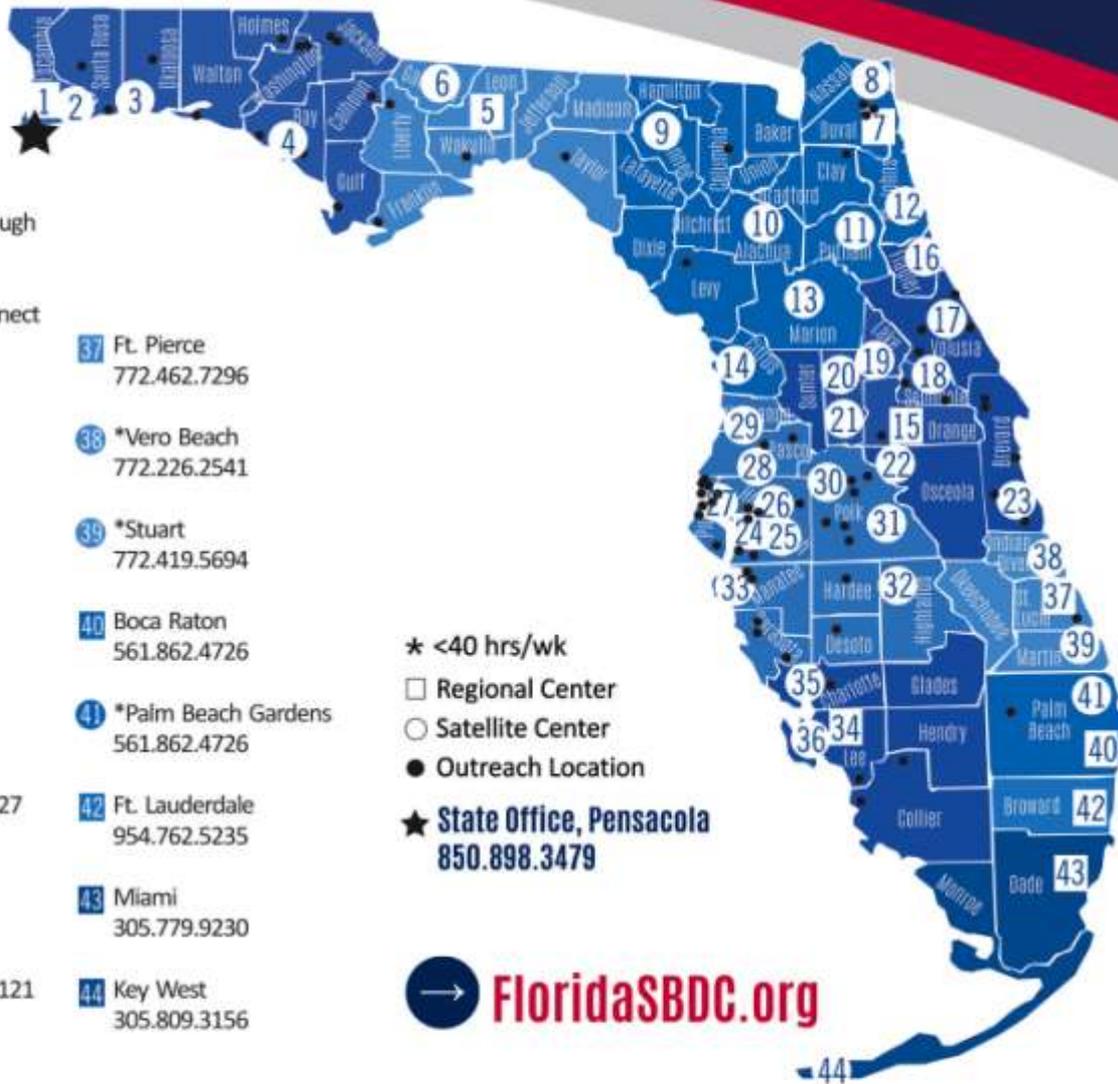
SBA

The SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration.

Serving Florida's Business Community

from Pensacola to Key West

- | | | |
|--------------------------------------|----------------------------------|---------------------------------------|
| 1 Pensacola
850.474.2528 | 13 Ocala
352.622.8763 | 25 Tampa-Hillsborough
813.204.9267 |
| 2 Pensacola Downtown
850.912.4434 | 14 Crystal River
866.998.8332 | 26 Tampa-USF Connect
813.974.5238 |
| 3 Ft. Walton Beach
850.586.7809 | 15 Orlando
407.420.4850 | 27 Clearwater
727.453.7200 |
| 4 Panama City
850.818.0570 | 16 Palm Coast
386.986.4765 | 28 *Saint Leo
352.588.7464 |
| 5 Tallahassee
850.599.3407 | 17 Daytona Beach
386.506.4723 | 29 Brooksville
352.796.0697 |
| 6 *Gretna
850.561.2036 | 18 Sanford
407.321.3495 | 30 Lakeland
863.688.8551 |
| 7 Jacksonville
904.620.2476 | 19 *Mount Dora
352.602.4575 | 31 Lake Wales
863.678.4182x227 |
| 8 Yulee
904.491.7347 | 20 *Leesburg
352.315.1846 | 32 Avon Park
863.784.7378 |
| 9 Live Oak
386.362.1782 | 21 *Groveland
352.429.2581 | 33 Bradenton
941.714.7449x2121 |
| 10 *Gainesville
866.998.8332 | 22 Kissimmee
407.847.2452 | 34 Ft. Myers
239.745.3700 |
| 11 Palatka
386.328.3293 | 23 Melbourne
321.433.5570 | 35 *Port Charlotte
941.627.2222 |
| 12 St. Augustine
904.209.1295 | 24 Tampa
813.905.5800 | 36 Cape Coral
239.573.2737 |



A statewide service network funded in part through cooperative agreements with the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

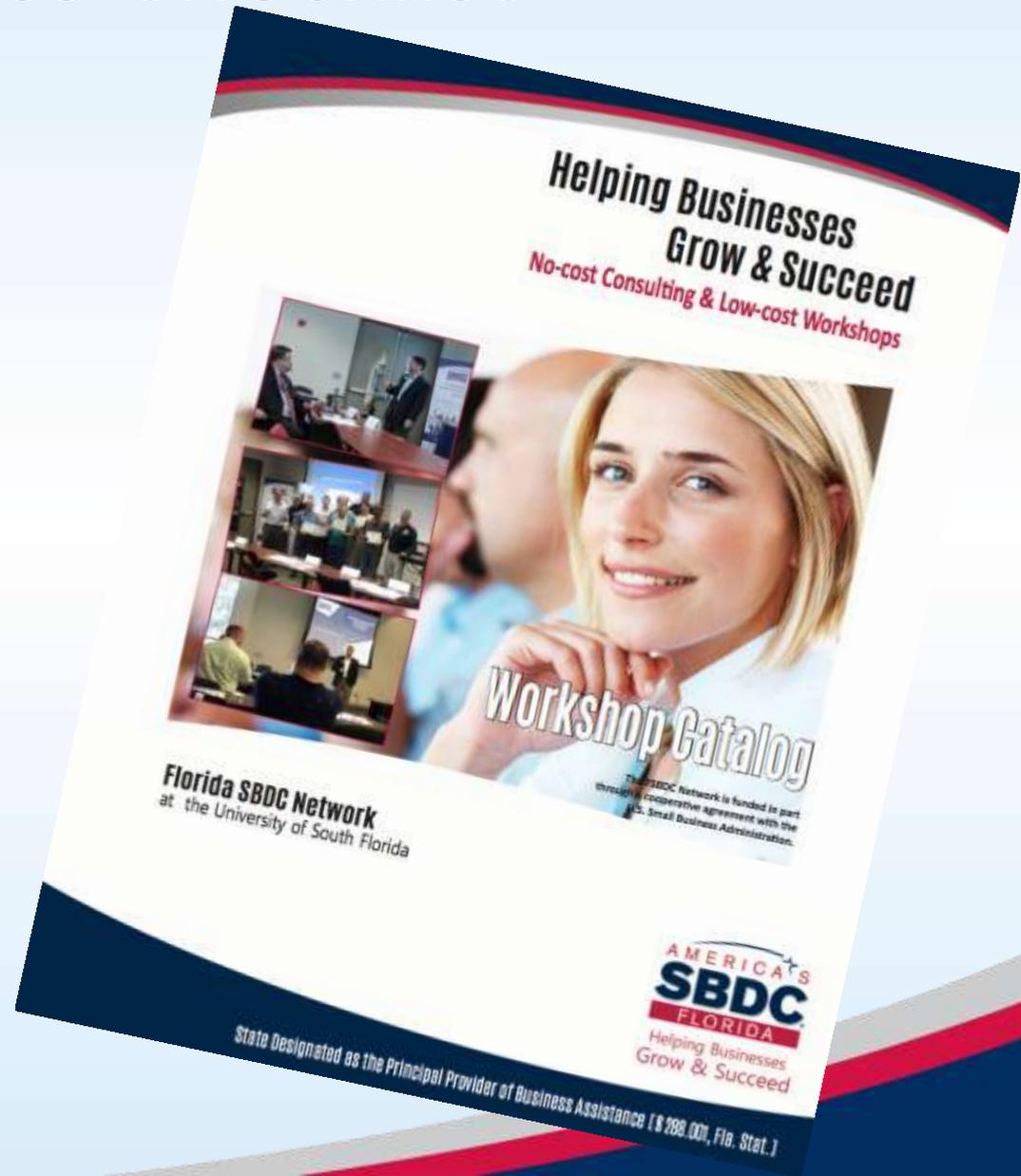
Core Services

- Training
- Information/Market Research
- Special Services
- No-cost Confidential Consulting

**Hillsborough, Pinellas, Manatee, Sarasota, Hernando,
Pasco, Polk, Hardee, Desoto & Highlands**

Success Checklist

- No-cost consulting
- More than 400 entrepreneurial training programs each year



International Trade



ECONOMIC IMPACT OF EXPORTING
Companies that export grow 15% faster, pay 15% higher wages, and are 12% more profitable.

READY TO GO GLOBAL?
Visit us online or contact your local office and get started on your path to success today.

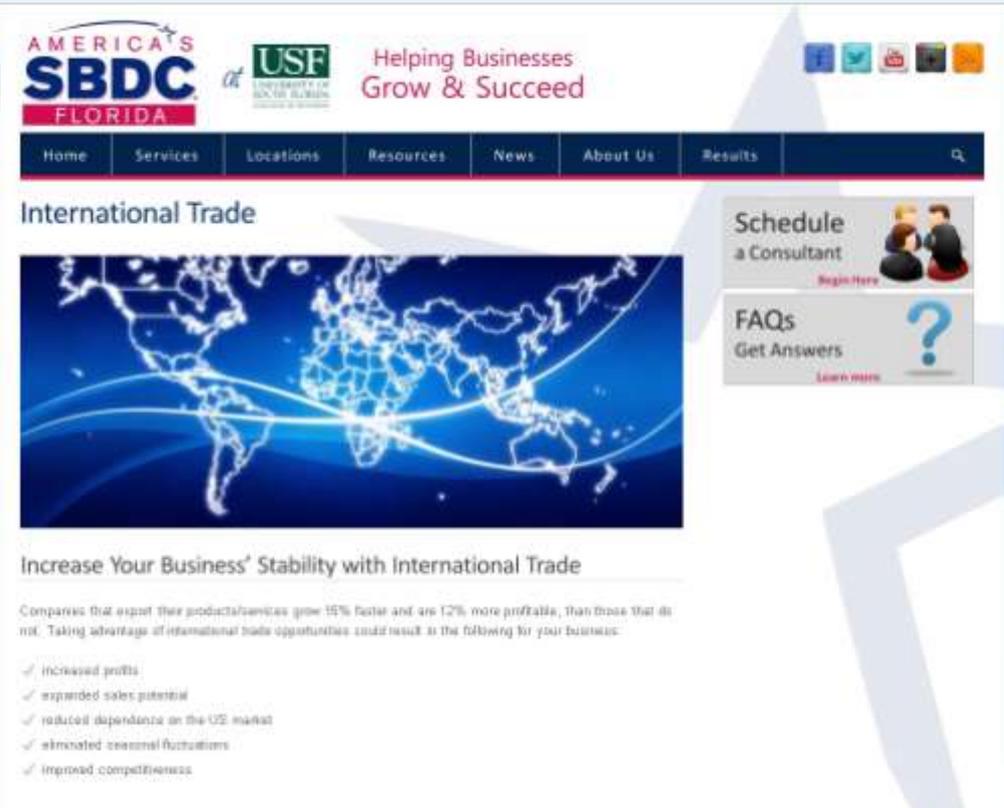
SBDC Tampa Bay.com

DIRECTORY

Tampa	813.895.5600
Orlando	813.974.9000
Heath	866.794.7978
Homestead	866.784.7978
Highland	351.790.0097
Altamonte	813.584.7278
Punta	313.314.4028
Pinellas	352.588.7866
Palm	727.853.7200
Sanibel Manatee	866.888.8021, 4217, 341.714.7840, 12221

AMERICA'S SBDC FLORIDA
Funded by **USE UNIVERSITY OF SOUTH FLORIDA**

Helping Businesses Grow & Succeed



AMERICA'S SBDC FLORIDA **USE UNIVERSITY OF SOUTH FLORIDA** **Helping Businesses Grow & Succeed**

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International Trade

Schedule a Consultant [Sign Here](#)

FAQs Get Answers [Learn More](#)

International Trade Services

- International Trade Specialists provide one-on-one consulting to help you:
 - Understand the basics of international trade
 - Determine which licenses are required
 - Complete market research
 - Understand country requirements for products
 - Prepare an Export Marketing Plan
- Export Marketing Plan Services** assist qualified manufacturers and professional service providers with overseas growth strategies through the development of customized Export Marketing Plans. Provided in partnership with Enterprise Florida and the U.S. Commercial Service, the Export Marketing Plan includes:
 - a thorough export readiness assessment
 - industry and market analysis with target market recommendations
 - a review of overseas trade opportunities
 - and an action plan that may include trade mission participation
- Featured Training** including the Florida Export Series, International Trade Basics, and International Trade Certificate Program—one of a select handful of NASBTE-accredited trade academies programs in the world, and the only one in Florida.

Service Benefits

- Strategize with International Trade Specialists who are Certified Global Business Professionals by the National Association of Small Business International Trade Educators (NASBITE), the benchmark for competency in global commerce
- Determine key target markets
- Develop country launch strategies
- Connect with international buyers

The SBDC at USF is a member of the Florida SBDC network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, various legislative agencies, state of Florida, and other private and public partners located by the University of South Florida, and nationally accredited by the Association of SBDCs.

State Designated as Florida's Principal Provider of Business Assistance (286.601, Fla. Stat.)

Helping Businesses Grow & Succeed

Export Marketing Plan Services

- Partnership with Enterprise FL
- \$3,500 scholarship available



Helping Businesses Grow & Succeed

Ready for New Markets? We Can Help.

Our Export Marketing Plan Services will position your company for **GROWTH**.



Enterprise Florida and the Florida SBDC Network, in partnership with the U.S. Commercial Service, are excited to announce a scholarship to assist qualified Florida "new-to-export" manufacturers and services providers to identify overseas growth strategies through the development of a customized Export Marketing Plan.

Why Export?

- Over 95% of the world's customers are located beyond U.S. borders.
- Exporters realize higher employment growth than non-exporters.
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.
- Export wages are typically 13-18% higher than non-export wages.

The Process

You will meet with a Florida SBDC International Trade Specialist to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized Export Marketing Plan.

Qualifications

- Florida manufacturers and professional services providers only
- Products must be produced in the state of Florida or services must be provided from a Florida location
- Company's products must be at least 51% U.S. content
- New-to-export or infrequent exporters preferred
- Minimum of two years in business
- Five or more full-time employees
- \$500,000 to \$10 million in annual sales

Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is \$3,500. Qualifying companies are eligible for a \$3,000 scholarship, making the cost to your company \$500.

Overseas Opportunities

Upon acceptance of the Export Marketing Plan, companies may apply for a reimbursable Target Sector Trade Grant from Enterprise Florida to help cover some of the costs of exhibiting at an overseas trade show (up to \$6,000). For more information, please visit www.enterpriseflorida.com/TSTG. Companies may also apply for a reimbursable Gold Key grant from Enterprise Florida to cover the cost of one single standalone one-on-one business matchmaker (such as a Gold Key) in a market recommended in the Export Marketing Plan. Please contact your local Enterprise Florida trade representative for further information.

For More Information, Call 1.866.737.7232
APPLY ONLINE at <https://fsbdc.net/STEP/STEPApp.php>



Customized Export Marketing Plan to:

TARGET Key Markets

FOCUS on Successful Country Launch Strategies

EXPAND Your Overseas Promotion Campaign Options

In partnership with



Florida's Only IEDC Accredited BEDC Course



- Strategic Planning for the Community
- Neighborhood Development
- Marketing Attraction
- Real Estate Development Reuse
- Workforce Development

- Business Retention & Expansion
- Small Business Development
- Entrepreneurship
- Managing an Effective Economic Development Organization

Annual Government Small Business Conference

Roadmap to Winning Government Contracts *29th Annual Government Small Business Conference*

- Learn from industry experts
- Meet with government and large corporation buyers
- Visit our new Veterans Resource Center

8 a.m. to 5 p.m.

Thursday, May 5, 2016

Holiday Inn Tampa Westshore

Learn more at SBDCTampaBay.com/GovCon2016

One Day • Seminars • Business Awards Luncheon • Business Opportunity Expo



Helping Businesses Grow & Succeed

Past Tradeshow Participants

NASA
US Special Ops Command (SOCOM)
Florida Lottery
MacDill Air Force Base
Department of Veteran Affairs
General Dynamics
Raytheon Systems Company
City of Tampa Purchasing
Department of Management
Hillsborough County Transit Authority
Hillsborough County Public Library
SW Florida Water Management District
Pinellas County Purchasing Department
General Services Administration
Pinellas County Schools

floridadisasterloan.org

Florida Small Business Emergency Bridge Loan Program



Helping Businesses Grow & Succeed

Consulting Services and Expertise

- Start-Up
- Business Planning
- Market/Sales Growth
- Financial Management
- Capital Access
- Cash Flow Management
- Strategic Planning
- Business Continuity

Business Consulting

- All consulting is confidential and provided at no cost.
- Advocate for the client.
- For Profit, Small to Medium Enterprises
- Utilizes professional consultants with practical and theoretical business management experience.

Hillsborough, Pinellas, Manatee, Sarasota, Hernando,
Pasco, Polk, Hardee, Desoto & Highlands

Consultant Qualifications

- Hands-on business experience.
- Degreed with a B.A. or higher.
- Must complete certification process.
- Continuing education and professional development. (20 hours per year)

**Hillsborough, Pinellas, Manatee, Sarasota, Hernando,
Pasco, Polk, Hardee, Desoto & Highlands**

Resources and Information

[Business Resources](#)

[Entrepreneurship Scams](#)

[Financial Literacy](#)

For Established Businesses

Value-added, no-cost
consulting services provided
by the Florida SBDC
Network



Accelerate
Business Growth

RIGHT HERE
RIGHT NOW

Hillsborough, Pinellas, Manatee, Sarasota, Hernando,
Pasco, Polk, Hardee, Desoto & Highlands



Helping Businesses Grow & Succeed

Client Qualifications

- Company must have goal for growth
- Minimum of three years in business
- Five or more full-time employees
- \$500,000 to \$20 million in annual sales

**Hillsborough, Pinellas, Manatee, Sarasota, Hernando,
Pasco, Polk, Hardee, Desoto & Highlands**

Growth Acceleration Service Benefits

Results-Driven Benefits

Access to FSBDC Network Rapid Research databases:

- **Graphical Information Systems (ESRI)** to understand their markets and uncover new opportunities.
- **RMA Industry Benchmarking** to assess cost structures, budgets and overall financial situation
- **Competitive Intelligence** on key competitors
- **B2B leads** (Reference USA)
- **IBIS World** Industry forecasts for strategic planning
- **Website analysis** and SEO report

Growth Acceleration Service Benefits

Results-Driven Benefits

- **Site visit by consultant(s)** for review of business
- **Comprehensive written reports** by professional certified consultants
- **List of critical recommendations** recognizing the components necessary to create/maintain sustainable growth
- **Uncover** hidden cash and profits
- **Improved** ability to acquire capital
- **Ongoing access** to FSBDC Network professionals
- **No Cost** to the business

Economic Impact for Growing Business Wealth

- Increase Sales
- Increase Profits
- Raise Capital
- Create Jobs



Economic Impact

DID YOU KNOW?

Over the last **5 years**,
the FSBDC at USF delivered

 **67,804** Hours

of Professional
Business Consulting to

15,001 Entrepreneurs and
Small Business Owners

There are **393,422** SMALL
BUSINESSES
with < 20 employees



in Hillsborough, Pinellas, Sarasota, Polk,
Pasco, Manatee, Hernando, Highlands,
Desoto and Hardee Counties

In 2014, Florida SBDCs helped its client businesses...

ECONOMIC IMPACT

REGIONAL STATEWIDE

 Create, Retain & Save Jobs*	6,271	42,664
 Generate Sales*	\$957M	\$5.8B
 Acquire Government Contracts**	\$5.8M	\$210.2M
 Access Investment Capital**	\$11.1M	\$140.2M
 Start New Businesses**	159	952

Resulting in **\$3.4B** in Value Added to Florida's Economy*

REGIONAL SERVICE SUMMARY

16,468 Professional Consulting
Hours Delivered

2,200 Entrepreneurs and
Small Business Owners
Consulted

Consulting Client Breakdown



399 Training Events Delivered

4,527 Training Event Attendees

Our Mission and Vision

Mission: Providing businesses the expertise and resources needed to succeed.

Vision: Creating a better Florida for all by helping businesses grow.

**Hillsborough, Pinellas, Manatee, Sarasota, Hernando,
Pasco, Polk, Hardee, Desoto & Highlands**



Helping Businesses Grow & Succeed

The Bottom Line



SBDC = Increased Profits
Increased Profits = MORE Jobs

Consulting • Training • Information • Special Services

www.SBDCTampaBay.com • 813.905.5800



Helping Businesses Grow & Succeed

Local Partners



Hernando Clients



Hillsborough Clients



Pinellas Clients



Thank You!!



Hosted by



Eileen Rodriguez

Regional Director

FSBDC at the University of South Florida

Muma College of Business

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Tampa, FL 33602-3613

813.905.5804

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