

# MOVING FORWARD

— *towards a* —  
DIVERSIFIED ECONOMY

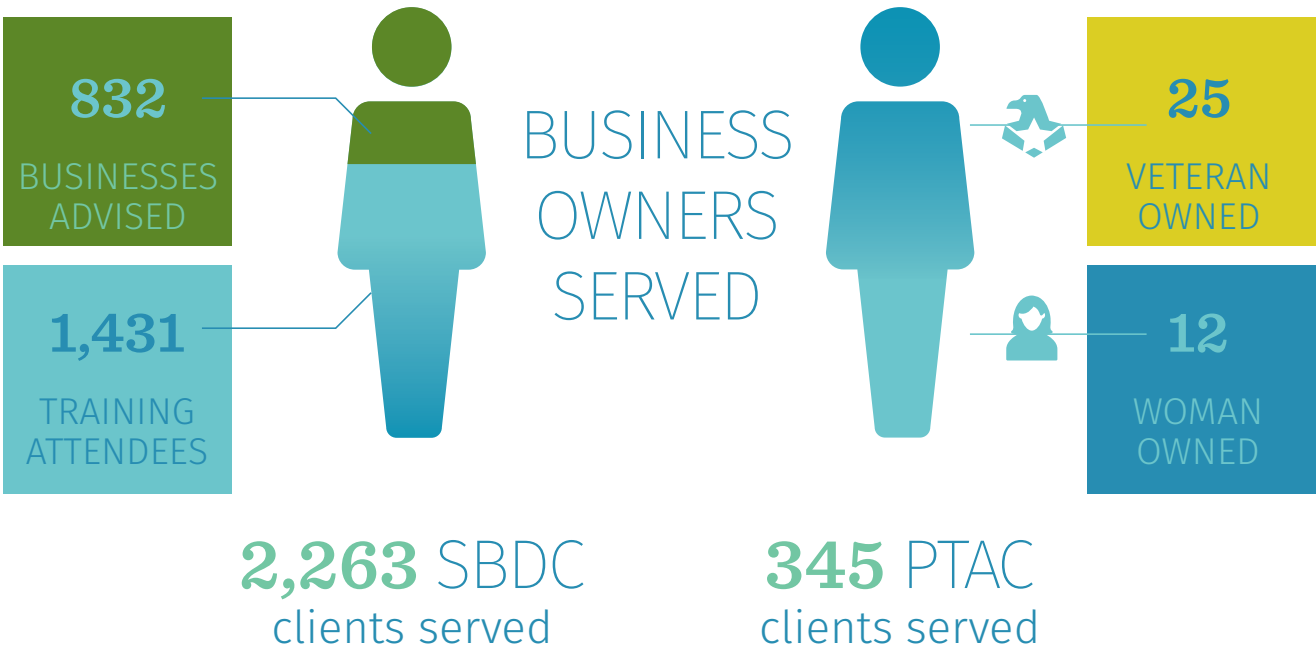


Alaska Small Business  
Development Center

UNIVERSITY of ALASKA ANCHORAGE

The Alaska SBDC has identified three strategic priorities to create a measurable impact on our local economy:

- 1 Achieve excellence in service industry
- 2 Focused service delivery to enable growth in regional sectors and communities
- 3 Significant infusion of new capital cycling through the community



**\$170.69 MILLION**

Government contracts awarded to clients

**\$12.61 MILLION**

Capital accessed by clients

Every **\$7,999 invested** in the SBDC created **1 full time job** in Alaska

The SBDC created **1 JOB** for every **1.21 DAYS SPENT** spent with a client

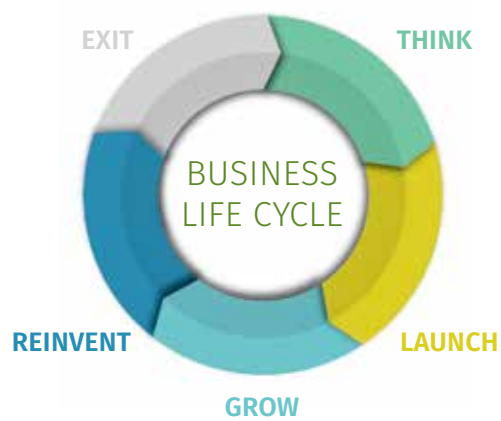
The SBDC **matched every dollar** received from the State of Alaska with **\$2.47** from other sources.



“[SBDC] has been wonderful to work with, and they want you to succeed! They are always there to help and answer any questions that come along, whether it’s financials or marketing. We’re thankful that SBDC is here to help us achieve our goals.”

**ISRAELI KRAV MAGA ALASKA**  
ANCHORAGE





Our services help business owners in any stage of the business life cycle.

In the past year, we have concentrated on creating a holistic set of tools that will assist small business owners and increased the number of workshops available via distance delivery. As a business owner, it is essential to plan carefully as your business grows from one stage to the next and our tools help you navigate that process. SBDC staff throughout the state have a powerful set of services that match the expressed needs of the businesses in all stages of the life cycle. Here is a snapshot of some of our most popular tools, workshops and services. A full list can be found at our website [aksbdc.org](http://aksbdc.org).

THINK	LAUNCH	GROW	REINVENT	EXIT
MOST POPULAR TOOLS	MOST POPULAR TOOLS	MOST POPULAR TOOLS	MOST POPULAR TOOLS	MOST POPULAR TOOLS
<h3>STARTING A BUSINESS</h3> <p>The Starting a Business workshop (available in person, as a webinar or on demand) is often the first step for entrepreneurs in the think stage as they work with the SBDC. This class covers basic issues faced when starting a small business such as business licensing, legal forms of business, business record-keeping, hiring employees, business planning and access to financing. Let the SBDC help guide you through the process of starting a small business.</p>	<h3>FINANCIAL MODEL</h3> <p>The Financial Model spreadsheet walks you through the process of developing an integrated set of financial projections. Whether you're starting your business and want to know if it 'pencils out', or applying for a loan to grow your business and want to impress investors or financial institutions, this linked set of financial projections will help you communicate your idea in an accurate, easy-to-use format.</p>	<h3>PROFIT MASTERY</h3> <p>A workshop dedicated to maximizing your earnings through a better understanding of your financials. How does your business compare with others in your industry? Can increasing your sales ever worsen your financial outlook? How will hiring a new employee affect your quarterly sales targets? All of these questions and more can be answered by understanding your financials and listening to what they are telling you. Our Profit Mastery workshop does all this and more. It's a fun and educational workshop structured specifically to understanding your financials.</p>	<h3>IBISWORLD</h3> <p>SBDC advisors are now backed by the depth and breadth of knowledge from the world's largest independent publisher of U.S. industry research. IBISWorld Industry information is used for understanding market size, competitors, drafting business plans, benchmarking, forecasting, business valuations, litigation support, due diligence and more.</p>	<h3>PROFITCENTS INDUSTRY DATA AND ANALYSIS</h3> <p>This tool provides industry data for small business owners who want to better understand the business landscape. Business owners looking to sell will find the information in the ProfitCents Narrative and Financial Snapshot extremely valuable as they negotiate their asking price.</p>
<h3>BUSINESS PLAN OUTLINE</h3> <p>Creating a detailed business plan with accurate financial projections often plays an essential role in successful funding asks and a profitable first few years. Our recently updated business planning guide is a template that makes it easy to edit and "fill in the blanks" as you go. The guide takes businesses step by step through the planning process and asks many of the questions new business owners should be considering before opening their doors, helping them organize their thoughts in an easy to communicate format.</p>	<h3>BUYALASKA</h3> <p>BuyAlaska.com is a free tool to help Alaska's small businesses build their online presence. It encourages in-state purchases of goods and services through a multimedia public awareness campaign and by assisting Alaskan businesses, government entities and consumers in finding competitive, local sources for goods and services previously purchased outside Alaska. The program provides direct assistance through the BUYER-SELLER network which matches Alaska's buyers with sellers statewide, and provides free in-state sourcing for buyers and sales referrals to suppliers.</p>	<h3>GOVERNMENT CONTRACTING TECHNICAL ASSISTANCE</h3> <p>Procurement Technical Assistance Center (PTAC) provides procurement training and counseling services throughout the state, and helps Alaskan businesses keep in touch with contracting opportunities through our award-winning Bid Match Program. Our staff members possess backgrounds in government acquisitions and participate in ongoing training, enabling them to keep pace with the continually changing acquisition marketplace, its policies, and procedures. PTAC also provides services that support government research efforts through the Small Business Innovation Research program.</p>	<h3>BID MATCH</h3> <p>The Bid Match Program is a unique electronic search service that keeps our clients alerted to relevant bid opportunities. With assistance from PTAC, a search profile is built using NAICs codes, keywords and other information relative to a firm's contracting aims. Clients receive notification e-mails for new bid matches as well as all bid matches posted in the last 30 days. The search includes a combination of federal, state, and many local government websites that post open procurement opportunities.</p>	<h3>WHAT'S YOUR BUSINESS WORTH?</h3> <p>This tool assists business owners in producing a complete, objective valuation of their business so that they can ask for the right price from potential buyers. It defines several of the valuation methods commonly used by professionals and provides essential calculations a business owner should know while navigating the process.</p>



# OFF TO A SWEET START

IF YOU HAVE YET TO TRY one of Chef Ingrid Shim’s gorgeous Aurora chocolate creations, we urge you to call it a cheat day and head on over to Sweet Chalet! Ingrid hand paints each and every Aurora bonbon to create a high-end chocolate that can be given as a gift or kept for yourself. With over a decade of culinary experience, Chef Ingrid has brought her passion to life in her chocolate creations inspired by Alaska’s aurora. With over 8,000 Facebook fans and hundreds of five star reviews, it’s clear that Sweet Chalet’s fine chocolates and stellar customer service have been a welcome addition to Anchorage’s small business community.

While Ingrid stays busy running the shop and creating the sweets, her husband, Jae, heads up the business side of things. Jae came in to the Alaska Small Business Development Center in 2014 and has utilized both the one-on-

one advising as well as the workshops available to assist on specific business subjects. Jae and his Business Advisor have discussed everything from financing and break-even points to potential locations to investigating price points for high-end chocolates in Anchorage. Most recently, Jae has been attending the SBDC Marketing Lab, where he has continued to work on the business’s robust digital presence.

Sweet Chalet has been a dream for Jae and Ingrid since moving to the US in 2005 from Taiwan and it has taken years of work to make their shop a reality. Chef Ingrid uses award-winning Grand Cru Maracaibo couverture chocolate to create bonbons influenced by several of the world’s top chocolatiers in France. In addition to their Aurora line, Sweet Chalet offers high-end caramels, cookies and assorted treats created from the best

ingredients. Anyone who enters their shop is greeted by Ingrid herself and treated to samples of their latest and greatest confections.

The business has been featured both by the local press as well as international travel magazines.

Try them for yourself by visiting Sweet Chalet at 300 East Dimond Boulevard in Anchorage or visit them online at SweetChaletAlaska.com.

“The SBDC helps small businesses like ours with seminars, classes, and more. I belong to several organizations in town but I’m participating in SBDC’s activities a lot more because they are practical and educational,” says Jae. “I feel like everyone I interact with has a true interest in my business success. We are lucky to have them as a good local resource!”



“[SBDC] was a great motivator in helping me complete my business plan. [They were] highly motivational, smart, and dependable when it came to completing tasks. The main part that encouraged me to continue on with the plan was [their] belief in my business.”

SEA FUR SEWING  
JUNEAU

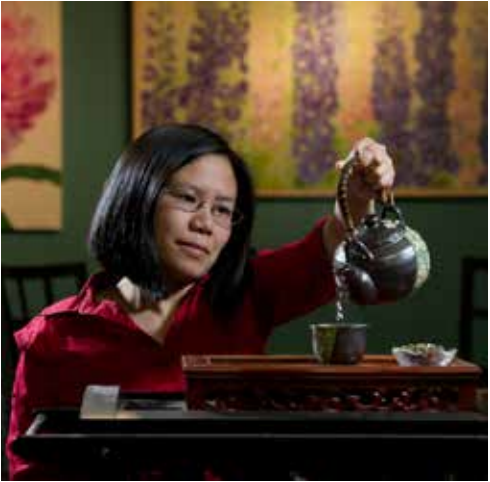


“The SBDC in Fairbanks helped me reevaluate my business and its progress by analyzing my finances and its avenues of sales and demographics. They also helped me update my business plan so I can see what steps I should take in moving my business to the next level.”

SIPPING STREAMS TEA COMPANY  
FAIRBANKS

“Developing a business plan was going to be a daunting task; but with the help of Julie and the SBDC we were given the step by step tools to complete the process. The SBDC left us feeling more confident and excited to continue on reaching for our goals.”

BURKESHORE MARINA  
BIG LAKE



“SBDC helped us navigate the obstacles to building a business that has the opportunity to grow from a domestic market to international sales. [They] also provided insights and leads into the challenges associated with commercial scale wild-harvesting.”

DENALI BIO TECHNOLOGIES  
KENAI PENINSULA



“I use SBDC on a regular basis. For resources, training opportunities and so much more. The Business Advisors are a valued part of my advisory team. Since 1992, SBDC has assisted in growth, mentoring, re-branding and exit planning for me and my company.”

TSS, INC.  
KETCHIKAN



“SBDC helps me out immensely by showing me the tools to success and giving me the structural support of constructing my business as how I want it to be. Ian Grant’s communication and persistent planning help motivate proactive progression.”

GONZO  
JUNEAU





## 65 COMMUNITIES SERVED IN 2015

We are able to provide no cost one-on-one business advising and low cost workshops throughout Alaska via our six centers and distance delivery to business owners in remote parts of the state.

### OFFICE LOCATIONS

ANCHORAGE FAIRBANKS JUNEAU  
KETCHIKAN KENAI PENINSULA WASILLA

### A NETWORK OF PROGRAMS

The SBDC is part of a larger network of Alaskan Programs that link economic development programs across the university system and support businesses and entrepreneurial capacities across Alaska.



### ALASKA SBDC

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[aksbdc.org](http://aksbdc.org)

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The Wells Fargo logo, consisting of the words "WELLS FARGO" in a bold, yellow, serif font, set against a red rectangular background.

