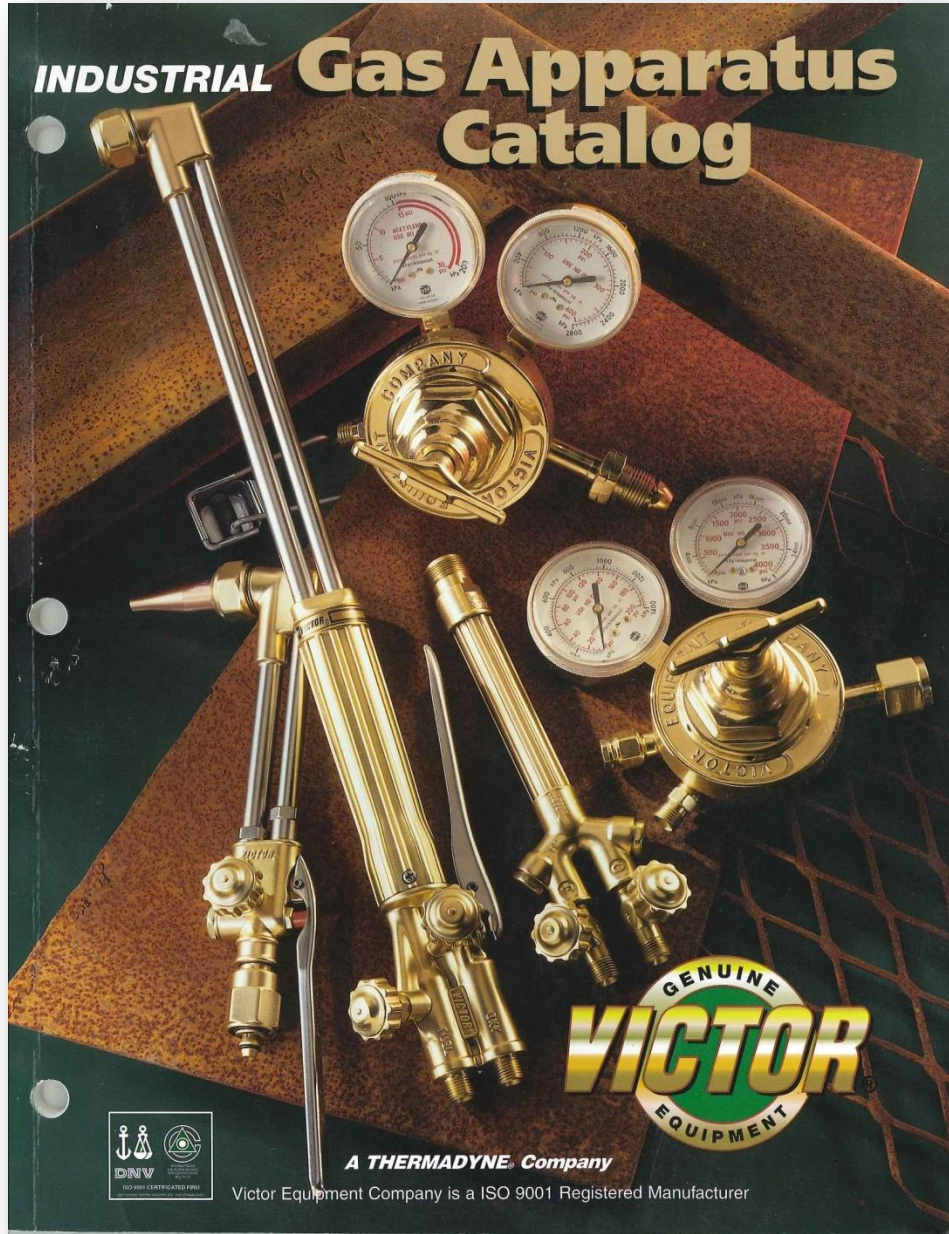


The Top Six Reasons Businesses Get in Trouble.



INDUSTRIAL Gas Apparatus Catalog



GENUINE
VICTOR
EQUIPMENT

A THERMADYNE Company

Victor Equipment Company is a ISO 9001 Registered Manufacturer

Colorado
SBDC
LARIMER COUNTY Small Business Development Center



MOUNTAIN WOODS FURNITURE

American Made Rustic Furniture Handcrafted from Sustainable Woods



What is a Small Business?

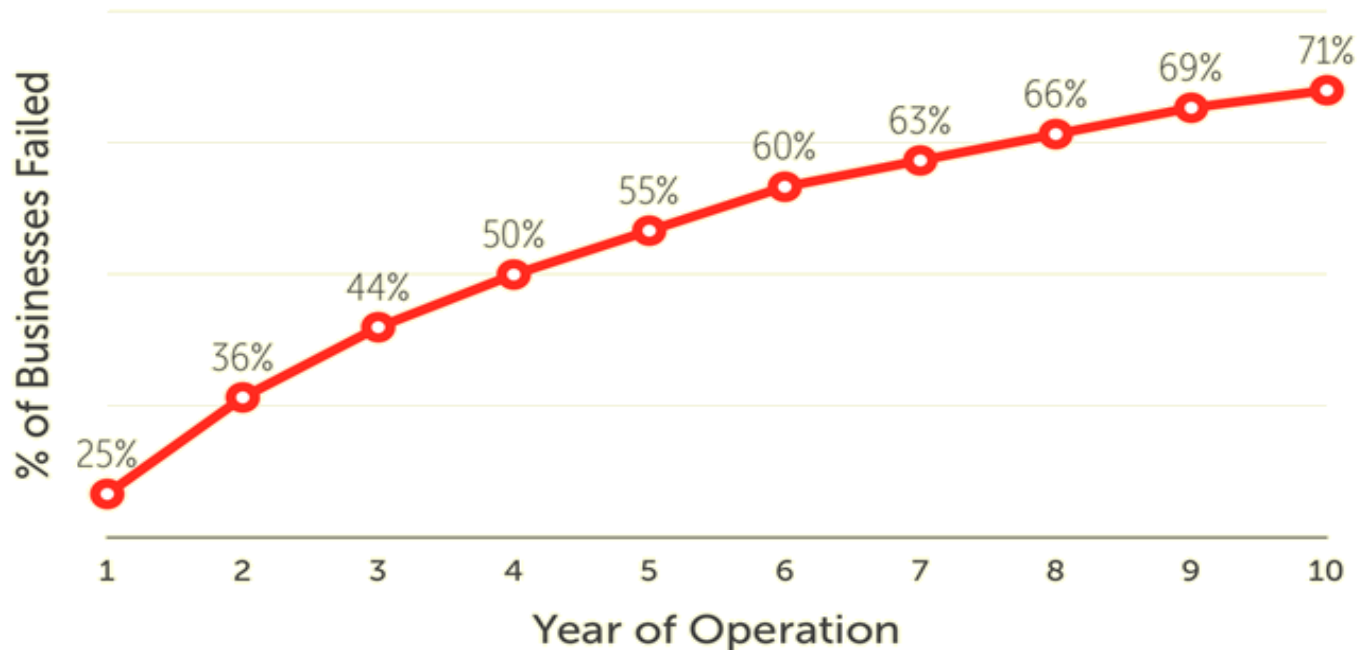
Small Businesses in the US

- Represent 99.7% of all employer firms
- Employ just over ½ of all private sector employees
- Pay 44% of total US private payroll
- Have generated 64% of net new jobs over the past 15 years
- Made up 97.3% of all identified exporters
- Create 13 times more patents per employees than large companies. (zipper, light bulb, FM radio, laser, air conditioning, escalator, personal computer, automatic transmission, and many more!)



Reality: Business Failure Rates

Business Failure Rates Year over Year



Source: Entrepreneur Weekly, Small Business Development Center, Bradley Univ, University of Tennessee Research via Statistic Brain.

Myth #1

You need to be good at
everything...

Reality #1

...You can't afford to be
BAD at anything!

Myth #2

You can be your own
boss !!...

Reality #2

...You'll have multiple
"bosses"

Myth #3

Work when you
want to!

Reality #3

...Sure, as long as it's at least 60 hours per week, and you're thinking about it all the other remaining hours...

Myth #4

- Employees are your most important asset....

Reality #4

GOOD employees are your most important asset.

Myth # 5

“As soon as I finish (..fill in the blank..), then the customers will come rolling in”....

Reality # 5

.... SELLING your
services and/or
products will probably be
your toughest job.

Top 6 Trouble List

Top 6 List of how businesses
get into trouble....

Top 6 Trouble List

1. Not putting enough value on your goods and services.



“Red Flags” for Pricing Issues:

- Receiving a high percentage of quoted jobs
- Selling out of your goods/services
- Leadtimes stretching out
- Profit margin deterioration
- Haven't implemented a price increase in “a long time”

Top 6 Trouble List

2. Not understanding your cash flow process.



Top 6 Trouble List



3. Paying
rent/mortgage
on a physical space
that's too big.

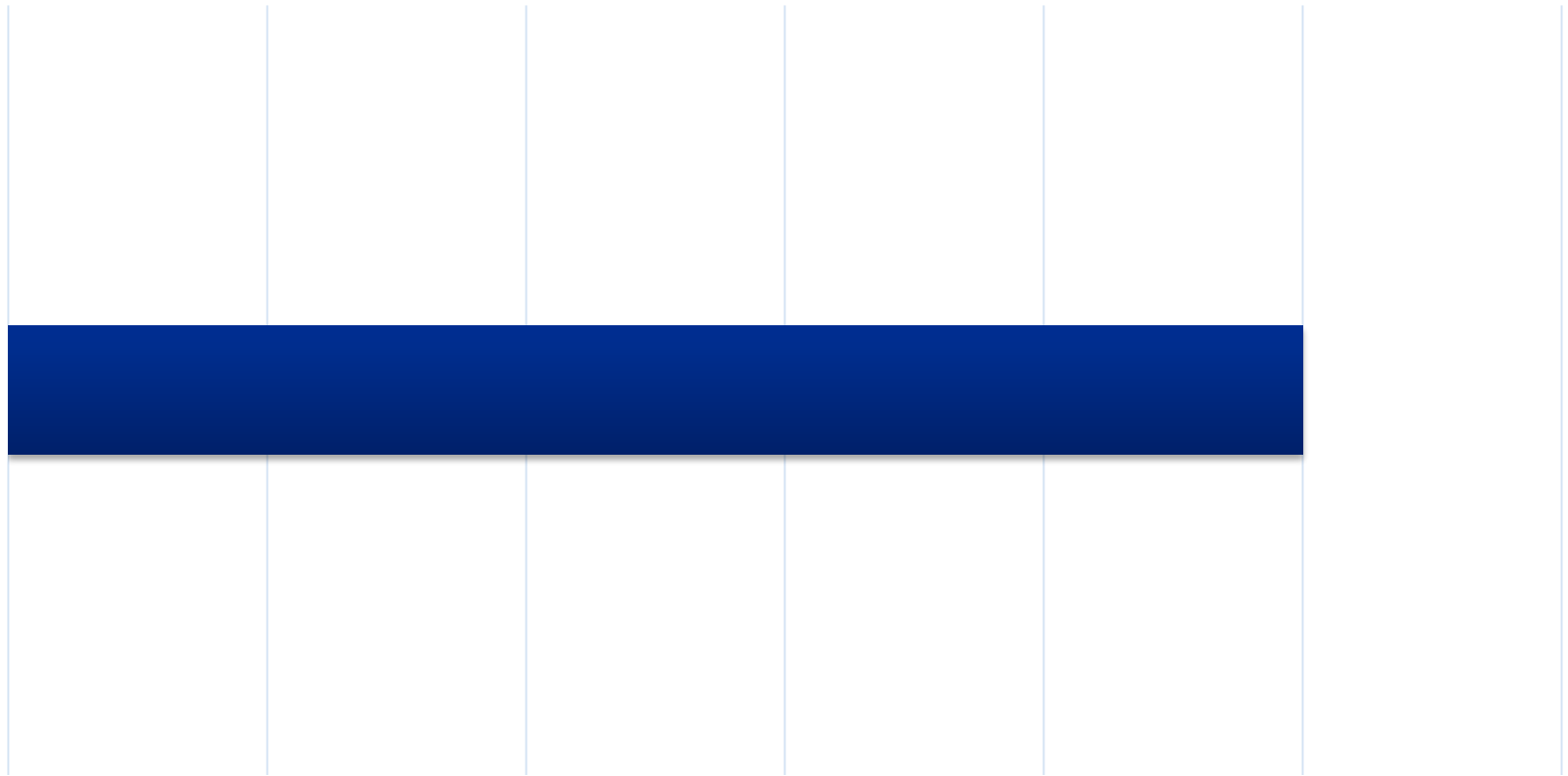
Top 6 Trouble List

4. Not having/understanding your competitive advantage.



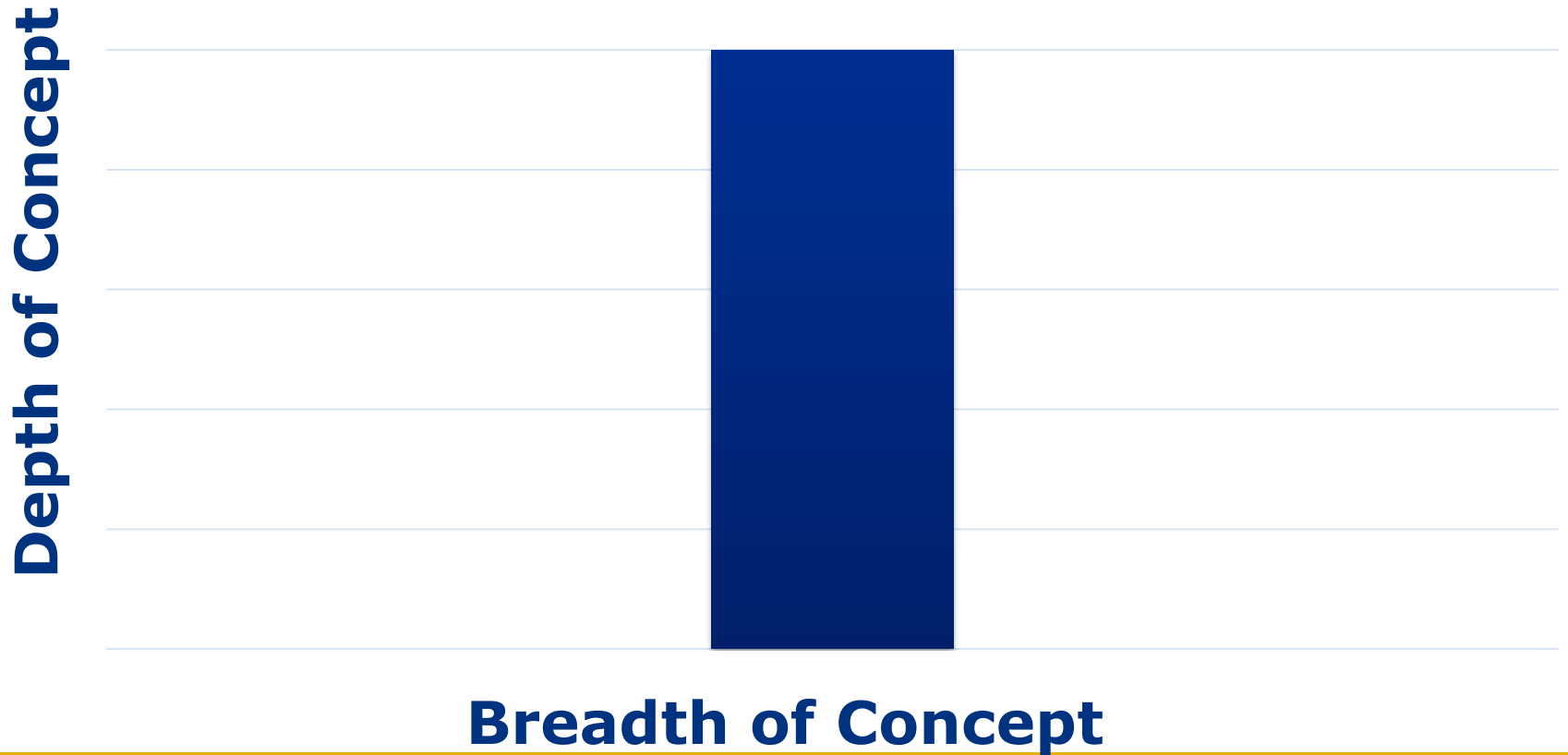
Clients Coming In...

Depth of Concept



Breadth of Concept

Clients Going Out...



Toothpaste Market - 1975



Toothpaste Market - Today



Competitive Advantage – Wash Gear



Manufactures and markets specialized credit card swipers for car washes

Competitive Advantage – Wash Gear

“... Customers are spending an average of **40% more** using the CardMate system...”

Top 6 Trouble List

5. Surprising your banker



Top 6 Trouble List

6. Not having clear, well-defined responsibilities for your employees, managers, and co-owners.

A Systematic Approach

Define Your Business

What will I do?

What are my core competencies?

What is my business?

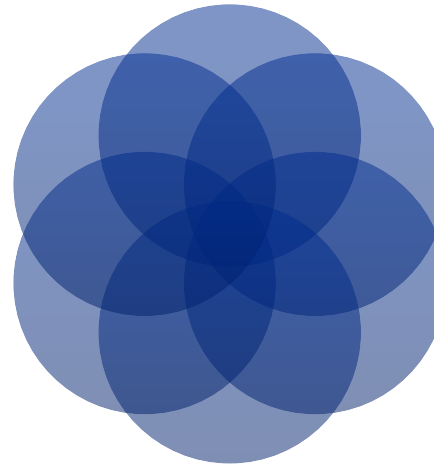
What is my legal form of ownership?

- Taxes
- Legal Liability

What are my business goals?

- Mission
- Vision
- Goals & Objectives

What industry am I in?



Worksheet #1

A Systematic Approach

Customers

- Who do I sell to?
- Who will buy from me?
- What are their characteristics?
 - Demographic
 - Geographic
 - Psychographic (lifestyle & behaviors)
- How do I reach them?
- Where do I reach them?
- How much do I charge?

Worksheet #3

A Systematic Approach

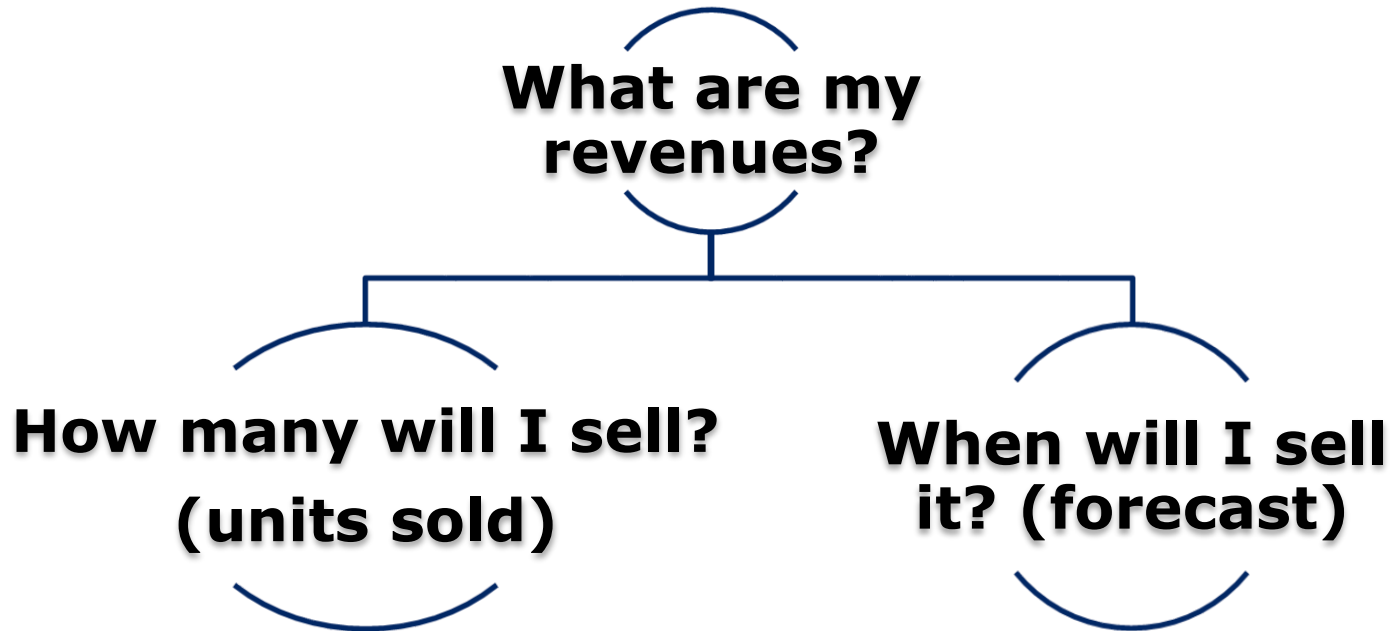
Competition

- Who else sells my product/service?
 - (Direct & Indirect)
- Where are they located?
- How do they compete with me?
- How am I different?

Worksheet #4a

A Systematic Approach

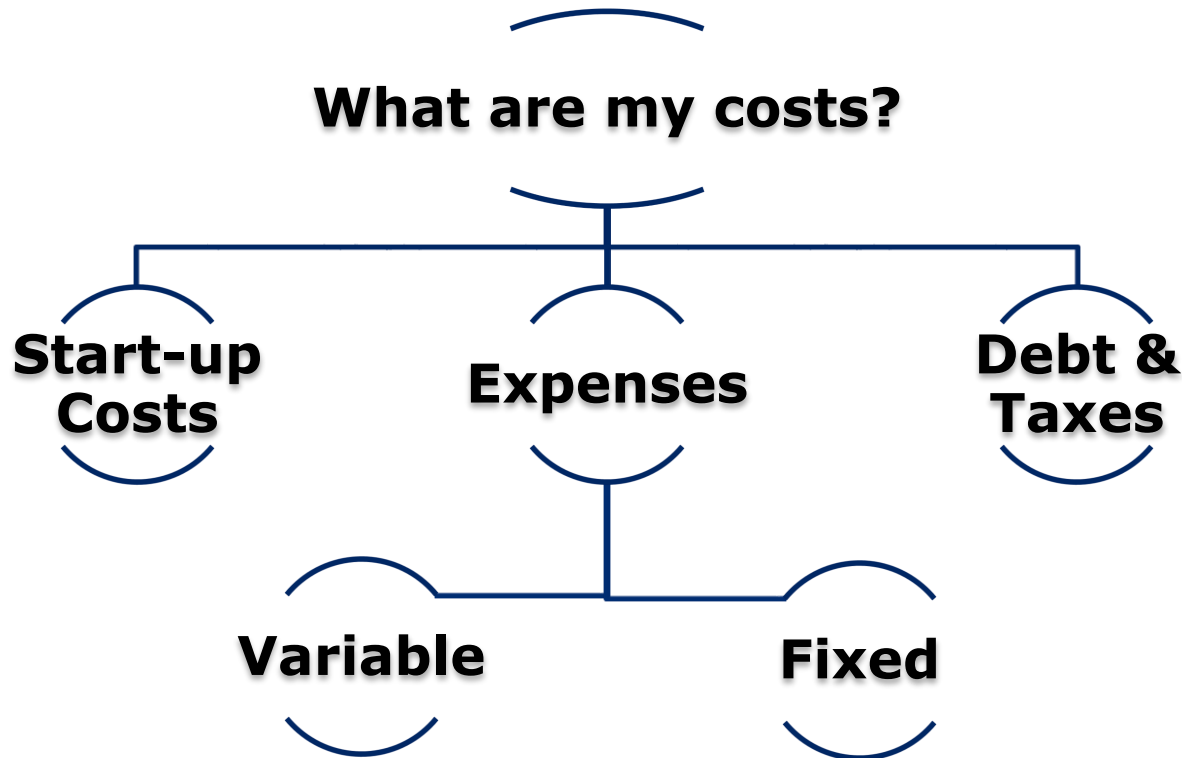
Will My Business Make Money?



Financial Worksheets

A Systematic Approach

Will my business make money?



To Summarize

1. **DEFINE** your business
2. Investigate **LICENSE & REGISTRATION**
3. Research **CUSTOMERS**
4. Identify **COMPETITION**
5. Determine **PROFITABILITY**
6. Build an integrated **BUSINESS PLAN**
7. Decide **NEXT STEPS**

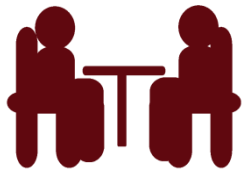
Who We Are & What We Do



Helping local businesses start, grow and prosper through street-smart business education and assistance.

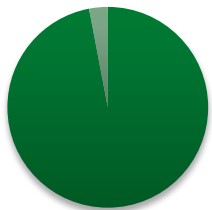
2016 Services Performed

Free Confidential Consulting



646 Clients

3,841 Hours



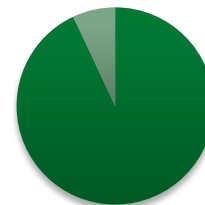
97% Satisfaction

Training



100 Classes

1,050 Attendees



93% Satisfaction

Connections to Resources:

- Commercial lenders
- Micro-lenders
- Larimer County Workforce Center
- PTAC
- Legal
- Bookkeepers
- Business Brokers
- Colo Office of Economic Development

Our Results - 2014-2016



84

**Businesses
Started**



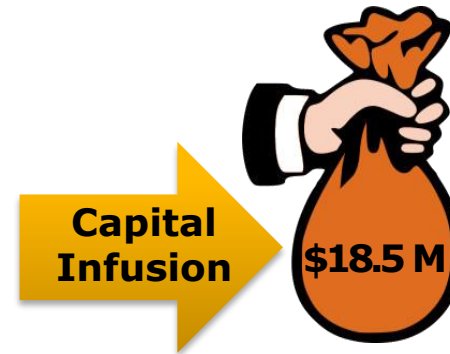
1,116

**Jobs
Retained**



592

**Jobs
Created**



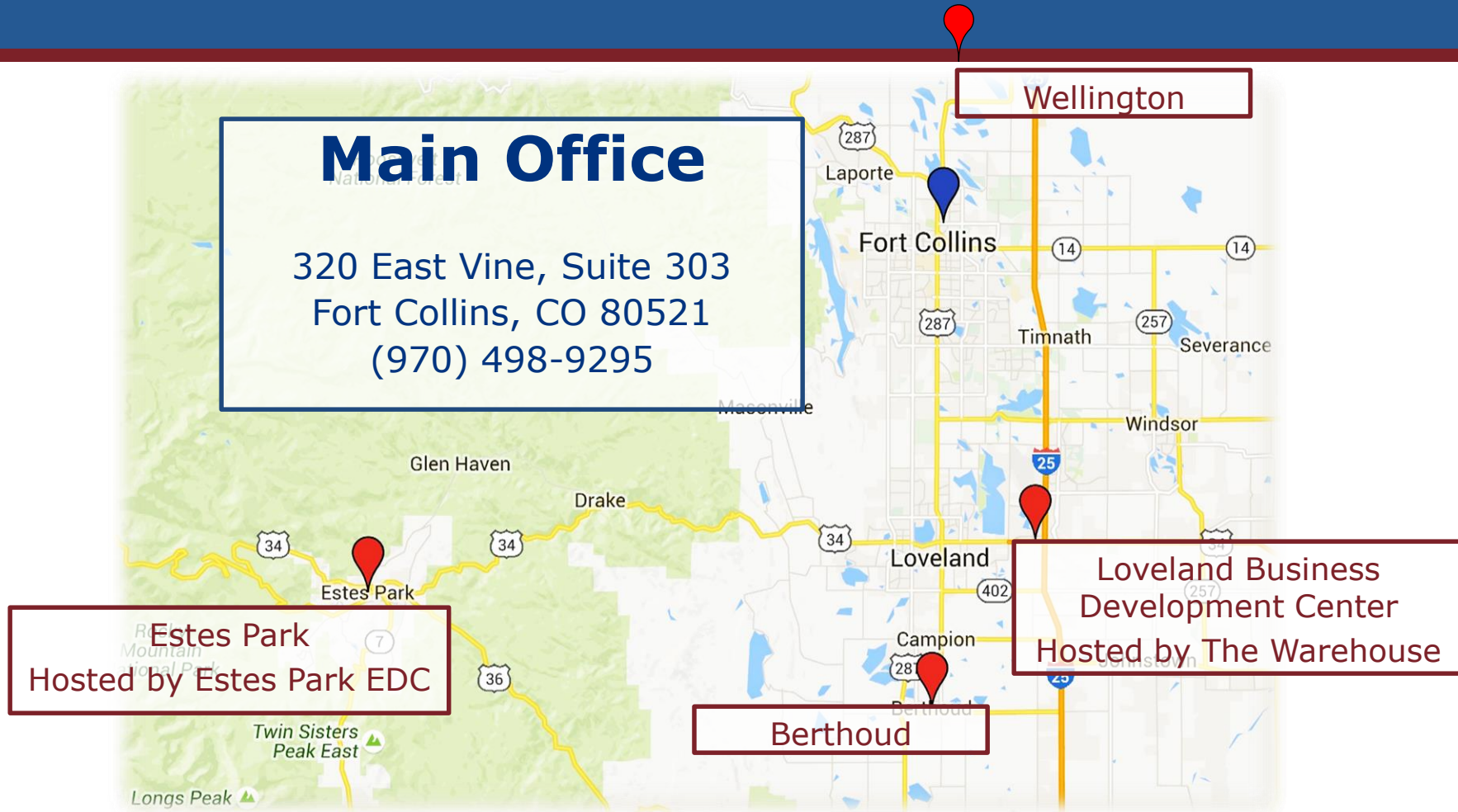
Larimer SBDC Success Stories



AUGUST INK
• INSPIRING HAND PRINTED GOODS •



Larimer SBDC Services



Larimer SBDC -Contact Us !

- www.larimersbdc.org
- 970-498-9295
- Located at - The Innosphere,
320 East Vine Drive, Fort Collins