

# What is the SBTDC?

The SBTDC is a state-wide university program created to help you make your business better.

For 25 years, the SBTDC has advised small- and mid-size businesses throughout North Carolina. We maintain two offices locally in the 12-county Charlotte Region – one operated by UNC Charlotte in Charlotte and the other operated by Appalachian State University in Hickory. These offices serve hundreds of local business owners and leaders each year. Our professional staff combines real-life business experience with industry expertise, education and advanced training. Most of our counselors have been business owners or have held executive positions.

## How can the SBTDC help me make my business better?

The SBTDC is equipped to help you with a wide variety of business problems, issues, and challenges. Our clients say that working with the SBTDC has helped them achieve:

### Better Decisions

Managing a business means making serious and difficult decisions; but you don't have to do it alone. The SBTDC's management counselors provide individual assistance to help you:

- Review, confirm & enhance your current plans
- Discover & evaluate new opportunities, and
- Acquire new ideas.

All of this is designed so that you can make the best decisions possible for your business.

### Better Information

The better the information you have, the greater chance you have of outperforming your competitors. The SBTDC has experienced counselors, specialized market research staff, and numerous research databases to help you obtain better information. We can provide you with the knowledge and data to:

- Better understand existing customers
- Find new customers
- Recognize direct & indirect competitors
- Identify industry trends
- Assess your location or trade area, and
- Learn operational tips & best practices (human resources, marketing, management).

### Better Access to Capital and Markets

Obtaining financing and contracts for your business can be difficult and fiercely competitive. It helps to have someone with the experience to navigate the waters and increase your chances of success. The SBTDC specializes in helping businesses identify and prepare for:

- Bank loans
- Federal, state & local government contracts
- Federal research & development funding
- Equity capital investment, and
- International export financing.

The SBTDC can help you select and pursue the best approach to growing your business.

### Better Financial Performance

Everyone wants their business to be more profitable. The SBTDC can help you to:

- Understand your financial data and reports
- Analyze your costs & revenues
- Identify problem areas
- Develop a plan for improvement, and
- Prepare financial projections.

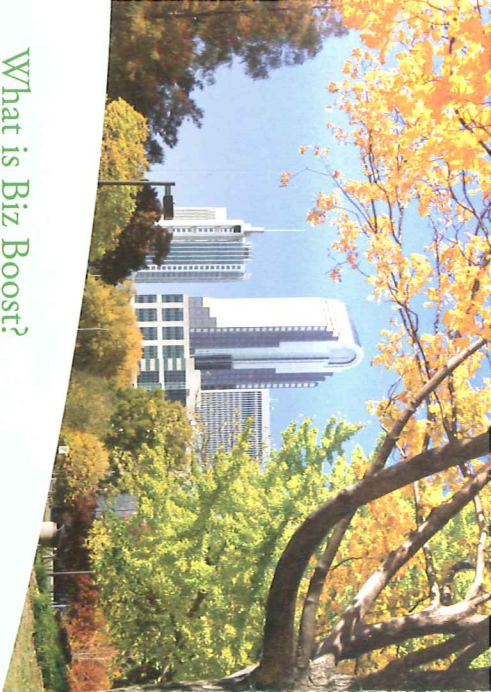
Using our knowledge and experience, along with the latest analytical tools, the SBTDC can help you assess your current financial performance and recognize opportunities to increase your bottom line.

### Better Future Direction

Like many in this economy, you may need to revitalize your business – or you may want to better position your business for the future. The SBTDC can help you develop and implement strategies to:

- Address short-term turnaround needs
- Create or expand markets
- Improve or create products & services
- Reposition your business long-term, and
- Address leadership or ownership succession.

The SBTDC's services are designed to save you time and accelerate your plans for a better future.



## What is Biz Boost?

Biz Boost is part of the Charlotte Regional Economic and Workforce Recovery Initiative created by Governor Beverly Perdue in response to the recession's impact on the Charlotte region. The project is being led and administered by the University System's Small Business & Technology Development Center (SBTDC), the Charlotte Regional Partnership, and the NC Department of Commerce's Existing Industry Division. Working in close collaboration, we aim to proactively reach out to small and mid-size businesses across the region; providing the technical assistance needed for businesses to succeed in this current economic downturn.

## How is Biz Boost qualified to help turn around our local economy?

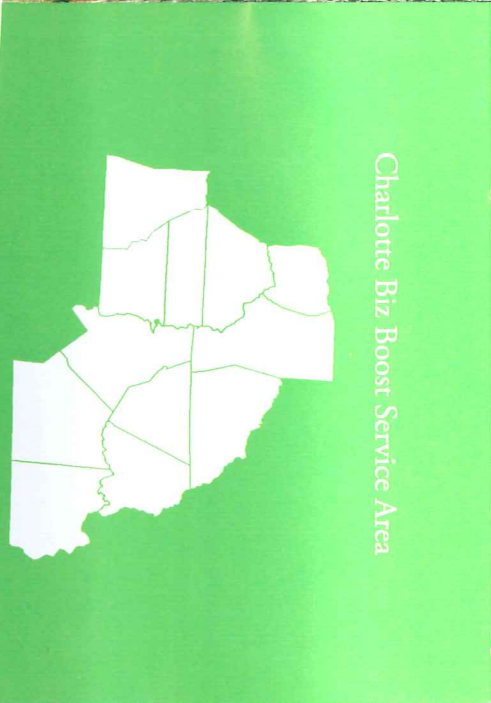
Small and mid-size businesses are the engines of North Carolina's economy, producing the majority of jobs and job growth for the state. Since 1984, the SBTDC has helped businesses grow jobs and revenues – more than 3 times the average for North Carolina firms. Even in recessions, SBTDC clients outperform their peers. By focusing additional resources on the Charlotte region, Biz Boost aims to assist firms that are facing challenges, and strengthen their prospects for future growth. Strong businesses are the key to job creation, increased revenue, and regional economic success.

## How do I get started with Biz Boost?

The SBTDC is there to help you make your business better.

Call **1-800-258-0862** or visit our website at **www.sbtcd.org** for more information.

The SBTDC's business counseling is a service of the University of North Carolina System, provided to resident businesses without fee.

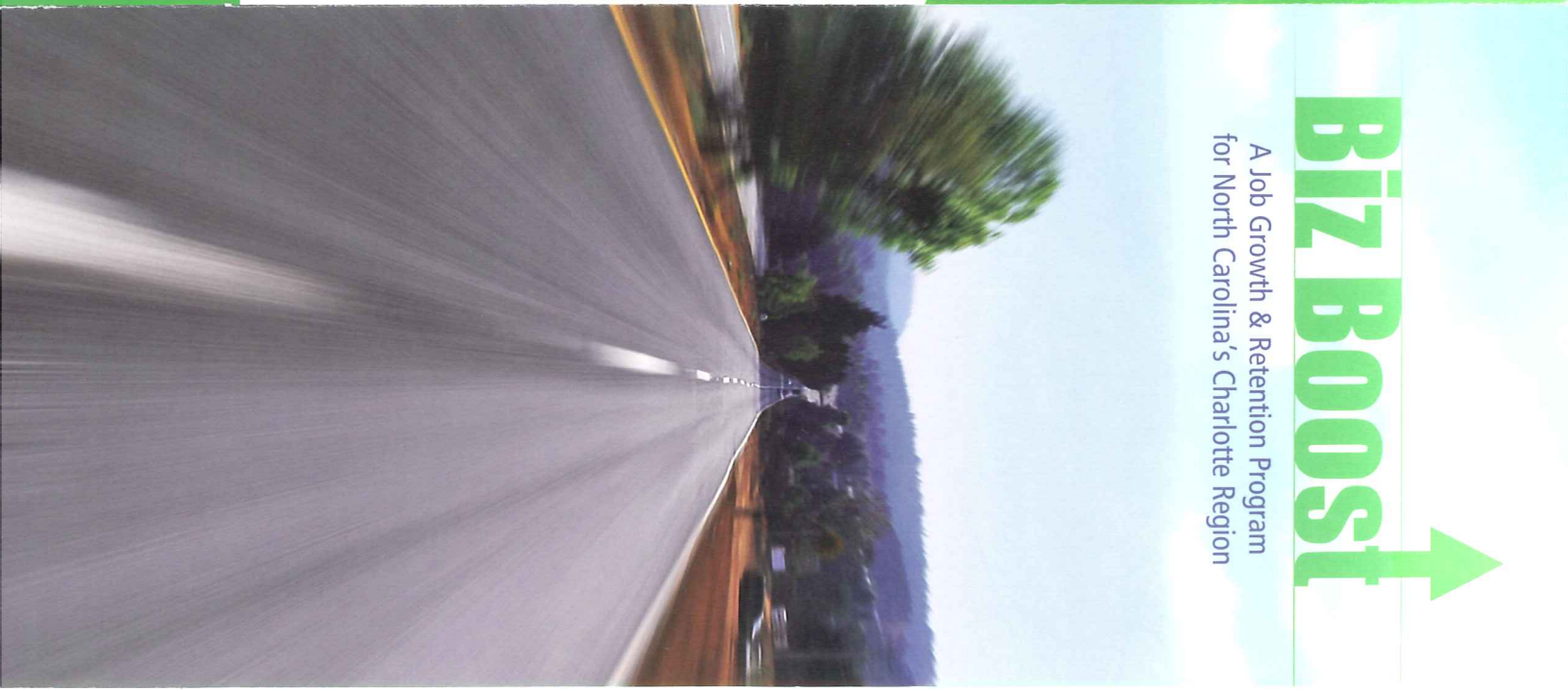


Charlotte Biz Boost Service Area



Small Business and Technology Development Center  
(800) 258-0862 | [info@sbtcd.org](mailto:info@sbtcd.org) | [www.sbtcd.org](http://www.sbtcd.org)

The SBTDC is administered by N.C. State University on behalf of The University of North Carolina System and is operated in partnership with the U.S. Small Business Administration.



# BIZ BOOST

A Job Growth & Retention Program  
for North Carolina's Charlotte Region