



Alaska Small Business
Development Center
UAA BUSINESS ENTERPRISE INSTITUTE

Working with the Alaska SBDC

BEFORE WE BEGIN

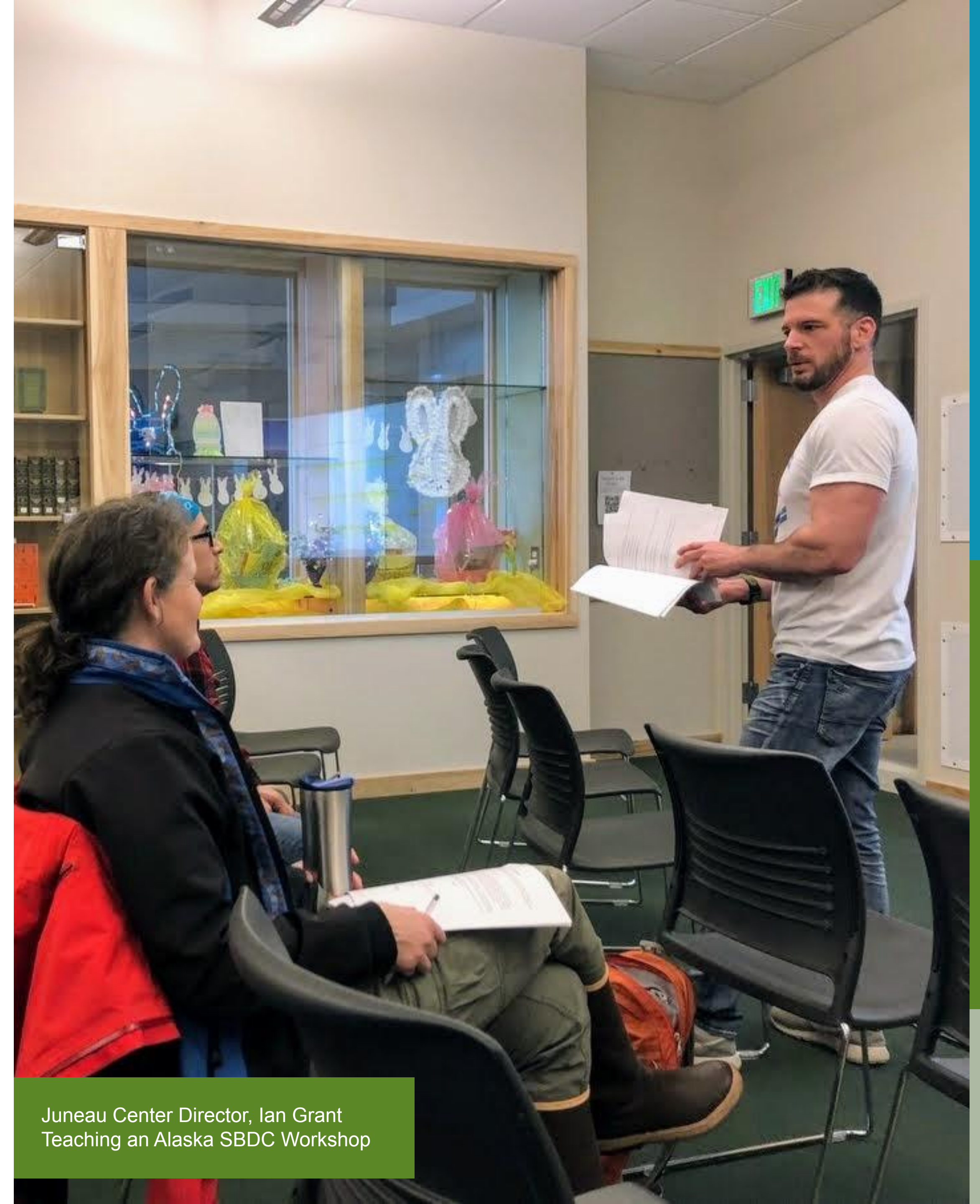
Introduction



Housekeeping Items

“This has got to be the one of the best ways to start a business. Having an experienced business mentor helping me succeed is awesome.”

Mountain Man Tours
Juneau, AK



Juneau Center Director, Ian Grant
Teaching an Alaska SBDC Workshop

ALASKA SBDC HISTORY

Since its inception in October 1986, the Alaska SBDC has evolved into a network of statewide centers, including three additional specialized business assistance programs operating under the guidance of the State Director.

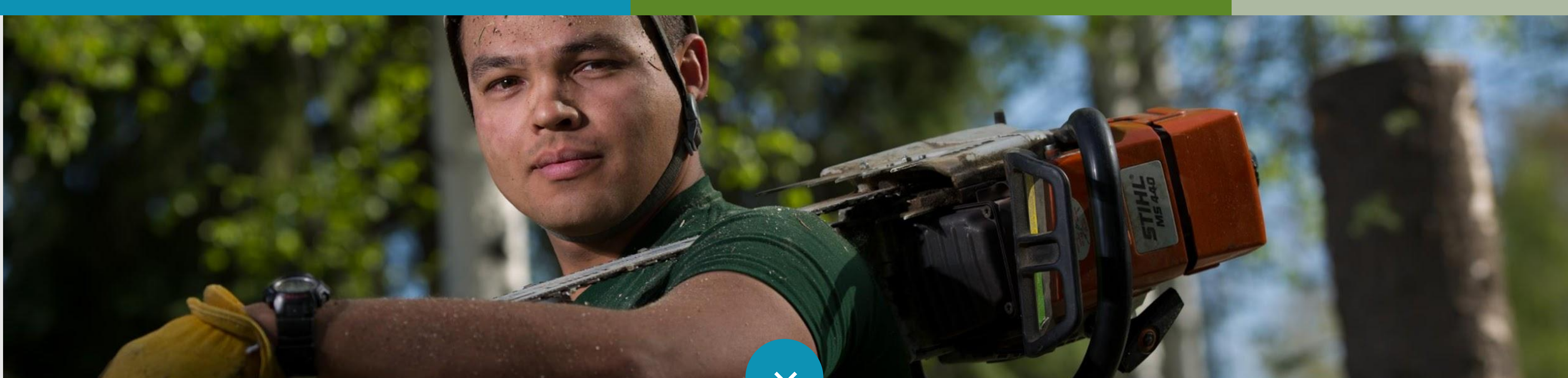
The Alaska SBDC is funded, in part, by the U.S. Small Business Administration (SBA), as well as matching funds from the state of Alaska, and contributions from partner boroughs, cities, and other sponsors throughout the state.

This statewide program is hosted by the UAA Business Enterprise Institute.

KICKSLED ALASKA
ANCHORAGE, AK



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Statewide Coverage

- Anchorage
- Fairbanks
- Juneau/Ketchikan
- Mat-Su
- Rural
- Kenai Peninsula



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HOW THE ALASKA SBDC CAN HELP YOU

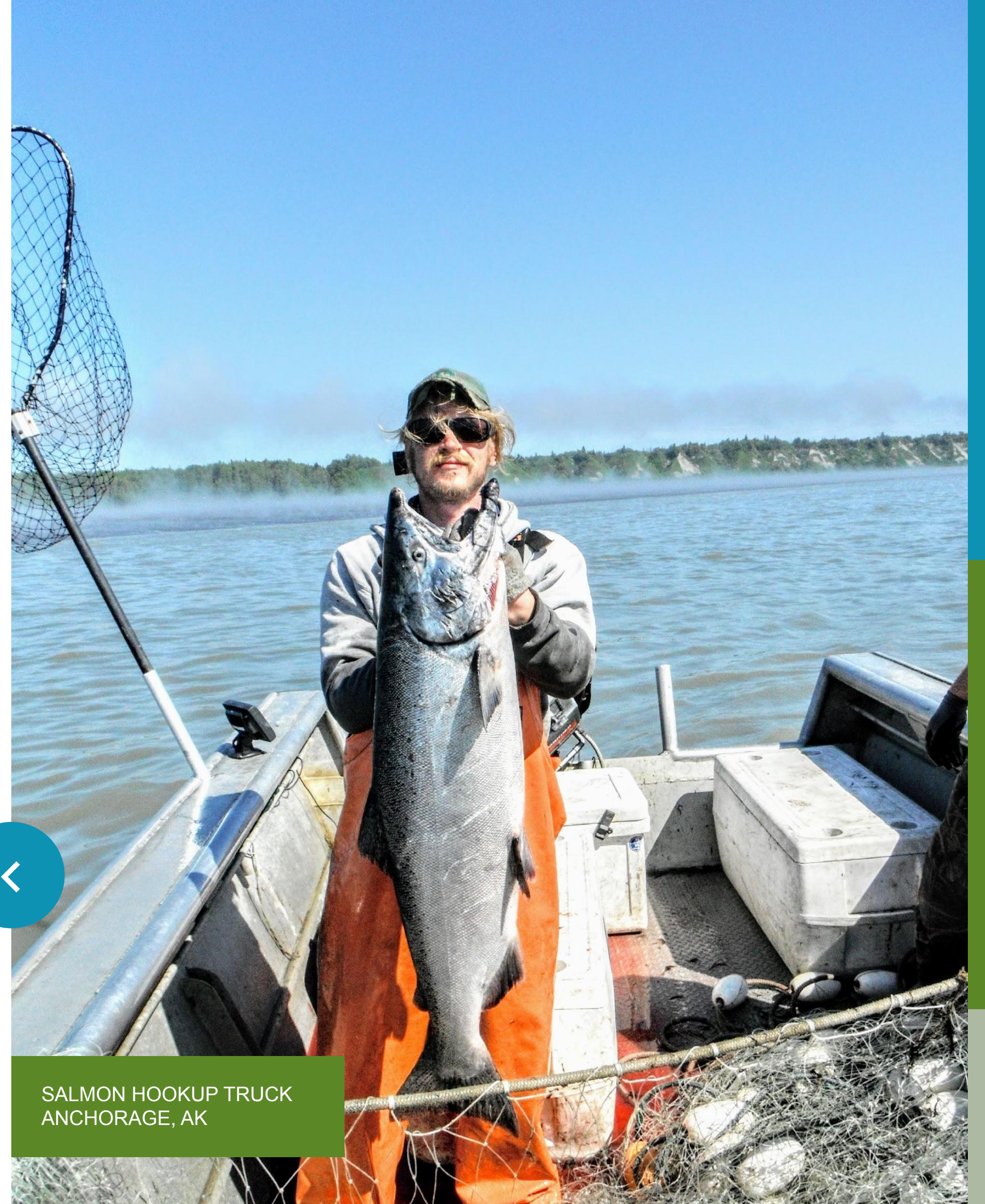
- Free, confidential, one-on-one advising
- Small business workshops (no-cost, low-cost)
- Free Online Tools and Resources

“Thank you for prompt, professional assistance with developing my business idea. The SBDC is a great asset to anyone considering opening a small business.”

- Joseph Stam - Anchorage, AK



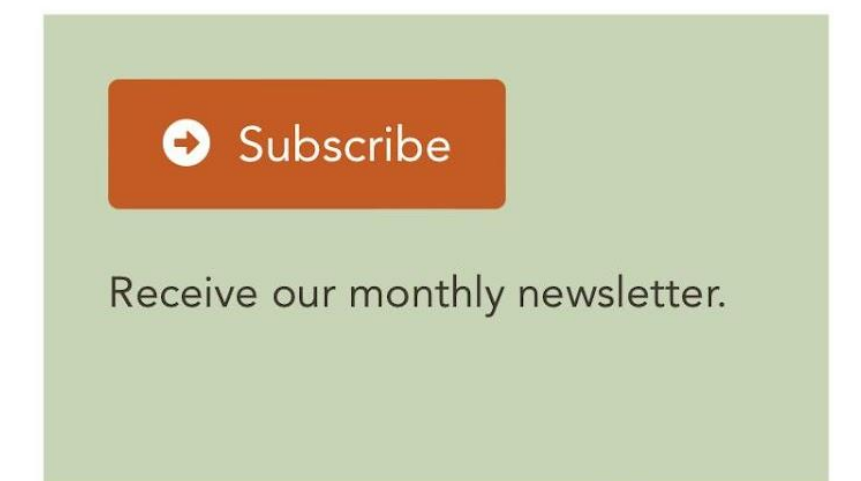
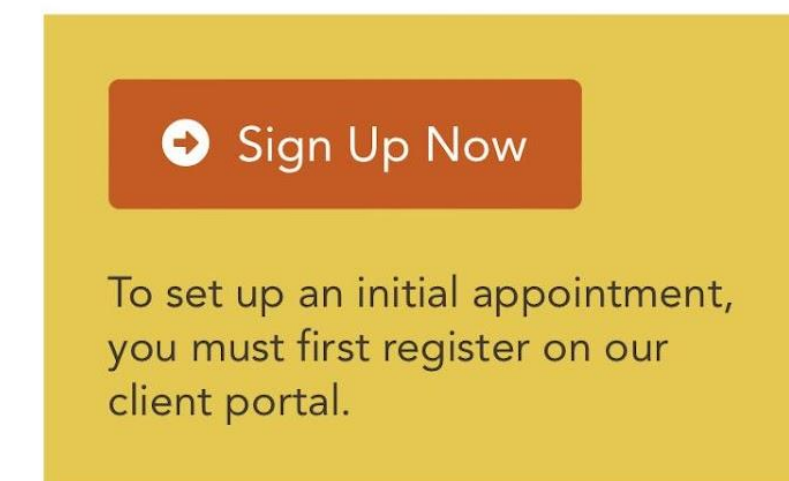
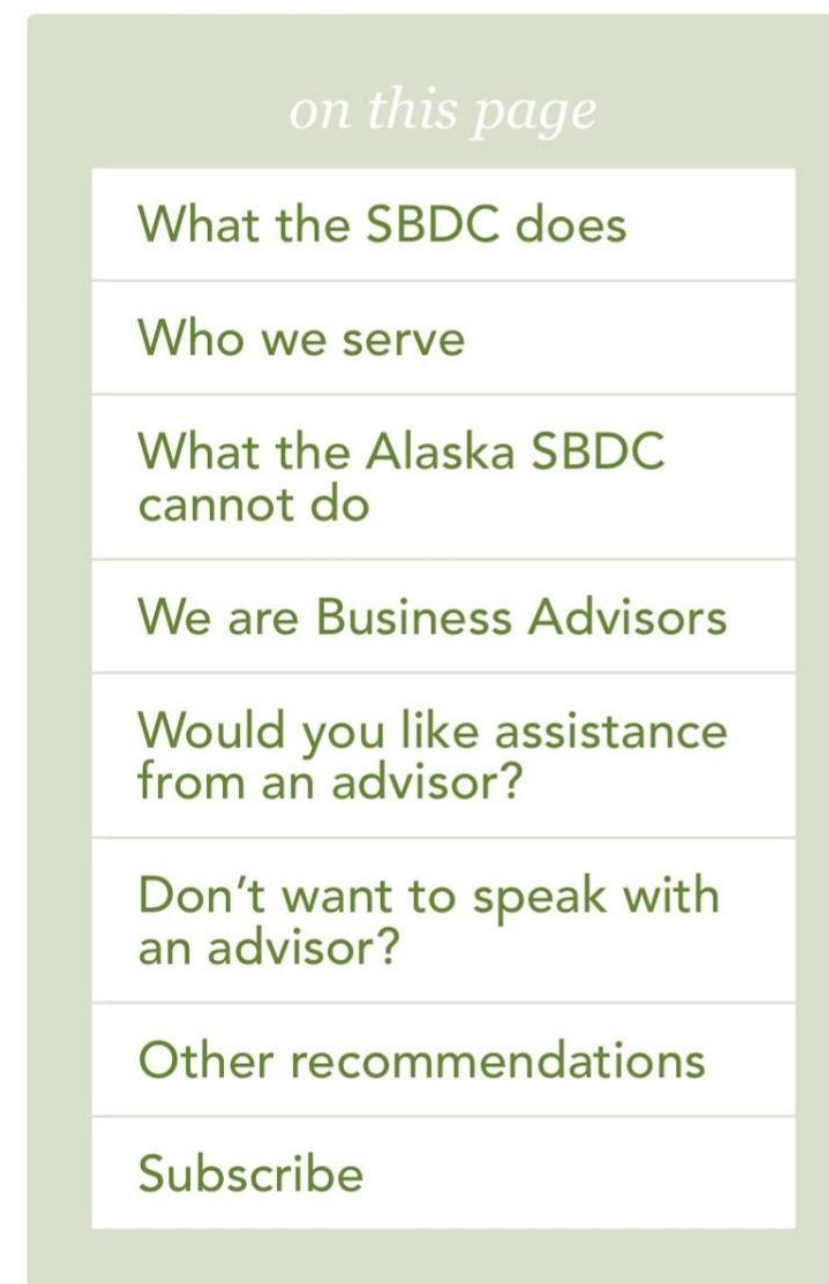
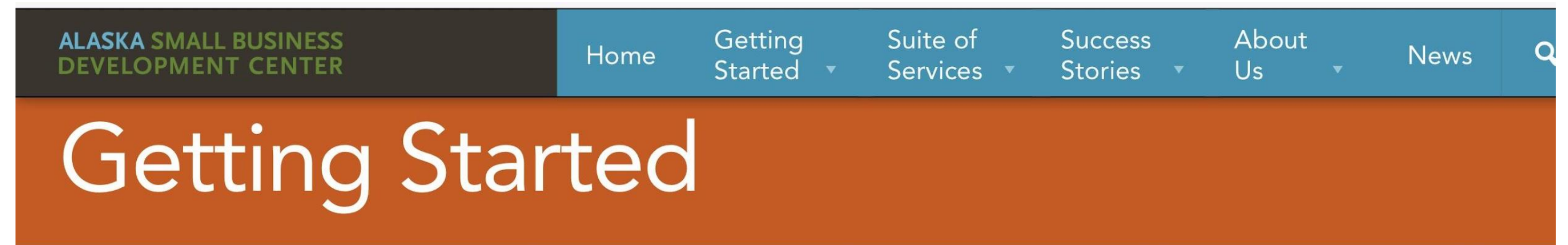
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SALMON HOOKUP TRUCK
ANCHORAGE, AK

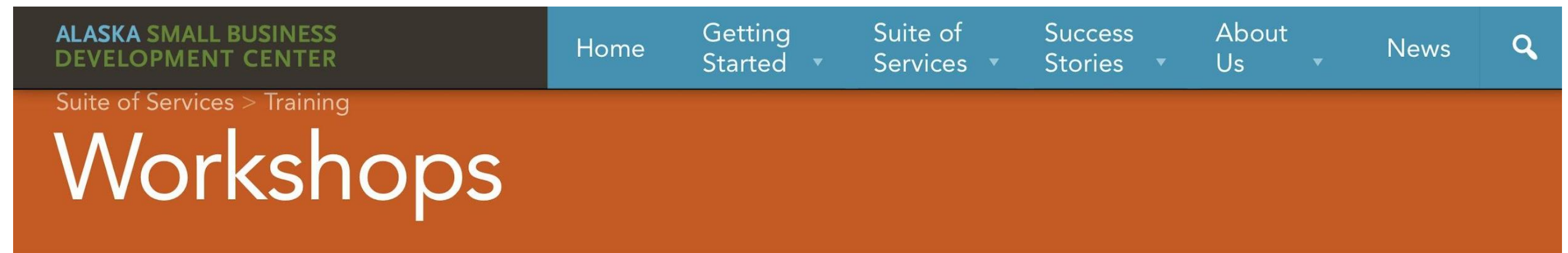
Getting Started: Becoming a Client

- Sign up online for free advising
- You will be contacted by your advisor
- Schedule a time that works best for you



Search for Your Favorite Workshops

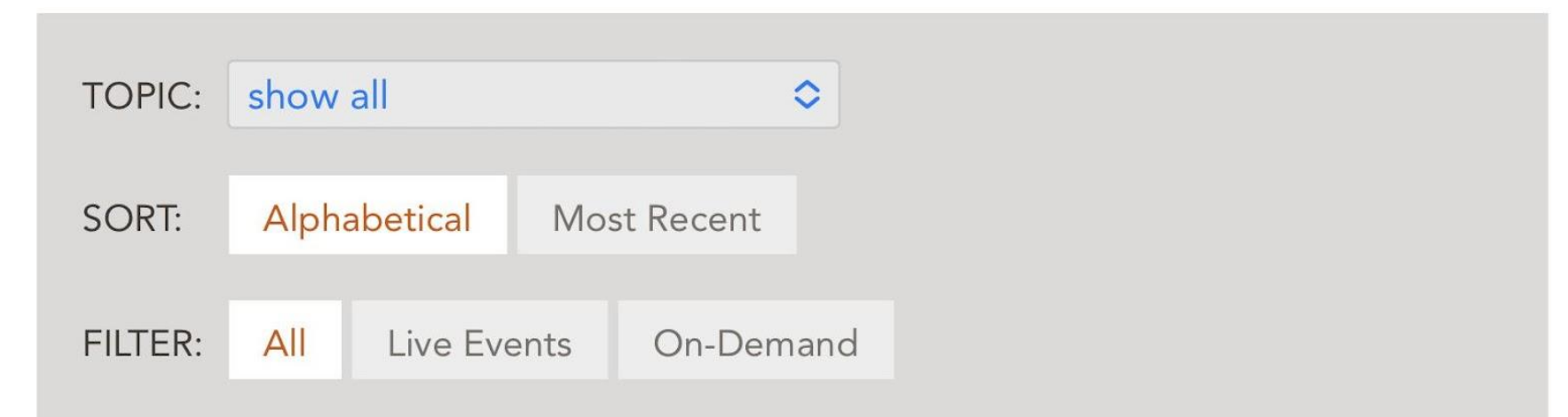
- Search By Topic
- Between Live Courses
- Or through our On-Demand library



We currently have dozens of workshops available, both as live events and on-demand videos, and we are continually adding new workshops. Live workshops allow you to interact with the presenter. You can use the filtering controls to more easily identify workshops that interest you.

All courses listed here include a link to the signup page on our client portal.

We also have links to [training videos produced by Alaska SBDC](#)



ADA Law: What Businesses Should Know – On Demand

No Fee

Human Resources | Legal Issues

updated 2/14/22

Anchorage Health Department Cottage Food Permit Process – On Demand



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Download Tools & Resources

- Choose between Pre-Launch
- Already in Business
- Exit Stage

ALASKA SMALL BUSINESS
DEVELOPMENT CENTER

Home

Getting
Started ▾

Suite of
Services ▾

Success
Stories ▾

About
Us ▾

News



Suite of Services > Training

Tools

Alaska SBDC tools are documents, spreadsheets and templates that our advisors use on a regular basis. You are welcome to access these resources to get started on business planning, financials, loan proposals, etc. Some of these resources may be self-explanatory, while others might require the assistance of an Alaska SBDC Advisor to ensure you are successful in your endeavors.

If you need assistance, [contact the Alaska SBDC](#) office nearest you.

SHOW:

All

Pre-Launch

Already in Business

Exit Stage

POPULAR

20 Questions Before Starting a Business

This is a perfect starting point to help explore the details of starting a new business.

POPULAR

Business Plan Outline

Whether you are starting a new business or preparing to apply for a loan, a business plan is a vital part of the process.



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How We Work Together



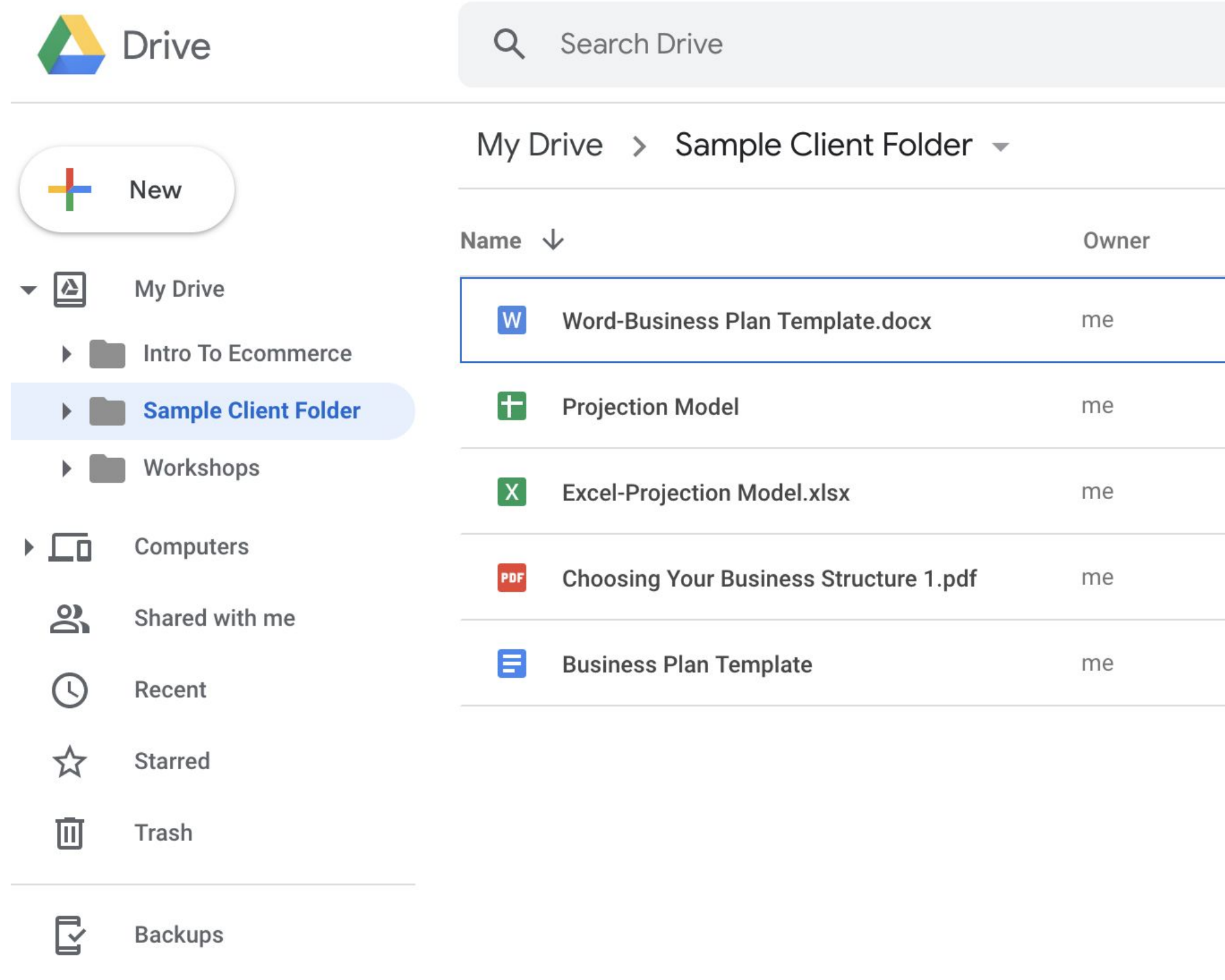
Google Drive

No Software Purchases Necessary

Keep it Simple:

There is no need to purchase any software such as Word, Excel, or PowerPoint. Everything we add or download from Google is free for us to use and then can be converted into all common file types.





All Resources are Shared in the Cloud

Your advisor will populate your folder with: Business Plan Templates, a Financial Model, IBIS World Industry Research Reports, and many more tools upon request.

As you work with your advisor using Google Drive, all tools and resources are available 24/7 and always secure.

Collaborate Live with Your Advisor

Using Google Drive enables us to collaborate on our Business Plans and Projections in real time.

- Work Live on any documents
- Revision History ensures that there is never any lost work.

The screenshot shows a Google Docs interface for a document titled "Business Plan Template". The document is open to a section titled "Why should you write a business plan?". The left sidebar shows an outline of the document with sections like "Executive Summary", "Industry Overview", "Industry Participants", "Performance and Outlook", "Industry Trends", "Competitive Buying Patterns", "Distribution Patterns", "Market description and characteristics", "Market Segments", "Target market", "Market needs", "Market trends", "Competitor's profile", "Competitive edge", and "Market niche and share". The main content area shows the following text:

Why should you write a business plan?

A business plan describes your business goals and how you plan to reach them. It is the roadmap to the successful operation of your business, laying out – step by step – the details of how you will start and run your business. It shows where you should be and when, so you can see if you are meeting your sales and financial targets.

The business plan also communicates to interested parties outside the business that your business is well-planned and feasible. A business plan is a working document that changes as your business changes.

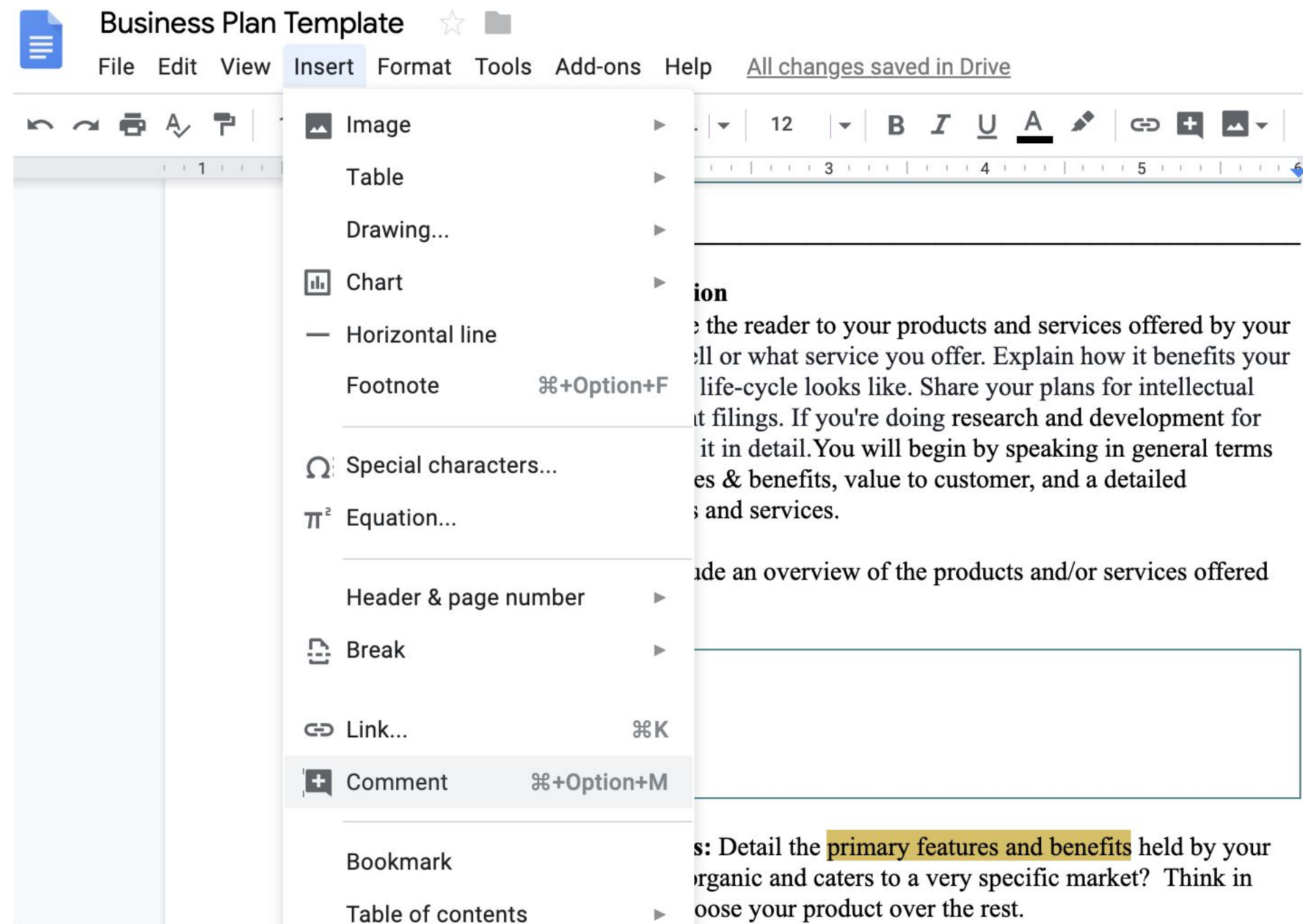
A strong business plan is essential to the launch and growth of a successful business. It serves four main purposes:

1. **Idea Development:** It disciplines you to write your thoughts down in a clear and organized manner, so you can see what you still need to do to get your business started. It also helps you determine the feasibility of your idea and estimate your revenue and expenses.
2. **Strategic Planning Tool:** It maps out your short-term and long-term goals and marketing strategy, and describes how you will leverage your strengths and reduce your risks. The business plan identifies targets that help you monitor and measure the success of your business.
3. **Internal/External Communication:** It tells you and others how the business is run. Internal readers might be business partners and employees. External readers might include suppliers, consultants, accounting and legal services, or other sources of outside assistance. If they understand your business, they can help you more effectively.
4. **Sales Document:** It is an invaluable tool for securing money from investors. It sells your business idea to bankers, state agencies, and private backers. A clear, concise, and compelling business plan will convince people to invest in you.

Stay in Touch with Comments

Using comments in Google Drive is a fantastic way to stay current on any work that you and your advisor have done together.

- Each comment immediately is sent to each party as an email once it is inserted.
- Quick questions you need answers to can be resolved without setting up and waiting on appointments.



**We've covered
the basics,
What about
starting or
growing your
business.**

RIVER HEALTH & WELLNESS
SOLDOTNA, AK



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COMMON START-UP QUESTIONS

- Do I need a business plan?
- Where can I get get money?
- What should I do first?

“She gave knowledgeable advice and offered suggestions and ideas for the entire plan. Her enthusiasm was appreciated and seemed as excited as I was during each step. I felt more confident in my new business because of her advice and encouragement and her belief that I could make it a success.”

- Borealis Bridal, LLC - Fairbanks, AK

CLIENT: The Rooming Root
Market
LOCATION: Fairbanks, Alaska



> Common Existing Business Questions

- Do I need a business plan?
- How do I grow my business?
- How can I improve cash flow?
- What if I...?
- What should I do first?

“She gave knowledgeable advice and offered suggestions and ideas for the entire plan. Her enthusiasm was appreciated and seemed as excited as I was during each step. I felt more confident in my new business because of her advice and encouragement and her belief that I could make it a success.”

- Borealis Bridal, LLC - Fairbanks, AK



CLIENT: The Rooming Root Market
LOCATION: Fairbanks, Alaska



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CREATING A BUSINESS PLAN

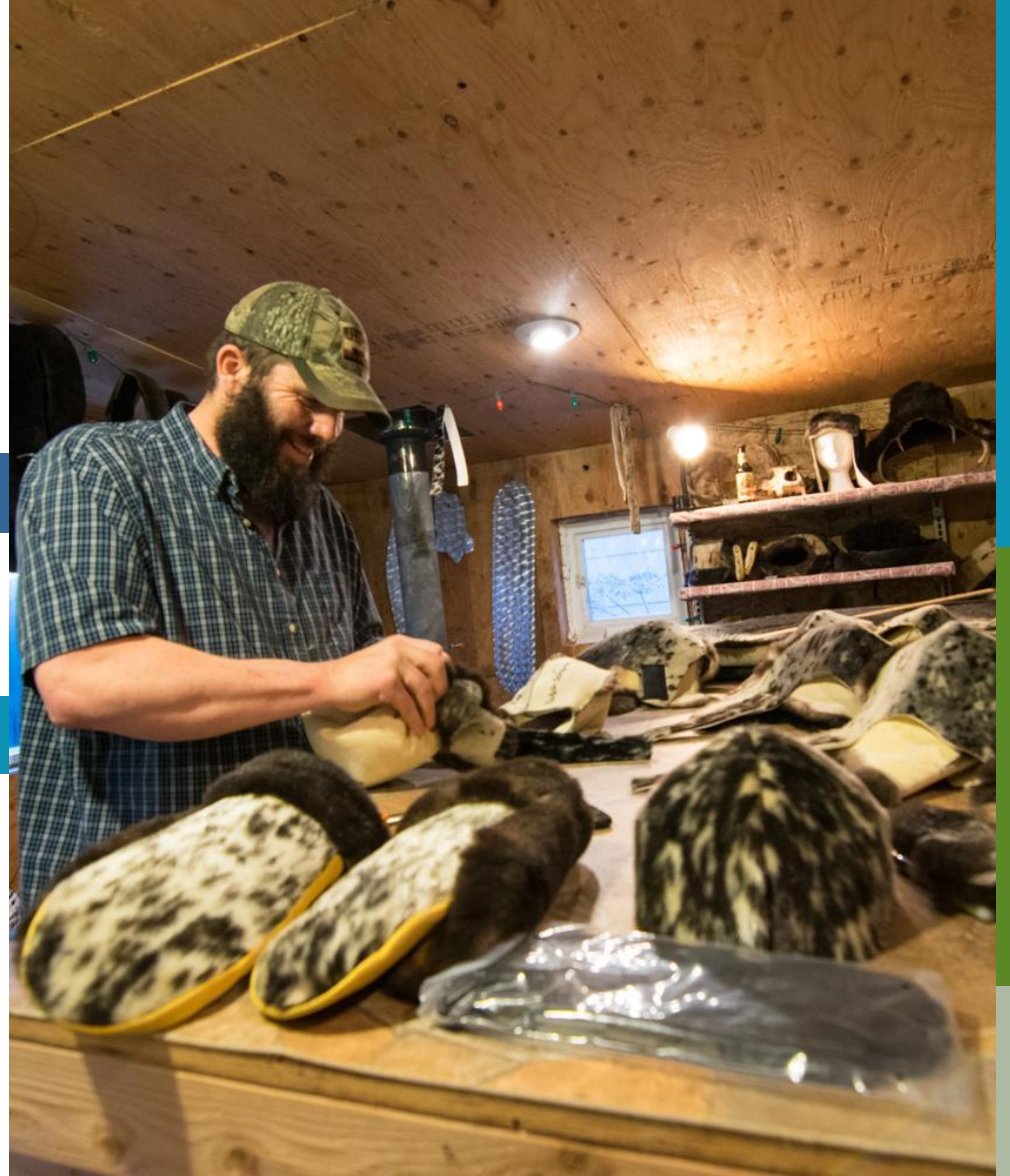
A Business plan is a two-part document

FINANCIALS:

Set the financial plan of where we are going

NARRATIVE:

Describes how we are going to achieve the financial plan



It all starts with the Numbers..



Proving your plan pencils out before you launch is absolutely necessary.

- Research the start-up costs
- Consider your Salaries and Wages
- Gather your list of Fixed Expenses
- Set Smart Goals

“I was feeling overwhelmed with decisions that needed to be made and Jennifer helped me by providing direction and a wealth of information that I am using to make those needed decisions. I have referred a friend to Alaska SBDC for advising and highly recommend the workshops as well.”

-Roam Nome - Nome, Alaska



BEAVER BROTHERS TRADING CO
SITKA, AK



Required Start up Funds

Required Start-Up Funds						
Start-Up Costs						
	Amount	Depreciation		Notes		
Fixed Assets						
Land	\$ -					
Buildings	-	20.0	years			
Improvements	-	7.0	years			
Equipment	-	7.0	years			
Furniture and Fixtures	-	5.0	years			
Vehicles	-	5.0	years			
Other Fixed Assets	-	5.0	years			
Total Fixed Assets	\$ -					
Operating Capital						
Advertising and Promotion	\$ -					
Beginning Inventory	-					
Legal and Professional Fees	-					
Licenses	-					
Pre-Opening Salaries and Wages	-					
Prepaid Insurance Premiums	-					
Rent Deposits	-					
Supplies	-					
Utility Deposits	-					
Working Capital (Cash On Hand)	-					
Other Operating Capital	-					
Total Operating Capital	\$ -					
Total Start-Up Costs	\$ -					
Sources of Funding						
	Percent	Amount	Interest Rate	Term in Months	Monthly Payments	Notes
Owner's Cash Injection	0.0%	\$ -				
Outside Investors	0.0%	-				
Additional Loans or Debt						
Commercial Loan	0.0%	\$ -	8.00%	60	\$ -	
Commercial Mortgage	0.0%	-	6.00%	240	-	Land and buildings only
Total Sources of Funding	0.0%	\$ -			\$ -	

Enter to reduce or eliminate line of credit requirement below

Salaries and Wages

Salaries and Wages			January	February	March	April	May
	#	Assumptions					
Owners and Employees	3.0%	Annual Pay Increase					
Owner Compensation	0		\$ -	\$ -	\$ -	\$ -	\$ -
Salaries							
Salary I	0		\$ -	\$ -	\$ -	\$ -	\$ -
Salary II	0		-	-	-	-	-
Salary III	0		-	-	-	-	-
Salary IV	0		-	-	-	-	-
Total Salaries	0		\$ -	\$ -	\$ -	\$ -	\$ -
Wages							
Wage I	0						
Rate Per Hour			\$ -	\$ -	\$ -	\$ -	\$ -
Hours Per Month			-	-	-	-	-
Overtime Per Month			-	-	-	-	-
Wage II	0						
Rate Per Hour			\$ -	\$ -	\$ -	\$ -	\$ -
Hours Per Month			-	-	-	-	-
Overtime Per Month			-	-	-	-	-
Wage III	0						
Rate Per Hour			\$ -	\$ -	\$ -	\$ -	\$ -
Hours Per Month			-	-	-	-	-
Overtime Per Month			-	-	-	-	-
Wage IV	0						
Rate Per Hour			\$ -	\$ -	\$ -	\$ -	\$ -
Hours Per Month			-	-	-	-	-
Overtime Per Month			-	-	-	-	-
Total Wages	0		\$ -	\$ -	\$ -	\$ -	\$ -
Total Owners and Employees	0		\$ -	\$ -	\$ -	\$ -	\$ -
Independent Contractors							
Contractor I	0		\$ -	\$ -	\$ -	\$ -	\$ -
Contractor II	0		-	-	-	-	-
Total Independent Contractors	0		\$ -	\$ -	\$ -	\$ -	\$ -
Payroll Taxes and Benefits							
Social Security		6.20%	\$ -	\$ -	\$ -	\$ -	\$ -
Medicare		1.45%	-	-	-	-	-
Federal Unemployment Tax (FUTA)		0.60%	-	-	-	-	-

Fixed Expenses

Fixed Operating Expenses		30-Jun-22	
	Monthly	Notes	
Expenses			
Advertising and Promotion	\$ -		
Automobile Expense	-		
Commissions and Fees	-		
Computer and Internet Expenses	-		
Credit Card and Bank Charges	-		
Discounts and Refunds	-		
Dues and Subscriptions	-		
Insurance Expense	-		
Janitorial and Waste	-		
Legal and Professional Fees	-		
Meals and Entertainment	-		
Office Supplies	-		
Postage and Delivery	-		
Rent (Business Location)	-		
Rent (Vehicles and Equipment)	-		
Repairs and Maintenance	-		
Supplies	-		
Telephone Expense	-		
Travel Expense	-		
Utilities	-		
Misc 1	-		
Misc 2	-		
Misc 3	-		
Misc 4	-		
Misc 5	-		
Misc 6	-		
Misc 7	-		
Misc 8	-		
Misc 9	-		
Misc 10	-		
Total Expenses	\$ -		
Other Expenses			
Depreciation	\$ -		
Interest			
Commercial Loan	\$ -		
Commercial Mortgage			

Projected Sales

Projected Sales Forecast			January	February	March	April	May	June	July	August	September	October
Products and Services	Assumptions	%										
Product/Service A												
Price Per Unit	\$ -	100.0%										
Variable Cost Per Unit	-	0.0%										
Gross Margin Per Unit	\$ -	0.0%										
Projected Unit Sales												
Seasonality Factor			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Year One			-	-	-	-	-	-	-	-	-	-
Year Two Growth	0.0%		-	-	-	-	-	-	-	-	-	-
Year Three Growth	0.0%		-	-	-	-	-	-	-	-	-	-
Product/Service B												
Price Per Unit	\$ -	100.0%										
Variable Cost Per Unit	-	0.0%										
Gross Margin Per Unit	\$ -	0.0%										
Projected Unit Sales												
Seasonality Factor			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Year One			-	-	-	-	-	-	-	-	-	-
Year Two Growth	0.0%		-	-	-	-	-	-	-	-	-	-
Year Three Growth	0.0%		-	-	-	-	-	-	-	-	-	-
Product/Service C												
Price Per Unit	\$ -	100.0%										
Variable Cost Per Unit	-	0.0%										
Gross Margin Per Unit	\$ -	0.0%										
Projected Unit Sales												
Seasonality Factor			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Year One			-	-	-	-	-	-	-	-	-	-
Year Two Growth	0.0%		-	-	-	-	-	-	-	-	-	-
Year Three Growth	0.0%		-	-	-	-	-	-	-	-	-	-
Product/Service D												
Price Per Unit	\$ -	100.0%										
Variable Cost Per Unit	-	0.0%										



Cash Flow

Projected Cash Flow Statement - Year One												
	January	February	March	April	May	June	July	August	September	October	November	December
Beginning Cash Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash Inflows												
Income from Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Accounts Receivable	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Inflows	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash Outflows												
Investing Activities												
New Capital Purchases	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Inventory Purchases	-	-	-	-	-	-	-	-	-	-	-	-
Cost of Sales	-	-	-	-	-	-	-	-	-	-	-	-
Operating Activities												
Owners and Employees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fixed Business Expenses	-	-	-	-	-	-	-	-	-	-	-	-
Taxes	-	-	-	-	-	-	-	-	-	-	-	-
Financing Activities												
Loan Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Line of Credit Interest	-	-	-	-	-	-	-	-	-	-	-	-
Line of Credit Repayments	-	-	-	-	-	-	-	-	-	-	-	-
Dividends Paid	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Outflows	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash Flow	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operating Cash Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Line of Credit Drawdowns	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ending Cash Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Line of Credit Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Business Plan Outline

Table of Contents

- |1| Executive Summary

- |2| Business Description
 - Company Ownership
 - Location and Facilities
 - Personnel Plan

- |3| Product & Services
 - Product & Service Description
 - Key Features and Benefits

- |4| Planning & Strategy
 - Industry Performance
 - Target Markets
 - Competitive Analysis

- |5| Marketing & Sales
 - Marketing Strategy
 - Sales Strategy
 - Pricing Strategy
 - Distribution Strategy

- |6| Financials
 - Fiscal Performance & Monitoring
 - Loan Summary (optional)



CLIENT:
LOCATION:

THANK YOU!

VISIT

aksbdc.org for small business workshops and no-cost advising

SHARE

With us how we did in your Workshop Survey!

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