



Alaska Small Business
Development Center

UNIVERSITY of ALASKA ANCHORAGE



FY24 FUNDING REQUEST

CLIFF COCHRAN, CENTER DIRECTOR

KENAI PENINSULA CENTER

- Center Director
 - Cliff Cochran, MBA

- Homer Business Advisor
 - Robert Green

- Seward Business Advisor
 - KellyAnn Cavaretta



ALASKA SBDC

- What We Provide
 - No-cost, confidential business advising
 - Low-cost business workshops and webinars
 - Online resources and business tools



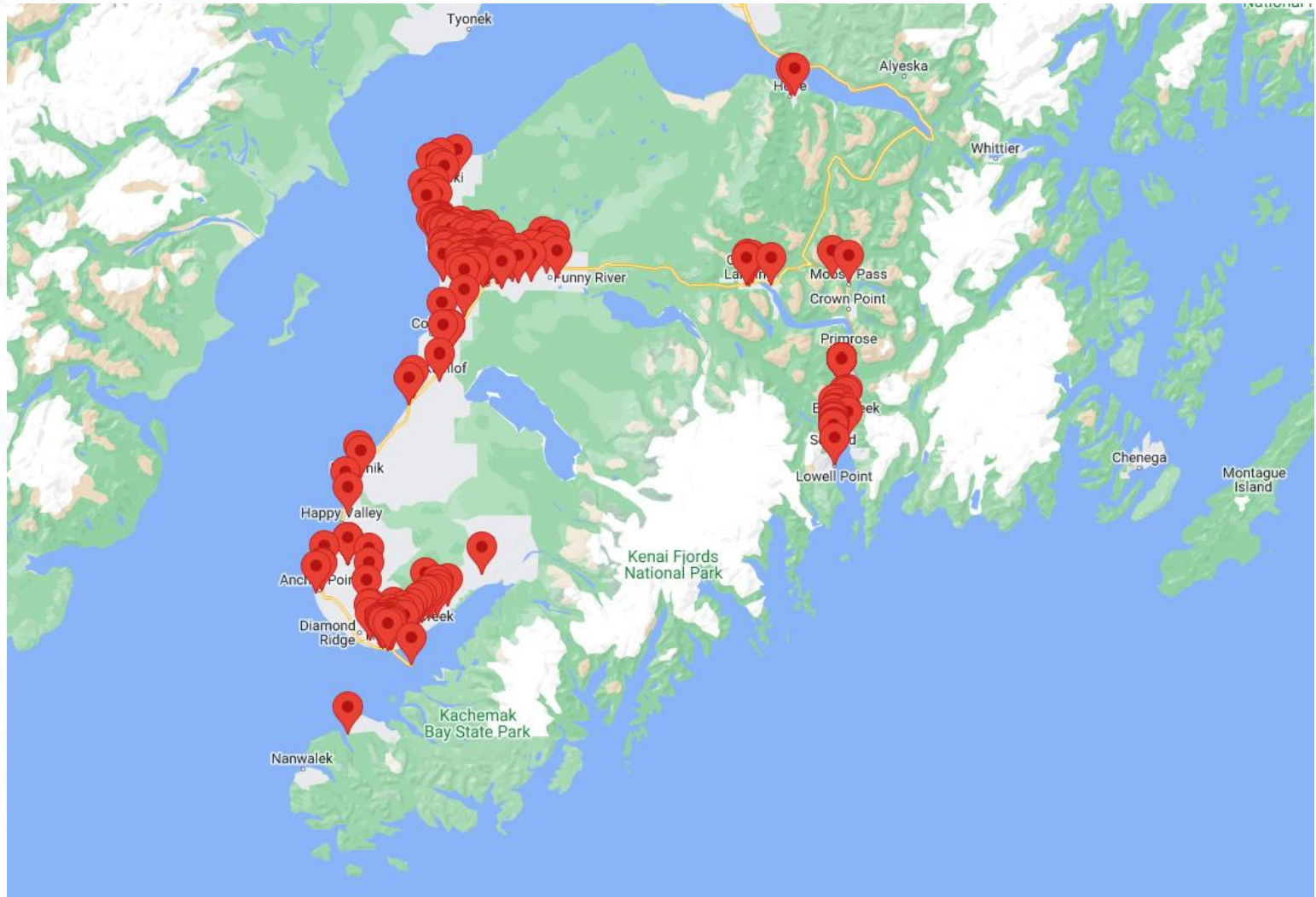
We grow small business

BUSINESS ADVISING

■ Top Topics in FY22	Hours	%	
1. Startup Assistance	546.7	35.1	↑
2. Financing/Capital	318.8	20.5	↑
3. Managing a Business	148.5	9.5	↓
4. Business Planning	83.9	5.4	↑
5. Buy/Sell Business	76.8	4.9	↓



ACTIVE CLIENTS



WORKSHOPS

- Over 80 Topics Include
 - Starting a Business
 - Bookkeeping Basics
 - LLCs in Alaska



ON-DEMAND

**How to Get a
Business License
in Alaska**

PRESENTED BY

RESOURCES

- Proprietary Tools
 - Financial projection models
 - Business plan documents
 - Focused industry toolkits
 - Business valuation guide
 - Small business FAQs

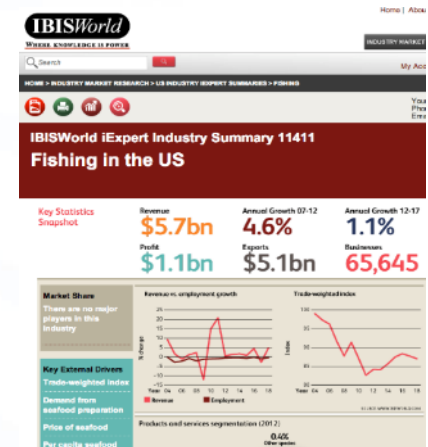
Financial Ratio Analysis

Ratio	Formula	Year One	Year Two	Year Three	Industry (NAICS): 722515	Significance
Liquidity						
Current Ratio	$= \frac{\text{Current Assets}}{\text{Current Liabilities}}$	0.79	2.04	2.82	2.75	Measures solvency: A ratio of 1.50 means that for every \$1 of current liabilities, the company has \$1.50 in current assets with which to pay.
Quick Ratio (Acid Test)	$= \frac{(\text{Cash} + \text{Accounts Receivable})}{\text{Current Liabilities}}$	0.38	1.41	1.96	1.81	Measures liquidity: A ratio of 1.50 means that for every \$1 of current liabilities, the company has \$1.50 in cash and AR with which to pay.
Safety						
Debt-to-Equity Ratio	$= \frac{\text{Total Liabilities}}{\text{Total Equity}}$	2.17	0.51	0.34	2.81	Measures financial risk: A ratio of 0.75 means that for every \$1 of equity, the company owes \$0.75 to its creditors.
Interest Coverage Ratio	$= \frac{\text{Earnings Before Interest \& Taxes}}{\text{Interest Expense}}$	4.49	19.26	35.18	4.95	Measures safety: A ratio of 15 means that for every \$1 of interest owed, the company has \$15 in earnings in which to pay.

RESOURCES

- **IBISWorld Subscription**
 - 700+ industry reports
 - Updated 6-12 months
 - \$925 value each

- **ProfitCents Subscription**
 - 1,400+ industry benchmarks
 - Ratio analysis and business valuation capabilities
 - \$2,750 value each

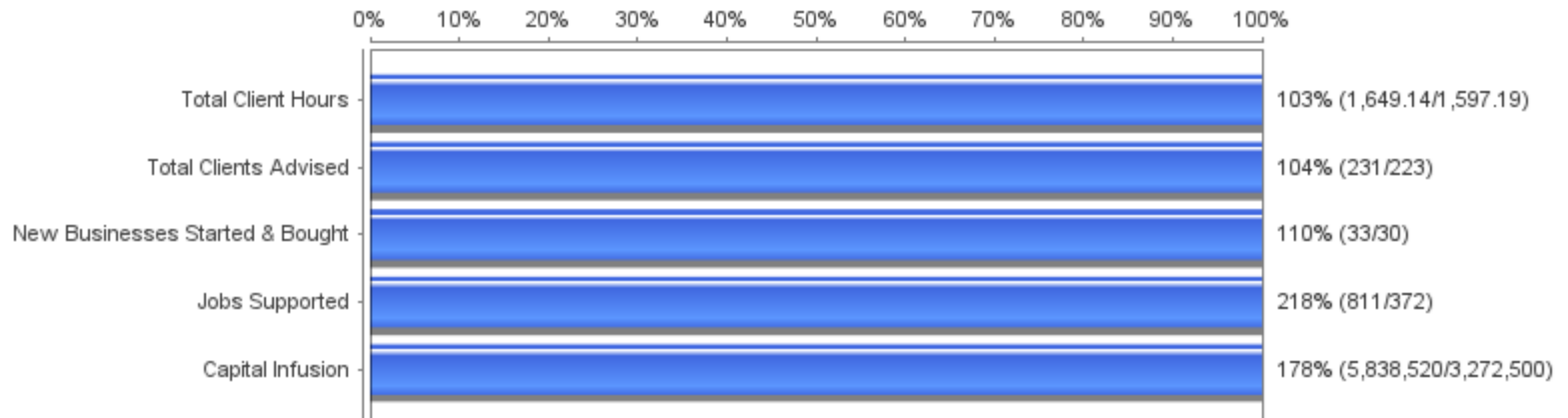


INDUSTRY FINANCIAL DATA AND RATIOS
Green: Company metrics highlighted in green are within the top 20% of the industry.
Red: Company metrics highlighted in red are within the bottom 20% of the industry.

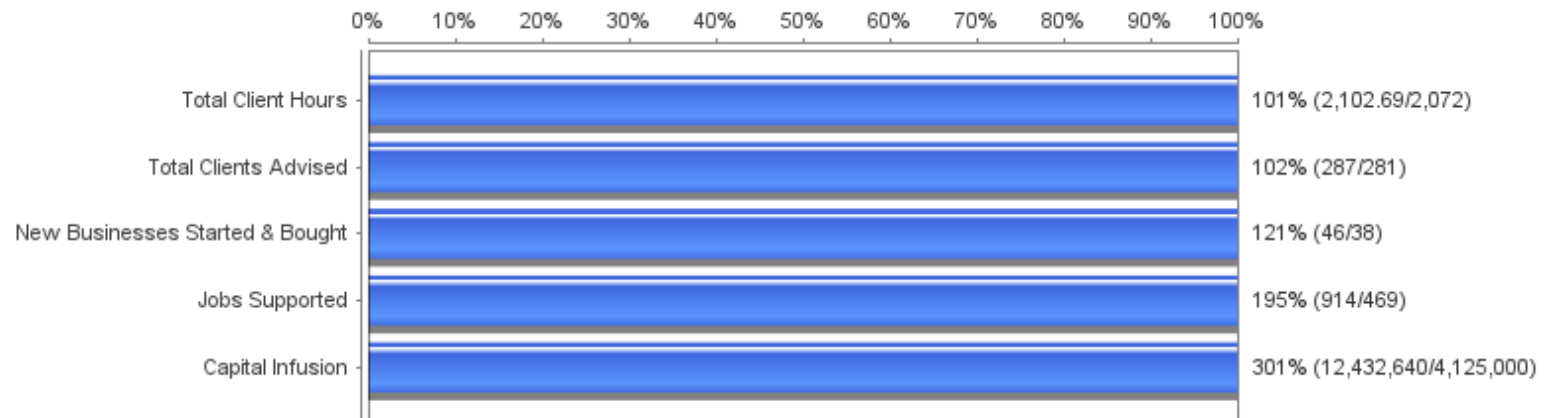
Industry Data (Number of Financial Statements)					
Company Data	Recent 12 Months	Distance from Industry	2016	2015	2014
Direct Labor Ratio	0.00%	—	—	—	—
Maintenance and Repairs to Sales	5.26%	—	—	—	4.10% (1)
Utilities to Sales	10.43%	—	—	—	8.80% (10)
Revenue per Employee	\$21,082	—	—	—	\$21,008 (16)
Financial Metric	Company Data	Recent 12 Months (M)	Distance from Industry	2016 (M)	2015-2014 (M)
Current Ratio	—	6.69	—	7.36	3.37
Quick Ratio	—	5.93	—	6.52	2.67
Gross Profit Margin	94.34%	97.96%	3%	96.76%	95.69%
Net Profit Margin	19.08%	5.67%	95%	33.24%	6.77%
Inventory Days	0.00	—	—	—	1162
Accounts Receivable Days	0.00	13.77	-100%	23.23	9.54
Accounts Payable Days	0.00	8.63	-100%	3.69	75.87
Interest Coverage Ratio	2.87	1.58	61%	1.72	4.03
Debt-to-Equity Ratio	0.81	9.78	-91%	5.09	3.80
Return on Equity	5.46%	5.88%	-6%	12.50%	8.85%
Return on Assets	3.02%	1.64%	84%	3.75%	3.87%
Gross Fixed Asset Turnover	0.26	0.40	-35%	0.46	0.63
Profit per Employee	\$3,443	—	—	—	\$2,856
Sales Growth	16.32%	-3.27%	99%	-3.27%	3.96%
Profit Growth	27.06%	75.23%	-64%	75.23%	11.06%

RESULTS

FY21 Kenai Peninsula Center Scorecard



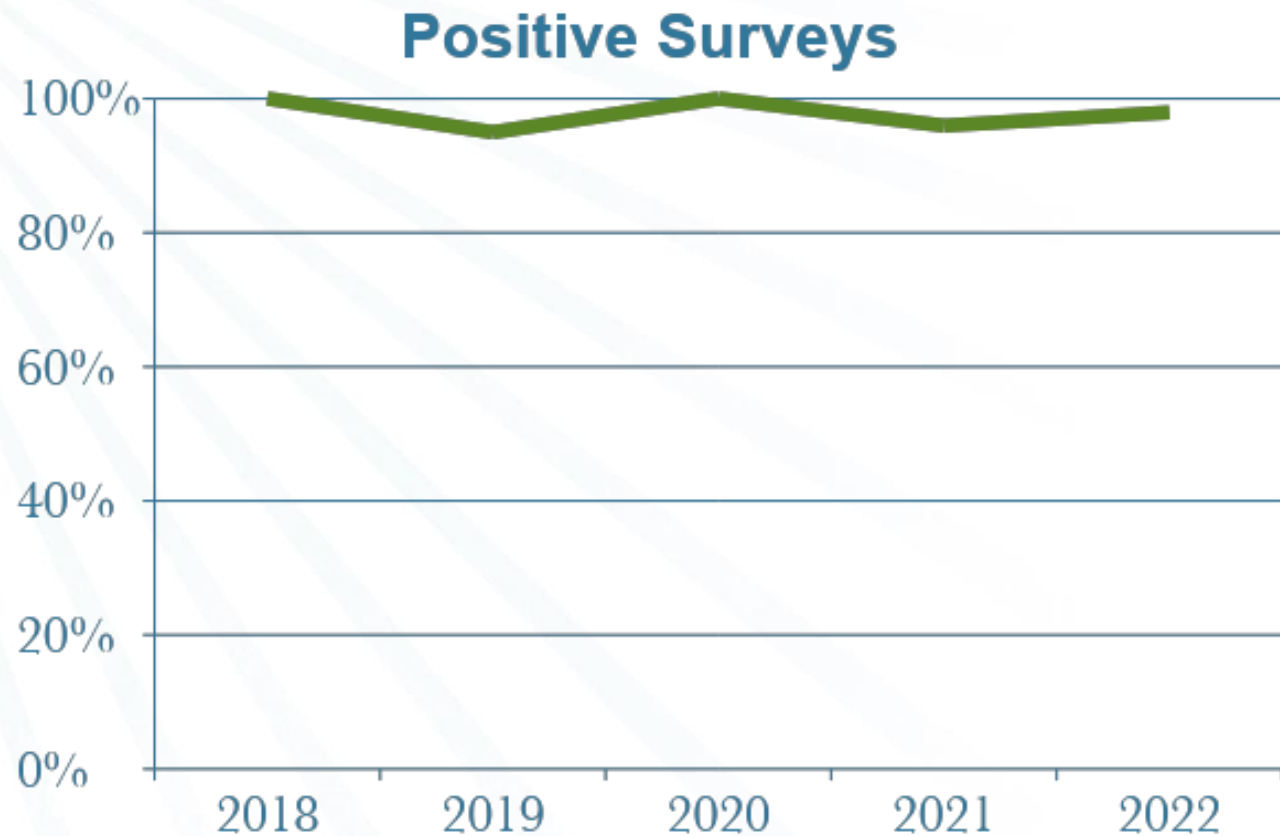
FY22 Kenai Peninsula Center Scorecard



Exceeded goals for a fourth consecutive year

RESULTS

Five-year trend for level of client satisfaction



SUCCESS STORIES

“Our business advisor, Robert, has been there with our clinic from the very beginning. Now that we are up and running, we continue to reach out to him for ongoing collaboration needs.”

- Jill Zank, SLP

Changing Tides Therapy Services, Homer



SUCCESS STORIES



“Cliff was so helpful in breaking down my monthly costs and showing me the sales goals I need to set each month, as well as showing me where I can cut costs. Very thankful for his assistance and glad he is close by for further assistance as I need it.”

- Sara Erickson
AlaSkins, Soldotna

SUCCESS STORIES



“Finding access to lending programs from KellyAnn, and hearing that our company can support this development, was the springboard we needed to take action on a big project that has been many years in the making. We are so grateful for the SBDC’s support, both for us and for our business community here in Seward.”

- Trent Lafleur

Kayak Adventures Worldwide, Seward

SUCCESS STORIES

“I was so thrilled to find the SBDC. Cliff was so knowledgeable and helpful. He answered questions we didn’t even know we had. It is so great to know that there is someone out there with business experience who is excited to help you succeed.”

- Katy Settlemyer
Kenai River
Shave Ice, Kenai



PROJECTED PERFORMANCE

- Deliverables for FY24
 - Advising Hours: 2,226
 - Clients Advised: 300
 - New Businesses Started & Bought: 40
 - Jobs Supported: 500
 - Capital Infusion: \$4.4 million



PROJECTED BUDGET

FY24: \$439,043

Homer

3.2%

Seward

11.4%

KPB

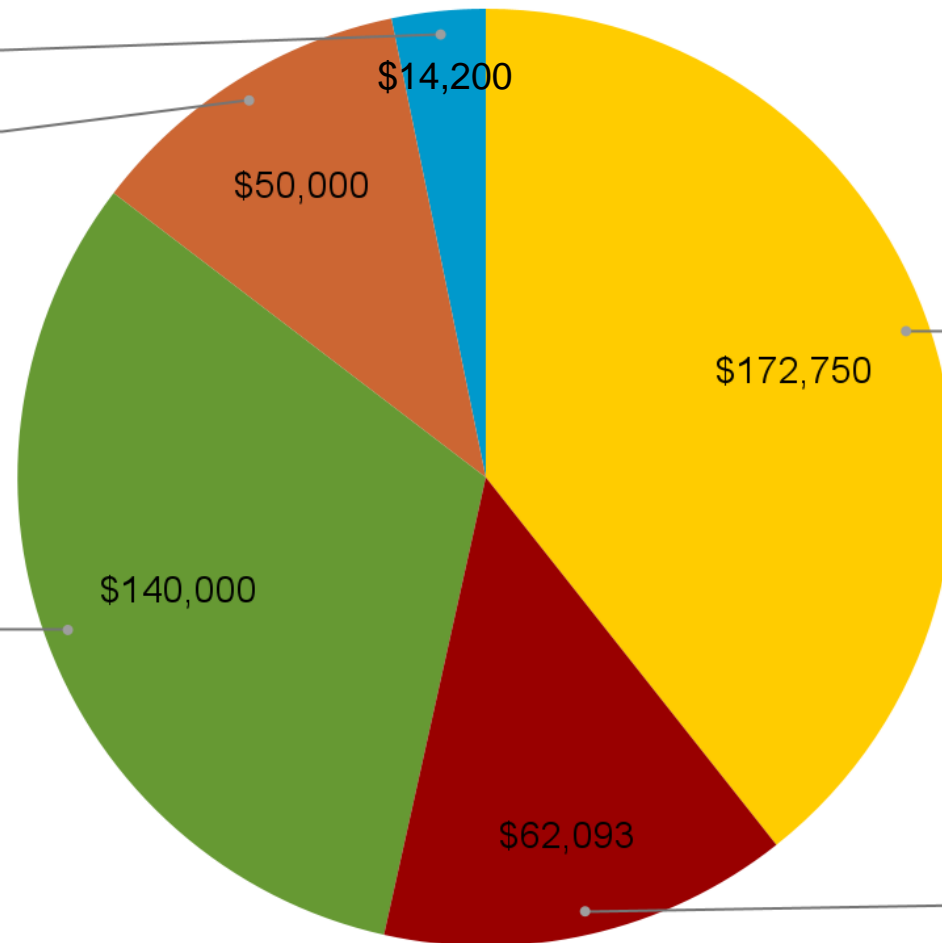
31.9%

SBA

39.3%

University

14.1%





THANK YOU

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