



Alaska Small Business
Development Center

UNIVERSITY of ALASKA ANCHORAGE



ABOUT THE SBDC

CLIFF COCHRAN, MBA
KENAI PENINSULA CENTER DIRECTOR

ALASKA SBDC

- Kenai Peninsula Director
 - Cliff Cochran, MBA

- Homer Business Advisor
 - Robert Green

- Seward Business Advisor
 - KellyAnn Cavaretta



ALASKA SBDC

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



We grow small business

BUSINESS ADVISING

Top Topics (2024)		Hours	%
1	Startup Assistance	801.6	41.4
2	General Assistance	399.1	20.6
3	Financing/Capital	248.9	12.8
4	Buy/Sell Business	198.9	10.3
5	Business Planning	79.2	4.1



BUSINESS ADVISING

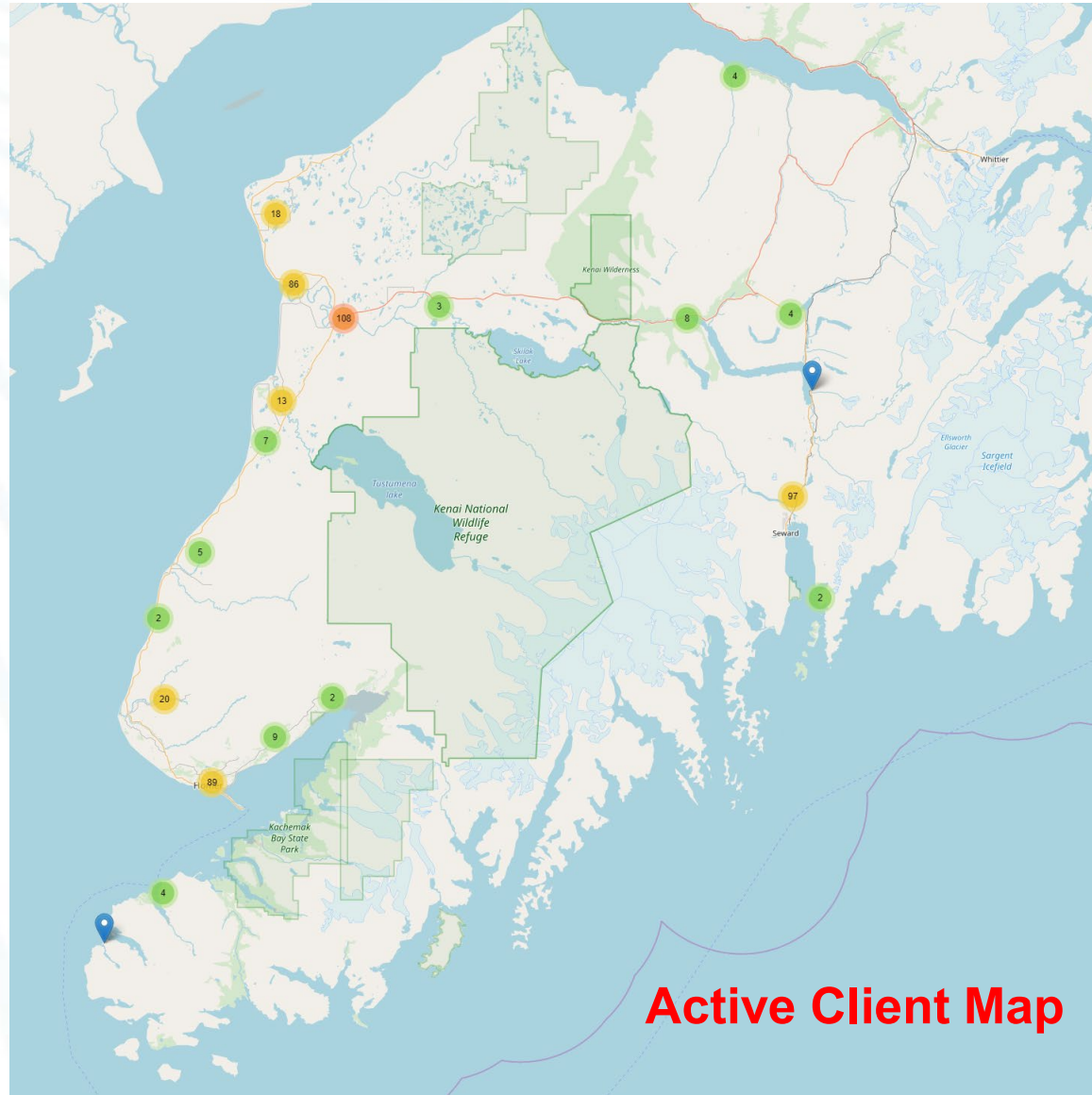
Top Industries (2024)		Hours	%
1	Food Services	373.7	19.3
2	Accommodations	239.2	12.3
3	Services	182.0	9.4
4	Retailers	165.2	8.5
5	Manufacturers	129.3	6.7
6	Construction	127.6	6.6
7	Tour Guides	106.5	5.5
8	Transportation	93.6	4.8
9	Professional	90.4	4.7
10	Healthcare	84.0	4.3

BUSINESS ADVISING

Top Communities (2024)		Hours	%
1	Homer	560.7	28.9
2	Seward	414.1	21.4
3	Soldotna	368.8	19.0
4	Kenai	329.3	16.7
5	Sterling	49.0	2.5



BUSINESS ADVISING



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:
Victoria Hofmann, MBA

Welcome to
Alaska
and the Gateway to the Klondike

Alaska Small Business
Development Center
SBDC UAA BUSINESS ENTERPRISE INSTITUTE

POWERED BY
SBA
AMERICA'S
SBDC
ACCREDITED MEMBER

RESOURCES

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

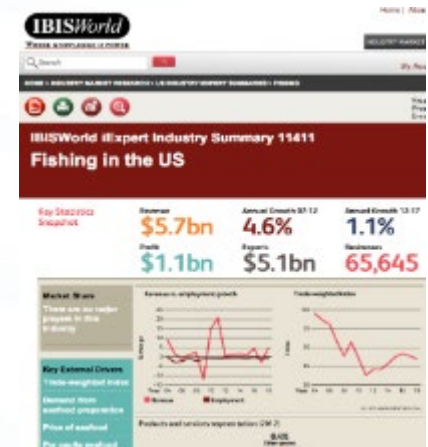
Financial Ratio Analysis

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
 - 1,300+ industry reports
 - Updated 6-12 months
 - \$995 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 metric highlighted in green was within the top 20% of the industry.
Red: Company metric highlighted in red was within the bottom 20% of the industry.

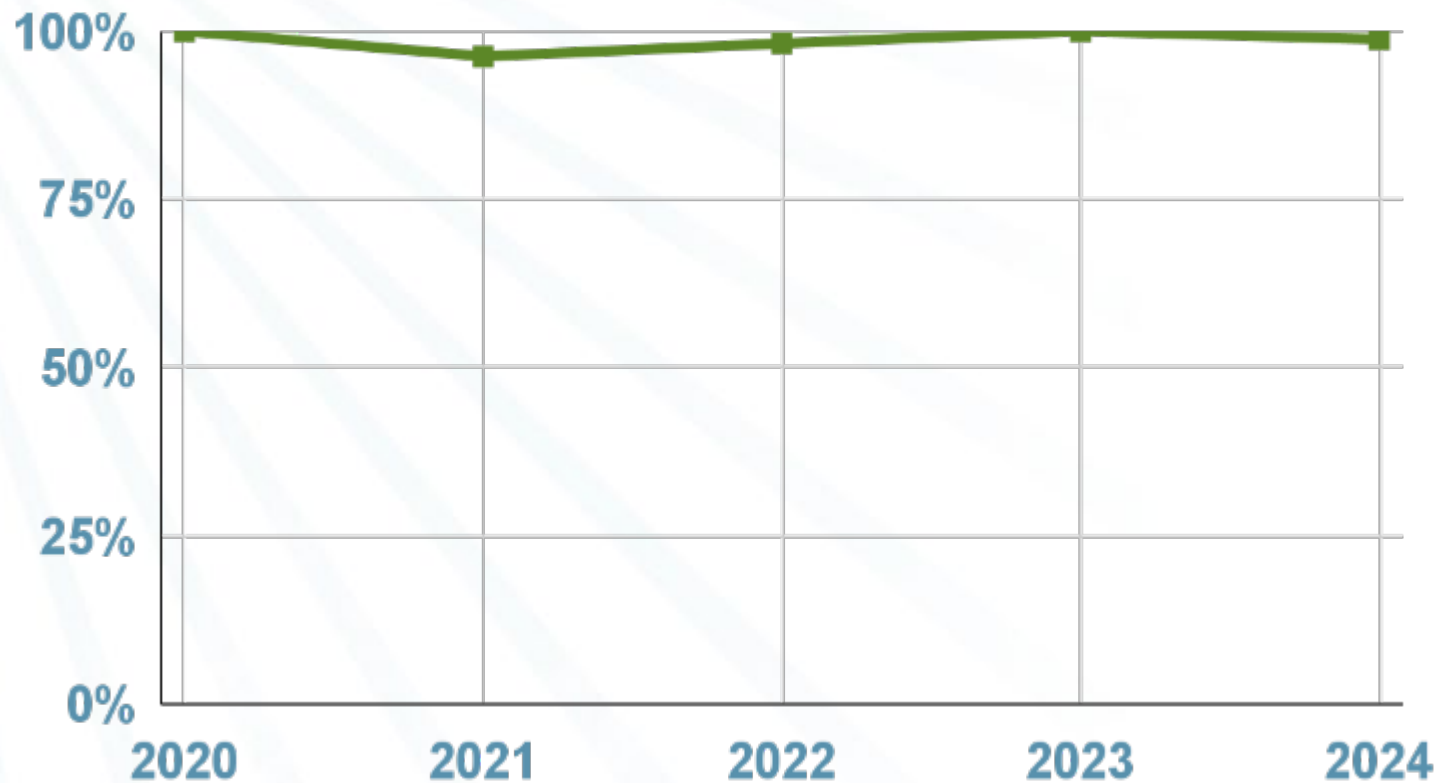
Industry Specific Key Performance Indicators (KPIs)	Company Data	Recent 12 Months	Distance from Industry	2018	2019
Client Labor Ratio	0.00%	—	—	—	—
Management and Capital to Sales	0.24%	—	—	0.10%	0.10%
Operating to Sales	10.43%	—	—	8.81%	8.81%
Revenue per Employee	\$28,362	—	—	\$28,362	\$28,362

Financial Metrics	Company Data	Recent 12 Months (%)	Distance from Industry	2018	2019
Current Ratio	—	0.00	—	0.00	0.00
Debt Ratio	—	0.00	—	0.00	0.00
Gross Profit Margin	34.34%	32.66%	4%	32.66%	32.66%
Net Profit Margin	10.43%	8.81%	9%	8.81%	8.81%
Inventory Days	0.00	—	—	—	—
Accounts Receivable Days	0.00	0.00	100%	0.00	0.00
Accounts Payable Days	0.00	0.00	100%	0.00	0.00
Interest Coverage Ratio	0.00	0.00	—	0.00	0.00
Debt-to-Equity Ratio	0.00	0.00	—	0.00	0.00
Return on Equity	0.00%	0.00%	—	0.00%	0.00%
Return on Assets	0.00%	0.00%	—	0.00%	0.00%
Current Fixed Asset Turnover	0.00	0.00	—	0.00	0.00
Public on Employee	\$3,443	—	—	\$3,443	\$3,443
Public Growth	10.32%	1.21%	89%	0.21%	0.21%
Profit Growth	27.05%	35.23%	94%	35.23%	35.23%

RESULTS

Five-year trend for level of client satisfaction

Positive Surveys



RESULTS

Last Five Years

Clients Advised	1,431
Advising Hours	9,130.3
Jobs Supported	2,084
New Businesses Confirmed	199
Change in Sales	+\$69.9 million
Capital Secured	\$63.7 million



SUCCESS STORIES



HOW TO START

Visit aksbdc.org and click Getting Started

Getting Started

on this page

What the SBDC does

Who we serve

What the Alaska SBDC cannot do


We are Business Advisors

Would you like assistance from an advisor?

Don't want to speak with an advisor?

Other recommendations

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To set up an initial appointment, you must first register on our client portal.

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THANK YOU

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