



Alaska Small Business  
Development Center  

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UNIVERSITY *of* ALASKA ANCHORAGE

U.S. Small Business Administration



# FY25 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 FY23	Hours	%
1. Startup Assistance	743.3	34.8
2. General Assistance	545.9	25.6
3. Financing/Capital	374.0	17.5
4. Buy/Sell Business	134.3	6.3
5. Business Planning	71.2	3.3



*Emma & Claire,  
Salmon Sisters*

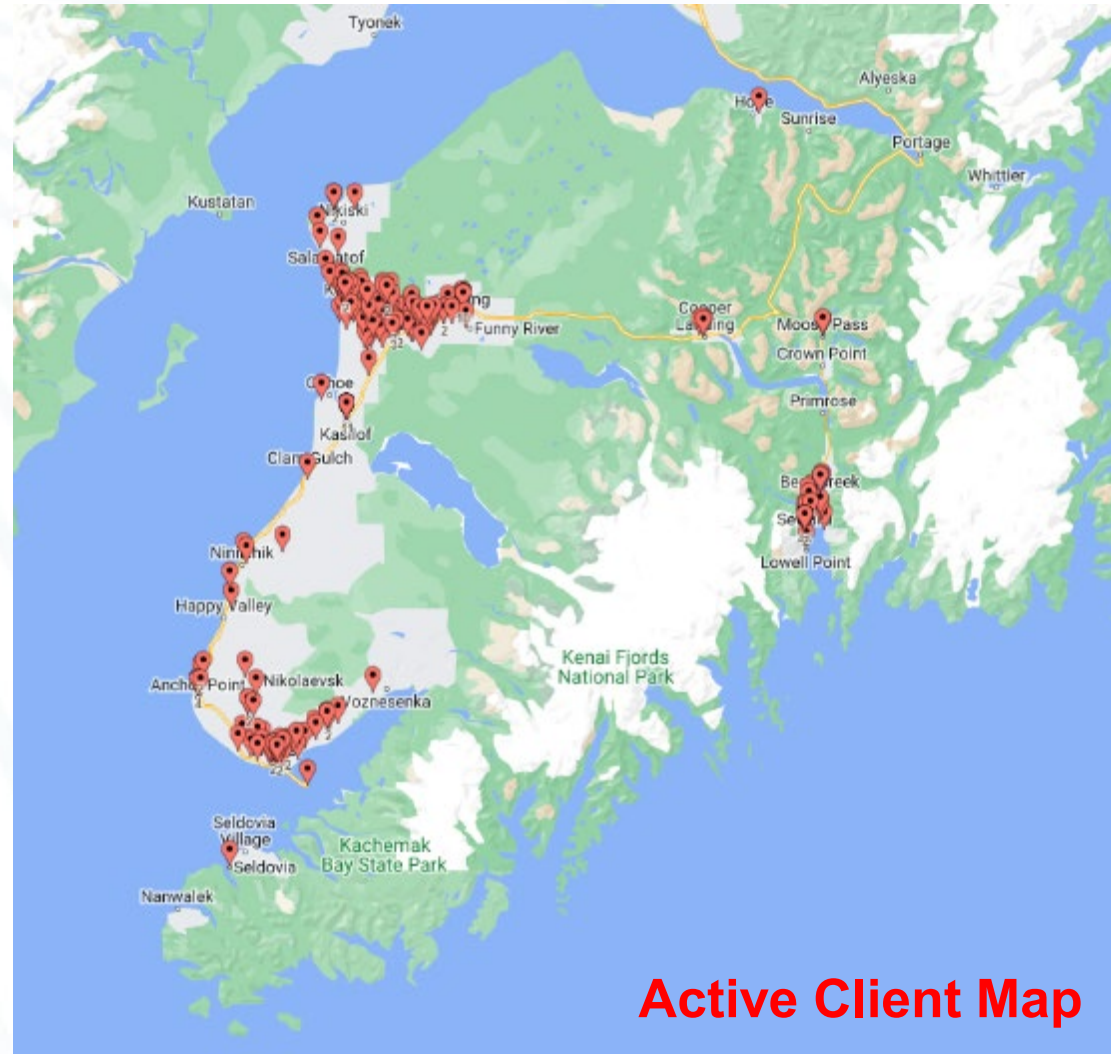
## BUSINESS ADVISING

■ Top Industries in FY23	Hours	%
1. Food Services	261.7	12.3
2. Healthcare	208.7	9.8
3. Accommodations	195.7	9.2
4. Services	185.0	8.7
5. Guides	177.2	8.3

*Amber Abbott,  
Studio49*



# BUSINESS ADVISING



**Active Client Map**

# 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
<b>Liquidity</b>						
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.
<b>Safety</b>						
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.
<b>Profitability</b>						



# RESOURCES

- **IBISWorld Subscription**
  - 700+ 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**  
Notes: Complete financials for 12/16 are shown. See also 2015 of the industry. Ratios: Data are provided in highlighted color and are in the bottom 25% of the industry.

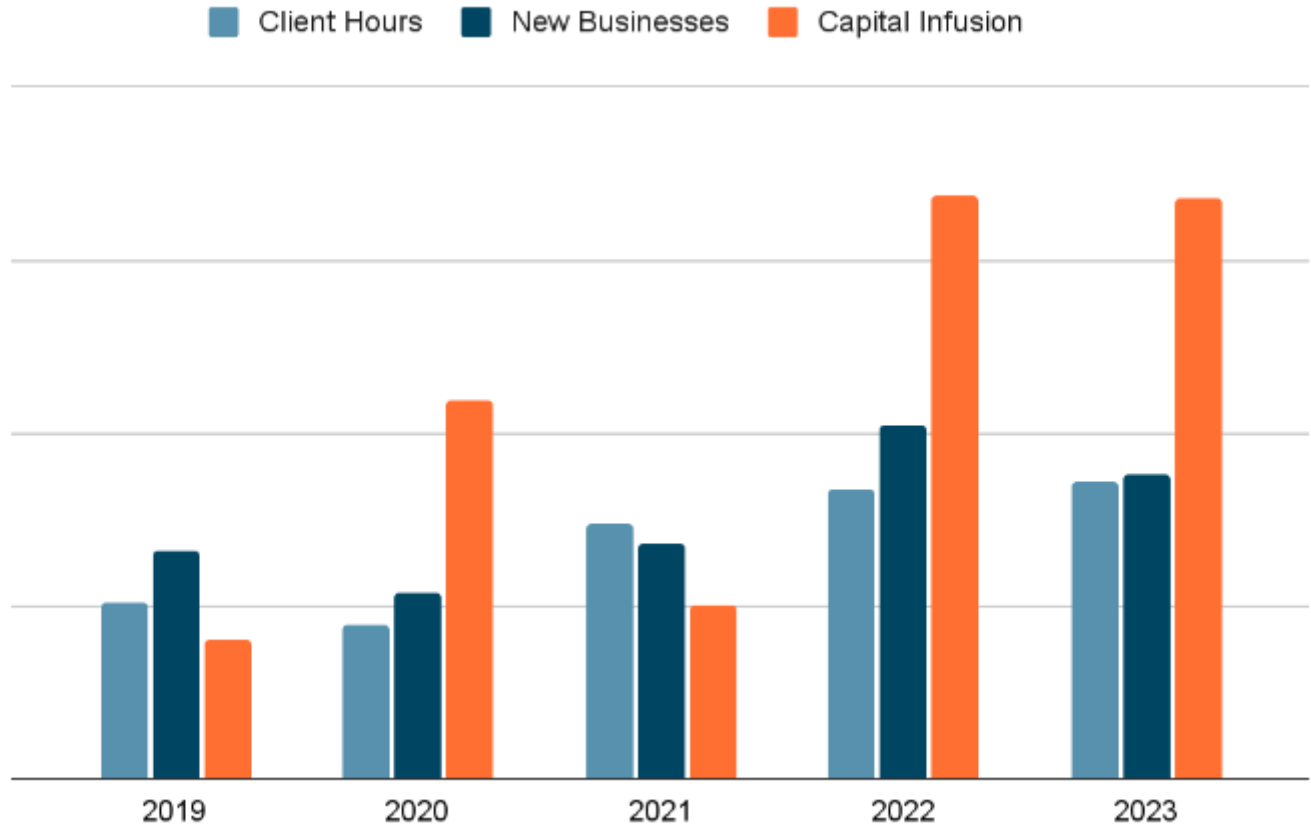
**Industry Data**  
(Values of financial statements)

Industry Spans To Buy Performance Indicators (2016)	Company Data	Peer 12 Months	Median 12 Months	25th Pct	75th Pct
Green Labor-Emerald	0.80%	--	--	--	--
Noninterest-bearing Deposits to Assets	0.26%	--	--	--	0.90% (7)
Valleys in Sales	10,420	--	--	--	8,800 (32)
Revenue per Employee	\$11,382	--	--	--	\$7,038 (36)

Financial Metrics	Company Data	Peer 12 Months (2016)	Median 12 Months Industry	25th Pct	75th Pct
Current Ratio	0.69		1.08	0.81	
Days Payable	6.59		7.12	2.81	
Gross Profit Margin	34.34%	30.04%	32%	30.34%	32.36%
Net Profit Margin	11.80%	2.37%	92%	13.24%	4.77%
Inventory Days	0.80				1.10
Accounts Receivable Days	0.80	11.27	8.96	11.23	3.64
Accounts Payable Days	0.80	2.63	48.96	3.50	1.91
Market-to-bookup Ratio	2.57	1.59	0.78	1.22	4.81
Cost of Goods Sold	0.81	5.14	0.81	5.38	1.01
Return on Equity	0.46%	0.07%	0.7	0.10%	0.80%
Return on Assets	0.25%	1.60%	0.80	0.70%	0.27%
Operating Profit Margin	0.35	1.43	0.85	0.40	0.63
Profit per \$100 Sales	\$1,142	--	--	--	\$2,054
Sales Growth	16.32%	1.27%	0.88%	0.21%	2.80%
Profit Growth	21.84%	75.10%	0.4%	19.23%	11.36%

# RESULTS



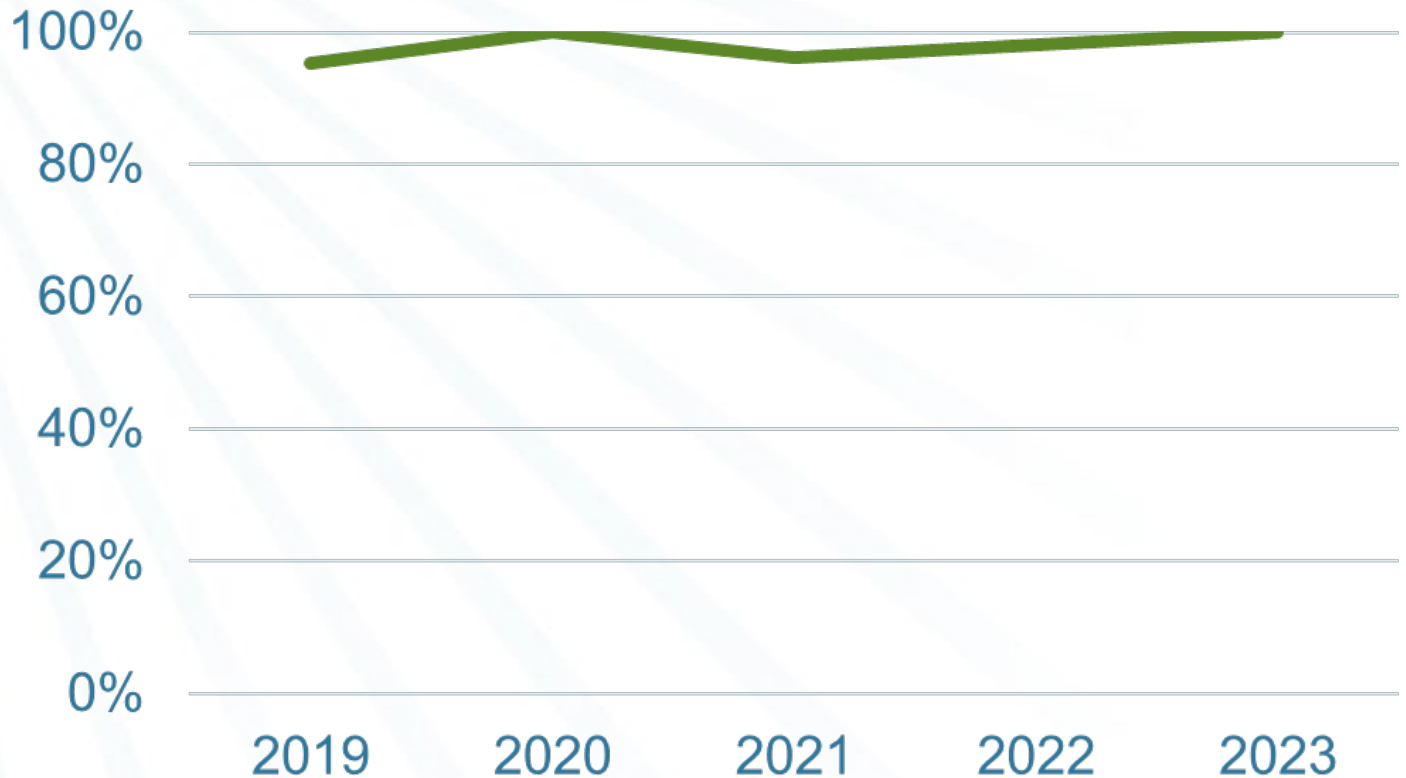
## Kenai Peninsula Year-Over-Year Comparison



# RESULTS

Five-year trend for level of client satisfaction

## Positive Surveys



# 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



“Working with Cliff from the SBDC to start our urgent care made the process a lot less painful. We are very satisfied with the assistance provided by the SBDC and would highly recommend others to start with them.”

- Jeoff Lanfear, MSN, FNP-C  
Urgent Care of Soldotna

# SUCCESS STORIES



“Finding access to lending programs from KellyAnn 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, Seward

# SUCCESS STORIES

“It’s one thing to have an idea, but having someone like Cliff help us see the numbers and the reality was invaluable. His insights gave us the confidence to dive into this new venture headfirst.”

- Shelby Oden  
Kenai Freight  
Forwarders, Kenai



# PROJECTED BUDGET

FY25: \$447,683

Homer

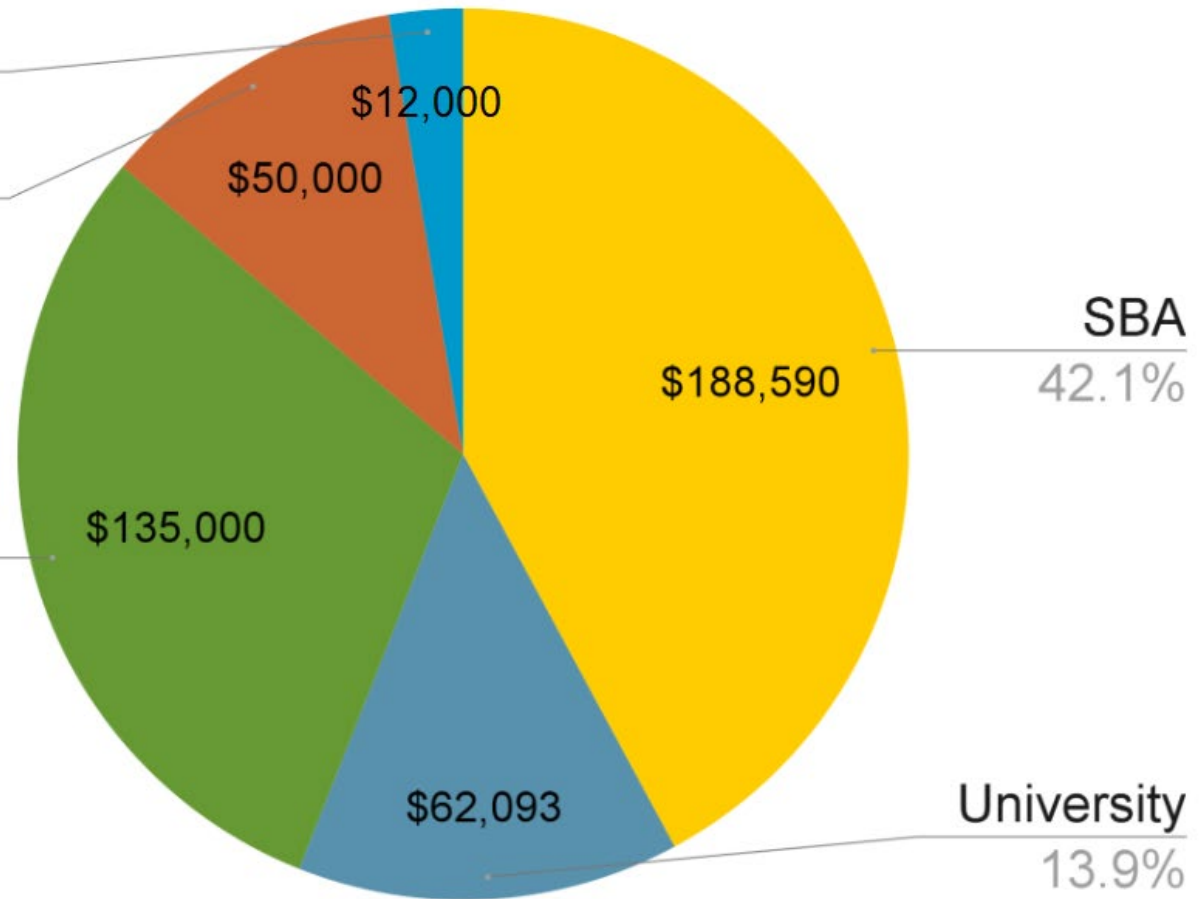
2.7%

Seward

11.2%

KPB

30.2%







THANK YOU

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