



Alaska Small Business  
Development Center

UNIVERSITY of ALASKA ANCHORAGE

U.S. Small Business Administration



# SOUTHWEST REGION

JON BITTNER, STATE DIRECTOR

BRYAN ZAK, REGIONAL DIRECTOR - HOMER

CLIFF COCHRAN, BUSINESS ADVISOR -  
SOLDOTNA

## MISSION

To spark the amazing in Alaska -  
One idea, one business, one community at a time.

## STRATEGIC PRIORITIES

1. Achieve excellence in service delivery
2. Focused service delivery to enable growth in regional sectors and communities
3. Significant infusion of new capital cycling through the community (Alaskan Economy)

# STAKEHOLDERS

Collaborating with our stakeholder organizations since 1995 to build stronger businesses on the peninsula:

Small Business Administration

State of Alaska

University of Alaska

Business Enterprise Institute

Kenai Peninsula Borough

Cities of Soldotna, Seward, Homer, Kenai

Chambers of Commerce

Kenai Peninsula Economic Development District (KPEDD)

Kenai Peninsula Tourism and Marketing Center (KPTMC)

Alaska Vocational Technical Center (AVTEC)

Banks and Credit Unions

Attorneys and Accountants

## PARTNER PROGRAMS



- State, federal and local government procurement activities
- In-state purchases of goods and services
- Proposal preparation and review of federal research and development



# GROWTH

## FY15

### Two Locations

Soldotna  
Homer

One business advisor

Accredited

## FY16

### Two Locations

Soldotna  
Homer

Two business advisors

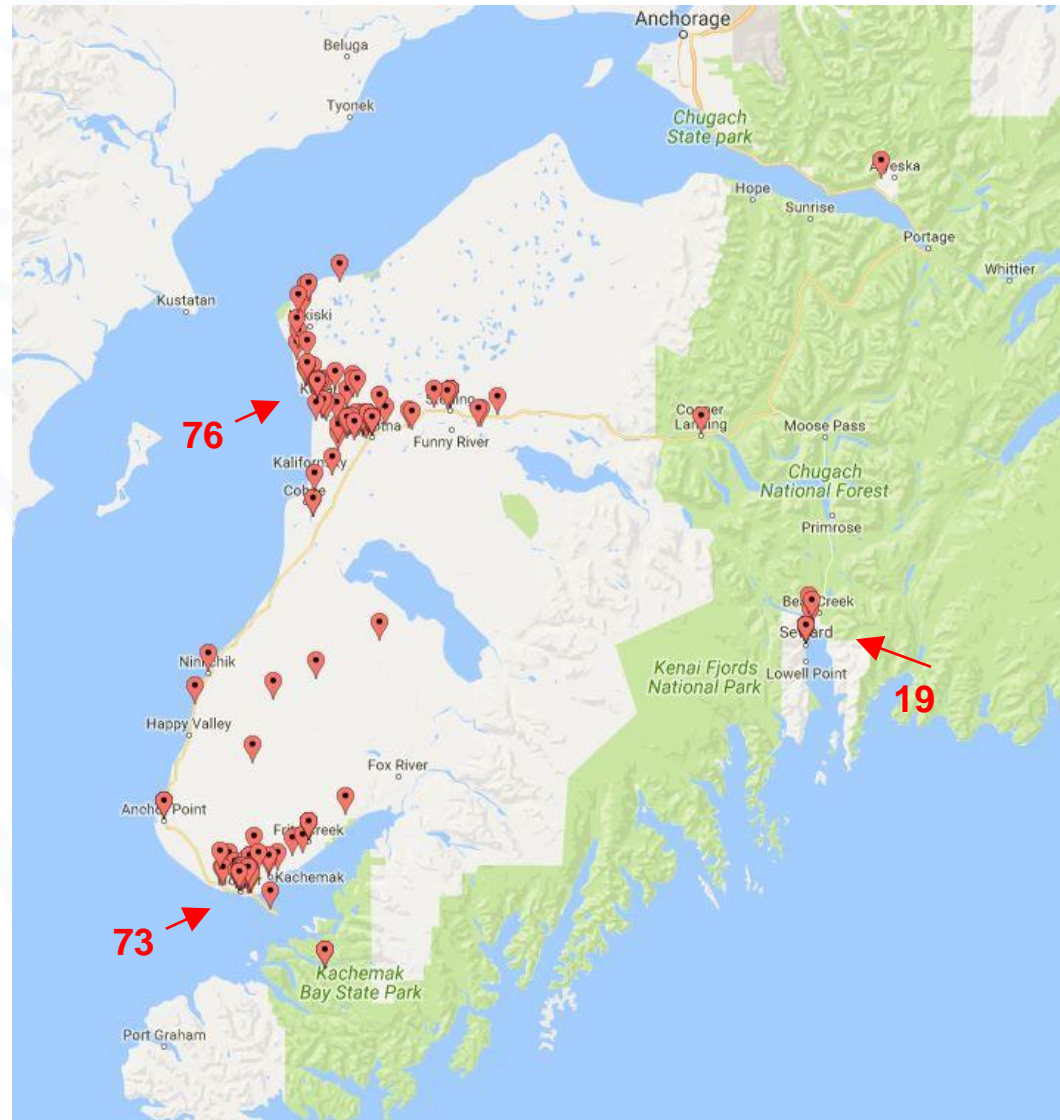
Accredited

Active Clients: 219

All-Time Clients: 3,207



# ACTIVE CLIENTS FY16



## SERVICES

- What We Provide
  - No-cost, confidential, one-on-one business advising
  - Low-cost business workshops, both online and in Soldotna and Homer
  - Online resources and business tools

# TOOLS

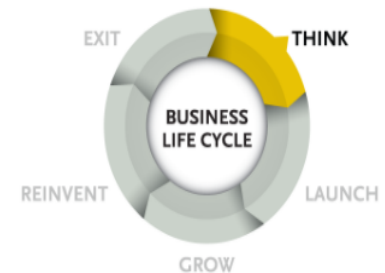
- Website: [aksbdc.org](http://aksbdc.org)
  - Tools for every business stage
  - Excel financial projection model
  - Business plan template
  - Starting a business checklist



## Tools for the THINK stage

*Investigating the potential of a business idea*

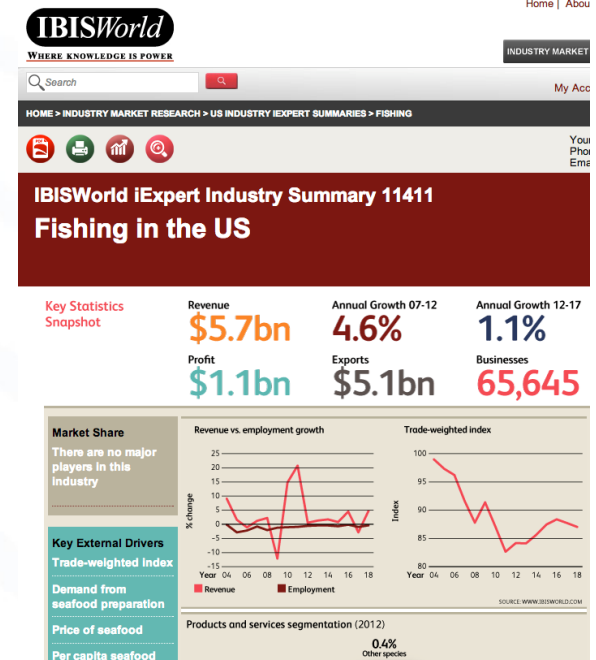
20 Questions to Answer Before Starting a Business
Business Plan Cheat Sheet
Business Plan Outline
Financial Model
Hiring Your First Employee
How Do I Qualify for a Loan?
IBISWorld Research Packet
Loan Proposal
Profit Plan and Cash Flow Projection
SBA Business Loan Checklist
SBA Disaster Preparedness
SBDCNet Research Packet





# TOOLS

- IBISWorld Reports
  - Detailed reports on over 700 industries
  - Industry reports updated 6-12 months
  - Key business planning tool
  - \$1,850 value to each client



# TOOLS

- ProfitCents Reports
  - Financial analysis tool for over 1400 industries
  - Real-time industry benchmarking data
  - Ratio analysis and business valuation capabilities
  - \$2,400 value to each client

**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.

[View Formula Key](#)

		Industry Data (Number of Financial Statements)			
Industry-Specific Key Performance Indicators (KPIs)	Company Data	Recent 12 Months	Distance from Industry	2016	2000-Present
Direct Labor Ratio	0.00%	--	--	--	--
Maintenance and Repairs to Sales	5.26%	--	--	--	4.90% (11)
Utilities to Sales	10.43%	--	--	--	8.80% (30)
Revenue per Employee	\$31,082	--	--	--	\$71,005 (16)

Financial Metric	Company Data	Recent 12 Months (16)	Distance from Industry	2016 (14)	2000-Present (467)
Current Ratio	--	6.69	--	7.36	3.37
Quick Ratio	--	5.93	--	6.52	2.67
Gross Profit Margin	94.74%	97.16%	-2%	96.76%	95.89%
Net Profit Margin	11.08%	5.67%	95%	10.24%	4.77%
Inventory Days	0.00	--	--	--	17.62
Accounts Receivable Days	0.00	13.27	-100%	23.23	9.54
Accounts Payable Days	0.00	8.63	-100%	3.69	29.87
Interest Coverage Ratio	2.57	1.58	63%	1.72	4.13
Debt-to-Equity Ratio	0.81	9.28	-91%	9.09	3.80
Return on Equity	5.46%	5.81%	-6%	12.50%	8.85%
Return on Assets	3.02%	1.64%	84%	3.79%	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%	599%	-3.27%	3.96%
Profit Growth	27.05%	75.23%	-64%	75.23%	11.06%

# TOOLS

- Graduate Research
  - UAA students provide local industry reports
  - Competitive analysis, marketing review, supplier evaluation
  - Feasibility studies using census data
  - 5-15 hours spent on each report

Research for K3688



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## Research Report

Research for K3688

NAICS Codes: 721110

Included Information:

☐ Competition Analysis

Request Submitted by: Cliff Cochran

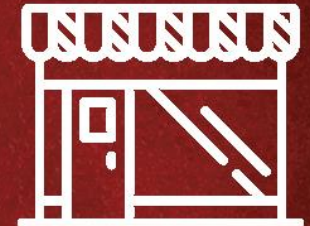
Researcher: Ben Edwards

Request Completed Date: 04/20/2017

Prep time: 9 hours

# TOOLS

- Workshops & Webinars
  - Starting a Business
  - How to Write a Business Plan
  - Getting Started with QuickBooks
  - Legal Aspects with an Attorney
  - Profit Mastery
  - Online Marketing
  - Many more...



## TOOLS

- Neoserra
  - Customer relationship management system designed for economic development programs
  - Easy-to-use, cost-effective and flexible for customization
  - Business advising notes and milestones maintained for every client

neoserra



## FY16 RESULTS

- Clients Counseled: 218
- Business Startups: 27
- Capital Infusion: \$1,958,505
- Jobs Created: 55
- Workshops: 17
- Workshop Attendees: 74
- Contract Awards: \$9,575,550



## SUCCESSSES

“The Alaska SBDC and in particular Bryan Zak helped me navigate the obstacles to building my business that has grown from two employees and no buildings when I first signed up as an SBDC client, to now two long term leases, ten employees, two buildings, a new wife and a dog. Having the Alaska SBDC around to run questions past has given me the confidence to continue to grow my business in Seward.”

- David Phillips, Raibow Fiberglass &

Boat Repair



## SUCCESSES

“The SBDC has been INVALUABLE in their efforts to help us get not only our business plan/proforma statement completed, but they have also helped us in the way of getting research done on our type of business. All to help us be great small business owners and a benefit to our community! Thank you Cliff and SBDC!”

- Charlie Yamada, Kenai Bowling Alley



## SUCCESSES

"I cannot say enough kind words about the help that I have received from the SBDC!! Cliff & Bryan have been a huge help to me in creating, developing, and growing my business over the last several years. Throughout each phase of our business development, I have been able to count on "the boys" for great advice, encouragement, and support. Thank you gentlemen for all that you do for us!!"

- Ellen Adlam, Blue Moose Bed & Biscuit





## SUCCESSES

“Bryan Zak helped us navigate the obstacles to building the business that has the opportunity to grow from a domestic market to international sales. He introduced us to Alaska Growth Capital that has begun the desired financing to help Denali reach its goals. The Alaska SBDC is also providing insights and leads into the challenges associated with commercial scale wild-harvesting.”

- Maureen McKenzie, Ph.D., Denali BioTechnologies





## SUCCESSES

“Having already collaborated with SBDC in a successful business start up several years ago, it was only obvious that I should do the same with my recent business. I’ve found their sharing of information and guidance to be invaluable. Plus, I’ve got a new friend and ally at the Soldotna office, Cliff Cochran.”

- Todd Pollock, Freedom Physical Therapy



## FY17-18

- National Accreditation - July 24-28
- National Conference - Sept 4-8



## CONTACT

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THANK YOU