



Alaska Small Business
Development Center
UNIVERSITY of ALASKA ANCHORAGE



KENAI PENINSULA CENTER

JON BITTNER, STATE DIRECTOR

BRYAN ZAK, REGIONAL DIRECTOR - HOMER

CLIFF COCHRAN, CENTER DIRECTOR - SOLDOTNA

KENAI PENINSULA CENTER

Sparking the amazing in Alaska business



STAFF

- Southwest Region Director
 - Bryan Zak, MA, Homer Mayor



- Kenai Peninsula Center Director
 - Cliff Cochran, MBA, 2017 State Star



- Seward Business Advisor
 - Hiring in 2018



SERVICES

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



TOOLS

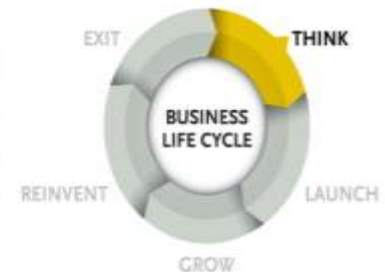
- Website: aksbdc.org
 - Tools for every business stage
 - Excel financial projection model
 - Business plan template
 - Starting a business checklist



Tools for the THINK stage

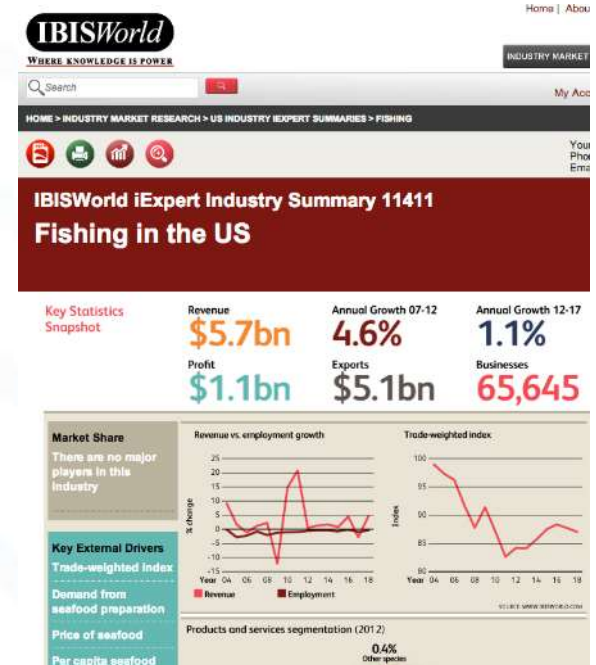
Investigating the potential of a business idea

| |
|---|
| 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 | 10.42% | — | — | — | 8.00% (30) |
| Revenue per Employee | \$21,082 | — | — | — | \$71,005 (16) |

| Financial Metric | Company Data | Recent 12 Months (16) | Distance from Industry | 2016 (14) | 2000-Present (467) |
|----------------------------|--------------|-----------------------|------------------------|-----------|--------------------|
| Current Ratio | — | 6.09 | — | 7.30 | 3.37 |
| Quick Ratio | — | 5.93 | — | 6.52 | 2.67 |
| Gross Profit Margin | 94.74% | 97.10% | -2% | 96.76% | 95.09% |
| 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 | \$2,443 | — | — | — | \$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

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

Research for K3688



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

Ben Edwards, K3688

TOOLS

- Workshops and 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
 - Over 20 years of data and 3,000 contacts in KP Borough
 - Business advising notes and milestones maintained for every client

neoserra

RESULTS

| FY17 | Total | State Rank* |
|-------------------|-------------|-------------|
| Clients Advised | 213 | 1 |
| Advising Hours | 1,248.5 | 2 |
| Long Term Clients | 71 | 1 |
| New Businesses | 34 | 1 |
| Jobs Created | 91 | 1 |
| Capital Infusion | \$5,416,279 | 1 |

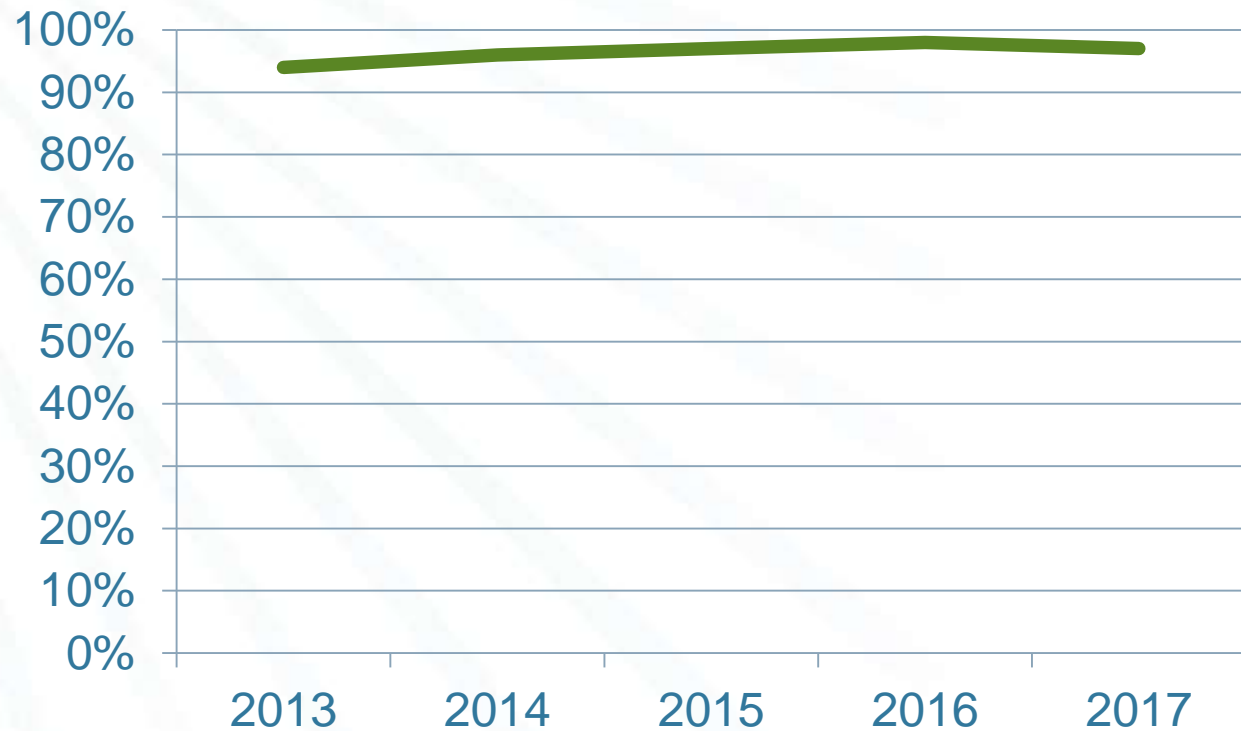
**Based on per capita results from all four regions*



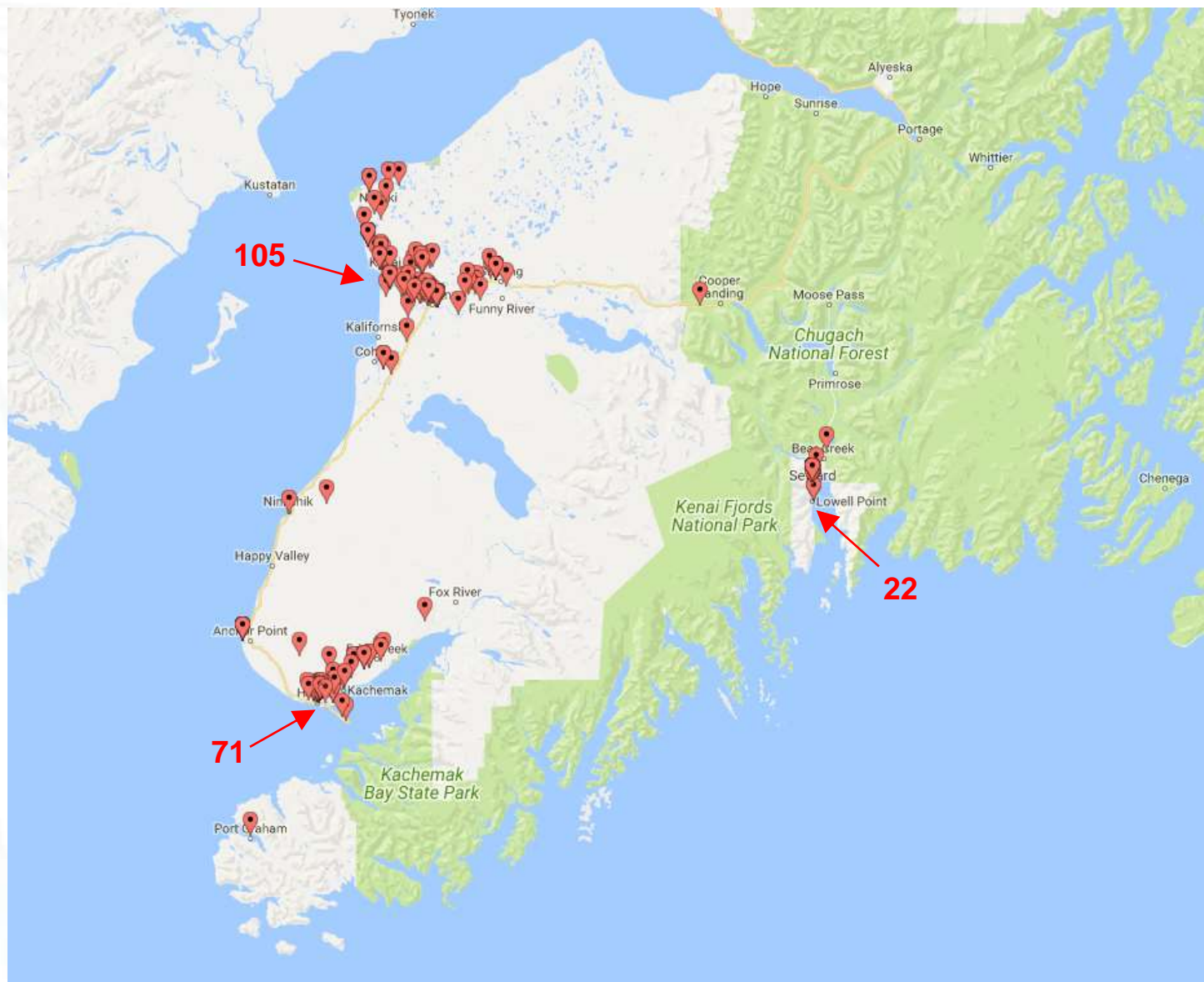
RESULTS

Five-year trend for level of client satisfaction

Positive Surveys



ACTIVE CLIENTS FY18



CLIENT PROFILES

"The assistance we received from the Alaska SBDC was critical to the start of our urgent care center. Cliff guided us through creating financial projections and writing a detailed business plan, which enabled us to obtain an SBA loan to get started. We are very satisfied with the assistance provided by the SBDC and would highly recommend others to start with them."

- Jeoff Lanfear, Urgent Care of Soldotna



CLIENT PROFILES



"The SBDC helped me out as a new business owner from the very beginning – they were first there to help me to sort out whether or not to even buy my business at all! They helped me figure out what I could afford and whether or not my plan was reasonable and sustainable. I was a brand-new business owner, with a lot of questions and concerns, and having their expertise to lean on was very helpful and reassuring. "

*- Micheley Kowalski,
Resurrect Art*

CLIENT PROFILES

"Visits with Cliff allowed us to have confidence in figuring out what we were starting with, where we needed to grow, and how. The Alaska SBDC is an important part of our vision becoming reality. Because of Cliff's help, we have been able to successfully keep our business in the black financially – paying ourselves and our bills since day one. Thank you, SBDC!"

- Rosemarie Waters, KPMT



CLIENT PROFILES

"Having a business advisor in my rural location to share my ideas with has greatly assisted me in my business growth and the challenges that I have faced. My next step is international marketing and through my SBDC Advisor, Bryan, I have been introduced to the U.S. Commercial Services."

- Abigail Kokai, Homer Whales



CLIENT PROFILES

"As a person new to the business world, SBDC helped me feel more confident about launching my mural tour company. Cliff advised me regarding various borough and state regulations, so that I felt at ease about the legality of my endeavor. Assistance from the SBDC provides support a new business needs to succeed!"

- Justine Pechuzal, The Painted Whale



CLIENT PROFILES

"Starting a business is scary, a little like having your first baby. Cliff at the SBDC helped me organize my thoughts and focus on the priorities. His encouragement was instrumental in giving me the confidence to keep moving forward, even during some unexpected personal trials."

- Amber Abbott, Studio49



SPECIAL PROJECTS

- KPC Intern Program

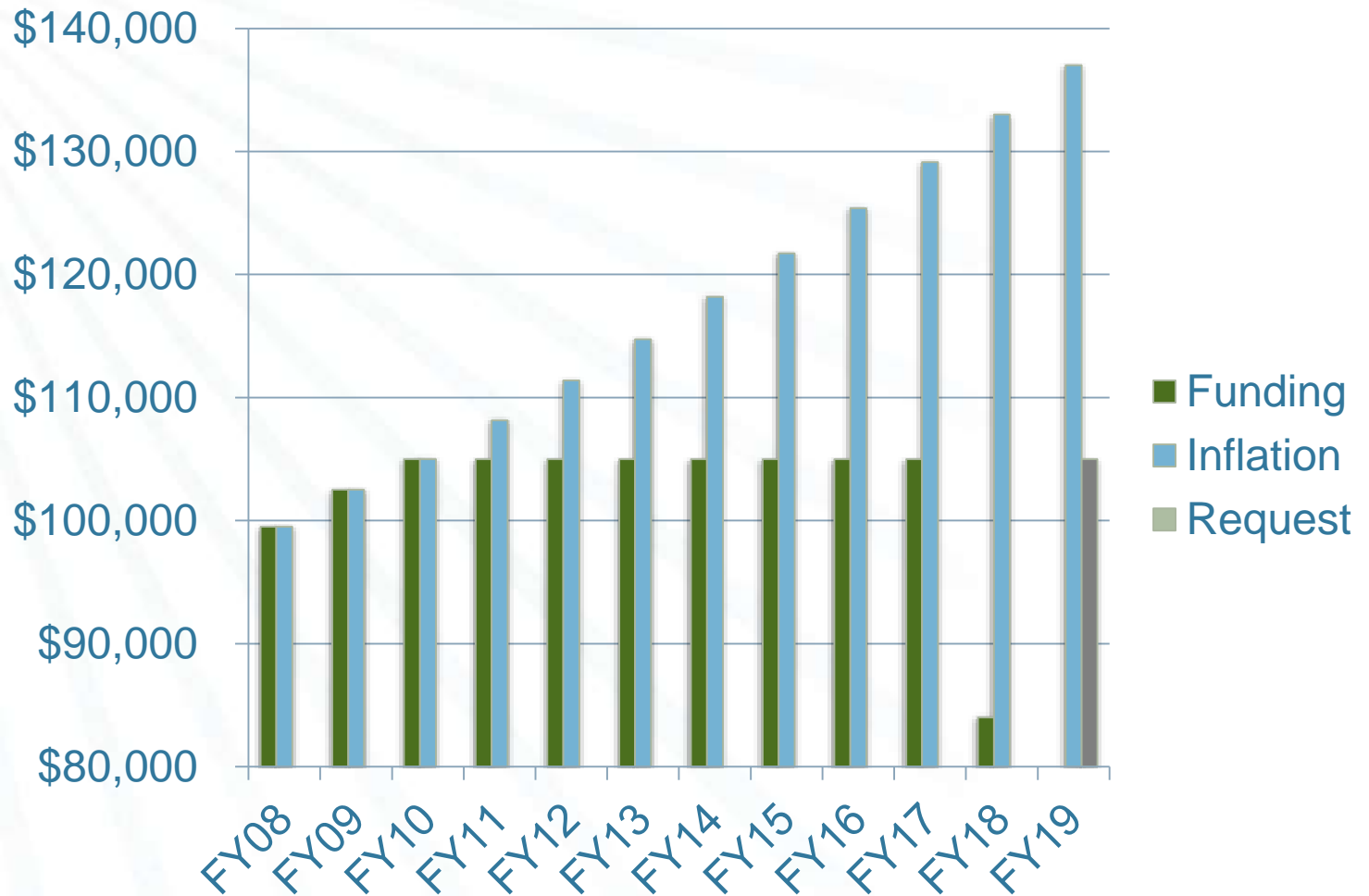
- Krista Sinclair hired in November 2017
- Completed 191 hours of research
- Transitioning to law school in May 2018

- FY18 Capital Campaign

- Recoup \$21,000 cut by KPB
- Letters & follow-up w/ 17 local organizations
- \$9,000 secured from Kenai Peninsula sources
- \$12,000 with Lake & Pen Borough contract



BOROUGH FUNDING





CONTACT

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THANK YOU