



SBDC

Alaska Small Business
Development Center

UNIVERSITY of ALASKA ANCHORAGE

U.S. Small Business Administration



Your Small Business Resource

KENAI PENINSULA CENTER

CLIFF COCHRAN, DIRECTOR

STAFF

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

- Seward Business Advisor
 - Recruiting replacement for Justin

- Homer Business Advisor
 - Exploring options to replace Bryan



ALASKA SBDC

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



BUSINESS ADVISING

■ Top Topics in FY19	Hours	%
• Business Planning	331.7	26.4
• Startup Assistance	327.9	26.1
• Managing a Business	234.0	18.6
• Financing/Capital	178.5	14.2
• Marketing/Sales	57.7	4.6
• Buy/Sell Business	50.7	4.0
• Legal Issues	46.8	3.7
• Website/Social Media	30.0	2.4

BUSINESS ADVISING

- Swan Lake Fire Disaster Assistance
 - SBA's POC on the Kenai Peninsula
- Economic Injury Disaster Loans
 - Up to \$2 million working capital to help small businesses survive until normal ops resume
 - Interest rates as low as 4%
 - Loan terms up to 30 years
 - Terms set by ability to repay

TOOLS

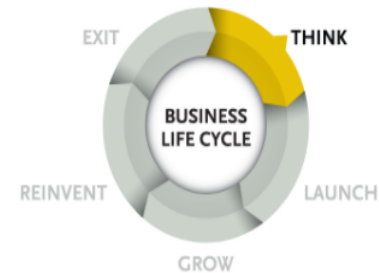
- Website: aksbdc.org
 - Excel financial projection models
 - Business plan template
 - Starting a business checklist
 - Hiring employees checklist



Tools for the THINK stage

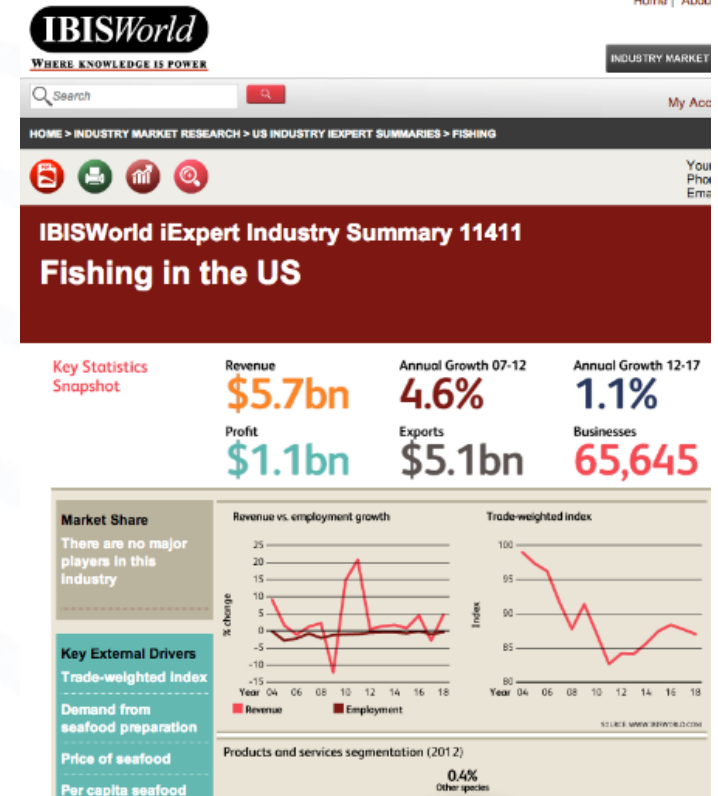
Investigating the potential of a business idea

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 700+ industries
 - Industry reports updated 6-12 months
 - Key business planning tool
 - \$1,850 value to each client



TOOLS

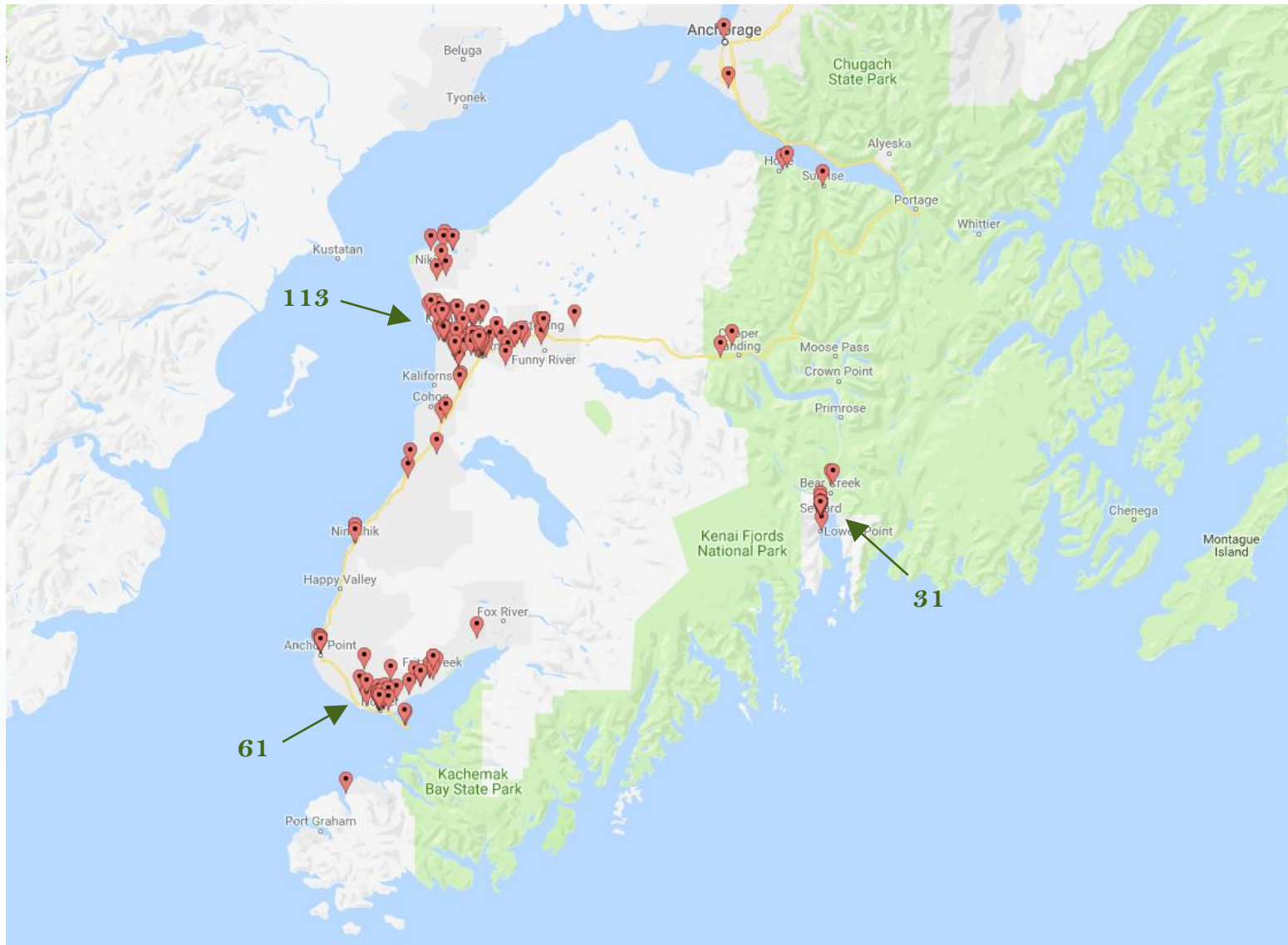
- ProfitCents Reports
 - Financial analysis tool for 1,400+ industries
 - Real-time industry benchmarking data
 - Ratio analysis and business valuation capabilities
 - \$2,400 value to each client

INDUSTRY FINANCIAL DATA AND RATIOS

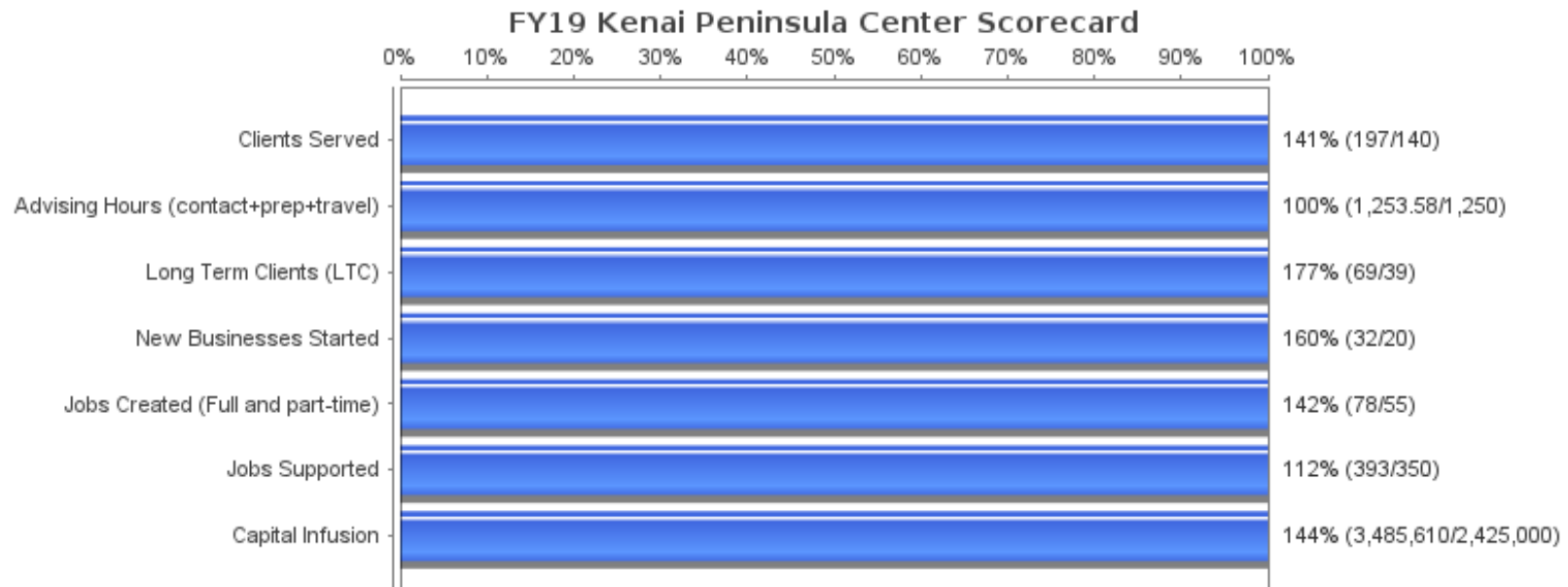
Green: Company metrics highlighted in green are within the top 20% of the industry.
Red: Company metrics highlighted in red are within the bottom 20% of the industry.

View Formula Key		Industry Data (Number of Financial Statements)			
		Company Data	Recent 12 Months	Distance from Industry	2016 2000-Present
Industry-Specific Key Performance Indicators (KPIs)					
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%	9716%	-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%

ACTIVE CLIENTS



RESULTS



Alaska SBDC's only perfect center



CLIENT PROFILES



“The SBDC was just what I needed. I can’t explain the confidence I had walking out of the SBDC office. Many thanks for the boost.”

**- Kimber Graham
Draft Alaska, Kenai**

CLIENT PROFILES

“Working with Cliff from the SBDC to start our urgent care made the process a lot less painful.”

- Jeoff Lanfear, MSN FNP-

C

Urgent Care of Soldotna



CLIENT PROFILES

“Cliff Cochran from the Soldotna office was incredibly helpful. This community is built on locally-owned small business and the SBDC office is a vital tool in our success.”

**- Kevin Miller
Jumpin' Junction, Soldotna**



CLIENT PROFILES

“The SBDC has been a great resource. Thank you for helping us hit the ground running.”

**- Devon Gonzalez
Kenai Kombucha**



CLIENT PROFILES



“The SBDC has been with us since the very beginning. We have since used their advice, data and resources to help Everything Bagels grow.”

**- Pamela Parker,
Everything Bagels,
Soldotna**



THANK YOU

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