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BALTIMORE

CITY

BALTIMORE

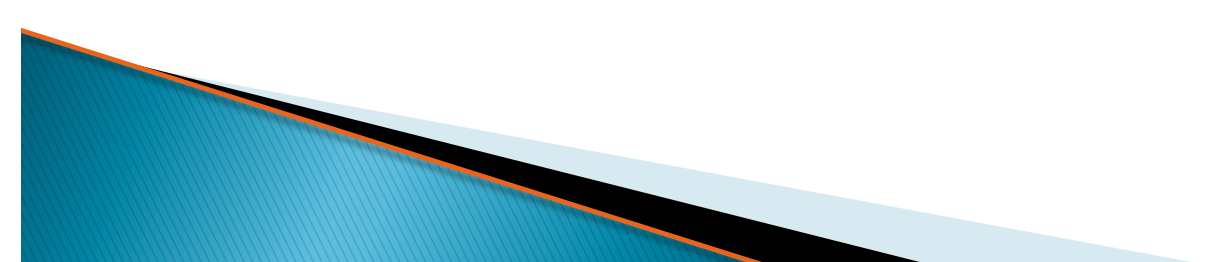
COUNTY

AMERICA'S
SBDC
MARYLAND

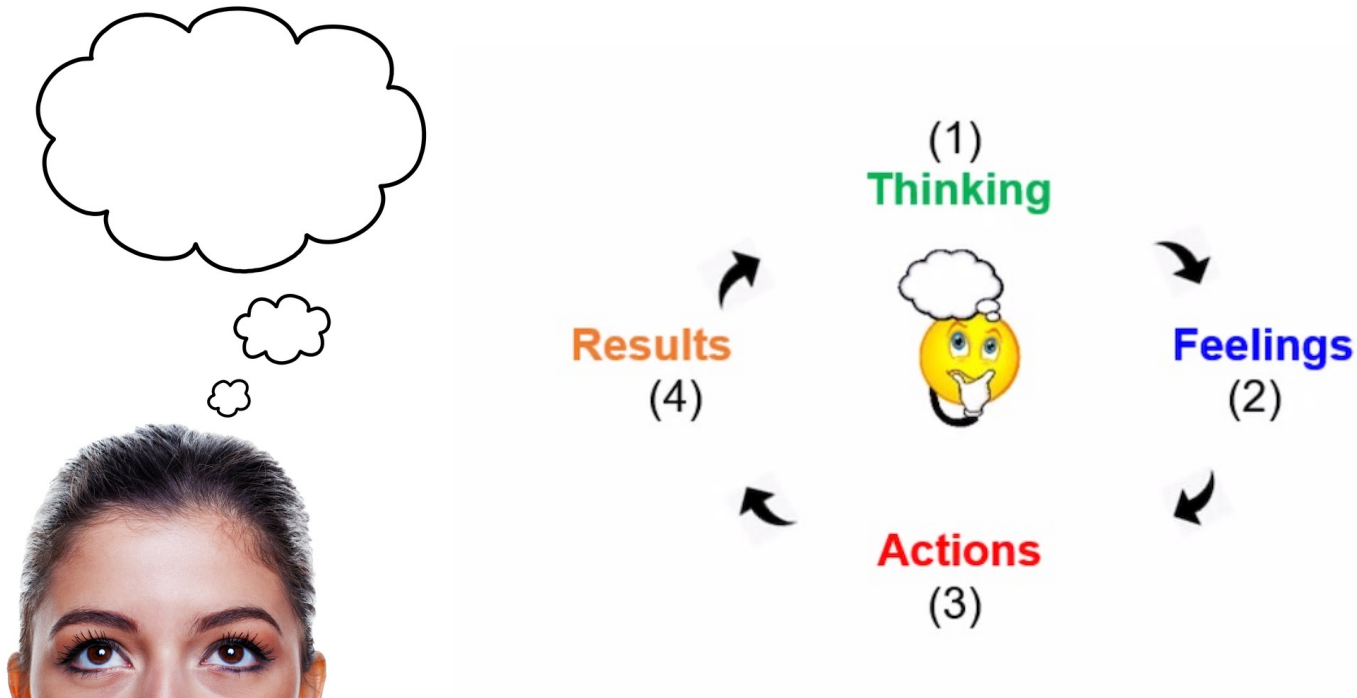


What We Do

- Business Consulting
- Classes, Workshops, and Training
- Business Development and Support
- Sharing Resources and Business Networks
- Technical Assistance and Referrals
- Assistance with Access to Capital



The Maryland Small Business Development Center Offices



So, you have a business idea.....



Ask yourself a few questions:

- Will someone pay for this product/service?
- Who will be your customers?
- How will you provide this service?
- Is this product/service marketable?



Do Your Research

The Maryland SBDC, US Census, Google – seek market research reports which give details on the major players in a market, the potential for growth and so on.



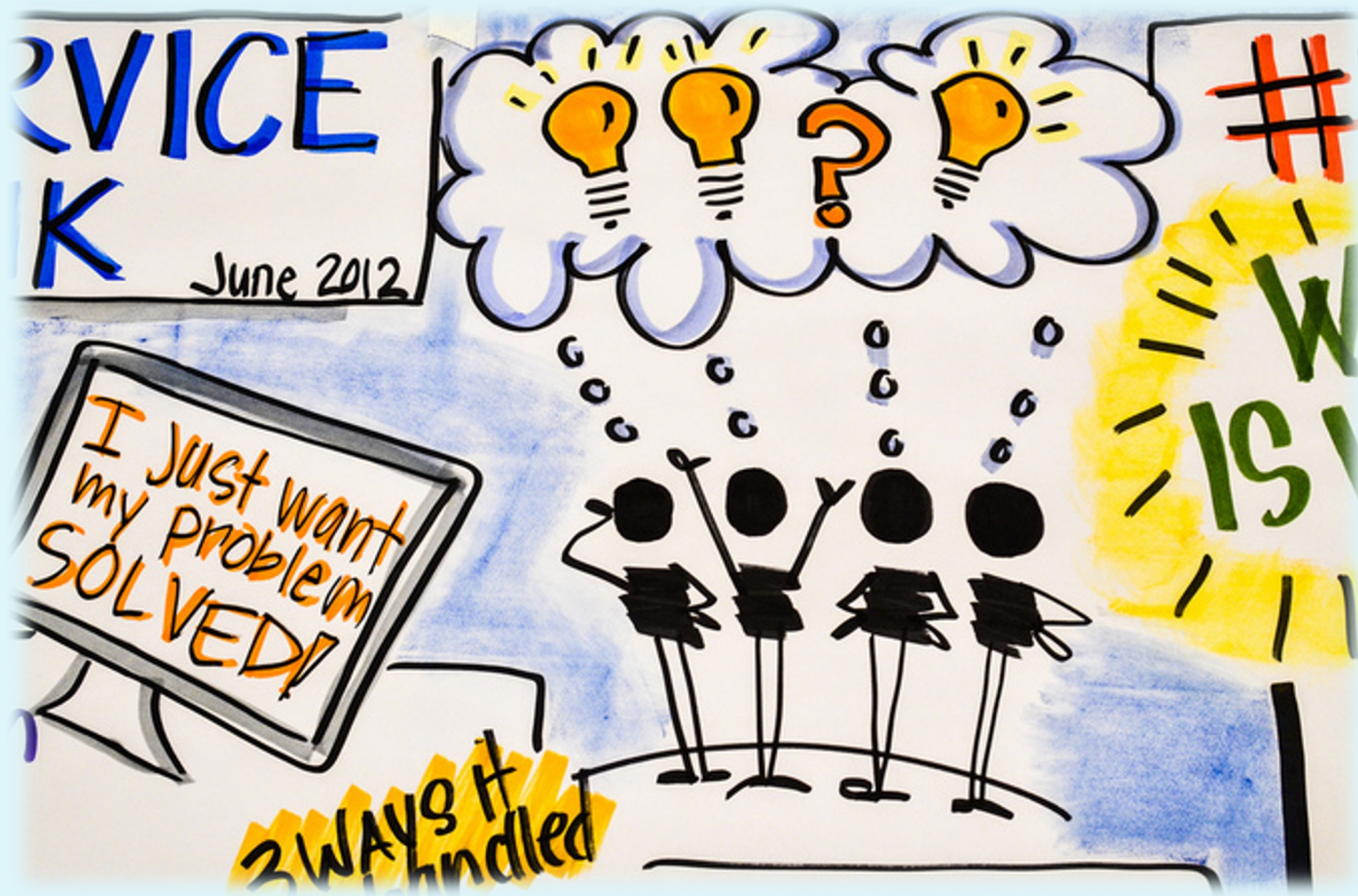
Find out **what** customers are looking for online



Research your competitors - Research your competitors and then scrutinize their websites, order their products and use their services. Look at how and where they sell their products and services and how much they charge.



Ask potential customers for their views – ask people whether they would buy your product, and crucially how much they would buy it for.



Think about your BRAND.....

What do you want people to think, feel & say about your business?



Get ready to launch!



FIND YOUR
NICHE



Decarbonization Efforts & Cases



Aspirations



Make It Green

We are committed to renewing our Earth's resources:

Our bakery facility is powered with **100% Wind Power certified by Green-e**, the most rigorous certification in the renewable energy industry.

We purchase carbon offsets from a regional landfill project to balance the greenhouse gas emissions from our delivery vehicles.

We recycle or compost over 80% of our production materials and compost 100% of our food waste.

We source **GMO-free and organic ingredients**, locally when we can, to support healthy farming practices and long-term environmental sustainability.

Our corrugated case packaging is **100% recyclable** and is certified by the Sustainable Forestry Initiative certified fiber sourcing certification.

We **upcycle 65% of the cardboard** that comes into our facility into shredded packing material to protect mail order shipments, which is reusable and **100% recyclable** for our customers. We also seal those packages with recyclable paper tape.



Advanced Resources



LATINO ECONOMIC
DEVELOPMENT CENTER



MARYLAND
BUSINESS OPPORTUNITY CENTER



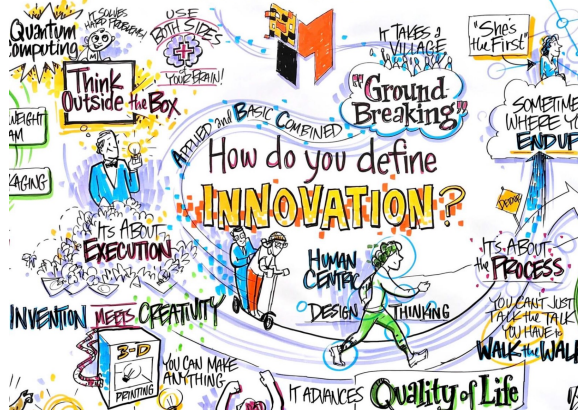
UNIVERSITY OF
MARYLAND
INNOVATION
GATEWAY



LEADING INNOVATION TO MARKET

UMD I-CORPS >

@UMDResearchPark INNOVATE MARYLAND #UMDIinnovates



ASSESS YOUR FINANCES

- How much is it going to cost to start your business?
- What are one-time costs vs. recurring costs?
- Will you need financing?





Traditional Financing

FRIENDS or
FAMILY

PERSONAL
SAVINGS

HOME EQUITY
LINES / LOANS

BANKS,
FINANCE
COMPANIES

CREDIT
UNIONS

Financing Options

 LEASING COMPANIES

 ASSET-BASED LENDERS

 PRIVATE LENDERS

 SUPPLIERS / VENDORS

 ANGEL INVESTORS

 CROWD FUNDING



BUSINESS FINANCIAL MANAGEMENT



NAMING YOUR BUSINESS

- USING YOUR NAME
- USING A FICTITIOUS NAME
- MAKE IT MEMORABLE
- WHAT YOU DO
- MAKE SURE THE NAME IS AVAILABLE:

<https://businessexpress.maryland.gov/start/register-a-business-in-maryland>





#15627579

THE BUSINESS PLAN

- The single most important business document
- Acts as a road map
 - The plan details what you are selling, where you are, where you are going along with projections
- Make it a dynamic document, as opposed to a static one
- Spend the time to do it properly



Plan Prepare then Proceed



Choosing A Legal Business entity ... What to Consider



What level of legal liability would you like to personally have vs. the entity?

What is the size of your business?

What kind of tax liability would you prefer personally vs. for the entity?

What is the citizenship status of the owner(s)?

What kind of powers do you want owners, partners, or shareholders to have?

Investor Preferences

MARYLAND
BUSINESS *EXPRESS*



MARYLAND IS OPEN FOR BUSINESS

<https://businessexpress.maryland.gov>

The screenshot displays the Maryland Business Express website. At the top, there is a banner image of a street scene in Berlin, MD, featuring shops like 'CULVER'S Antiques', 'Wood of Toys', and 'BERLIN SHOE BOX'. The text 'MARYLAND BUSINESS EXPRESS' is overlaid on the left, with 'OPEN FOR BUSINESS' below it. In the top right corner of the banner, there is a logo for 'CENTER FOR DIGITAL GOVERNMENT GOVERNMENT EXPERIENCE AWARDS PROJECT WINNER 2018'. Below the banner is a dark grey navigation menu with four main sections: 'PLAN your business' (lightbulb icon), 'START your business' (flag icon), 'MANAGE your business' (gears icon), and 'GROW your business' (line graph icon). Each section has a brief description of its services. At the bottom right, there is a red button that says 'Ask Our Business Chatbot'.

MARYLAND BUSINESS EXPRESS
OPEN FOR BUSINESS

CENTER FOR DIGITAL GOVERNMENT
GOVERNMENT EXPERIENCE
AWARDS PROJECT WINNER 2018

PLAN
your business
Turn your great idea into a great business

START
your business
Register, file and launch your business

MANAGE
your business
Run your business and prepare for success

GROW
your business
Find new funding, locations & customers

Ask Our Business Chatbot

Come in **we're**
OPEN

Assistance for Entrepreneurs & Small Businesses

Creating a more vibrant, prosperous Maryland.

The Maryland Small Business Development Center Network is dedicated to providing one stop assistance to Maryland's entrepreneurial community.

Our Comprehensive Services Include:

- ✓ Start-up Assistance
- ✓ Business Plan Development
- ✓ Networking Opportunities
- ✓ Financial Analysis
- ✓ Consulting (At No Cost To You)
- ✓ 8 (a)/SDB/MBE Certification Training
- ✓ Federal and State Contracting Assistance
- ✓ Specialized Retail and Restaurant Assistance
- ✓ Loan Packaging
- ✓ Strategic Planning
- ✓ Demographic/Marketing Assistance
- ✓ Executive Training Program
- ✓ Technology Commercialization
- ✓ Import/Export Assistance
- ✓ Business Valuation

And More!

AMERICA'S
SBDC
MARYLAND

www.marylandsbdc.org

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SBDC Client
Beköz Marketing
Calvert County



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Thank you!

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