Small businesses are big business in Oregon

In every community, small businesses serve the needs of residents and industry, from restaurants to retail stores to industry and consultants, small businesses connect people, ideas and commerce. To help support these businesses, Oregon has twenty regional Small Business Development Centers strategically located in urban and rural communities as well as a statewide Global Trade Center. To further expand this reach, Centers partner with educational institutions, cities, and chambers of commerce to open satellite locations to provide local training and advising to clients. There is always a helping hand nearby.

Each Center taps into a statewide network of support, with access to specialized resources and tools that can assist clients with the most pertinent questions and relevant topics. This statewide network means that even the smallest Centers can access the resources and knowledge of the top experts in Oregon. Working together, we are helping build Oregon’s best businesses.

Learn more online at OregonSBDC.org

Programs & Services

The Oregon SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and the Oregon Business Development Department. Programs and services are provided to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals.
Business Stages

**IDEA**  
Determining Your Potential  
You have an idea for a business, but it’s not off the ground yet. You may have some of the pieces in place or a working plan but aren’t yet in business. This is sometimes also called pre-venture.

**LAUNCH**  
Launching into Opportunity  
Your business is up and running. The door is open and the paperwork has been filed for the business. You may not yet be profitable and things still feel new.

**EXPANSION**  
Growing Your Business  
Your business is generating a consistent source of income and you regularly see new customers. You are looking at new opportunities for your business.

**RENEWAL**  
Adjusting to Change  
Business conditions and leadership can lead to changes in direction. This is a time to look at new processes and big decisions to move your business forward.

**EXIT**  
Preparing for the Next Stage  
You are ready to make a big change in the business and exit to new opportunities. Business succession plans need to be identified early to achieve your desired outcomes.

**SERVICES**

**Advising**
- **Market Research Institute**  
  The Market Research Institute offers actionable business intelligence to help small business owners make better strategic decisions. Using the latest business research tools, the Market Research Institute provides customized research reports to Oregon small businesses. These reports help businesses develop data-informed business and marketing plans, make location decisions, and more.

**Business Resiliency Planning**
- Emphasizing preparedness, Oregon’s SBDCs meet with business owners to help prepare for the worst before the worst happens. These steps include how to assess risk, implementing cybersecurity, succession planning, understanding supply chain risks and preparing for natural and human-caused disruptions. Businesses receive tools for creating their own emergency response plans, communication plans and business impact analysis. Businesses are also encouraged to use financial planning and tools to mitigate risks. Disaster resilience planning is emphasized throughout most SBDC class curriculum.

**Cybersecurity**
- The Cybersecurity program offers educational awareness, training, and no-cost one-on-one advising for businesses at different levels. Through collaborative partnerships with the Technology Association of Oregon and public agencies, the Cybersecurity program brings world-class resources in the field of cybersecurity and cyber intelligence to assist businesses.

**Small Business Management**
- A signature program of the Oregon SBDC Network, the Small Business Management program is a unique combination of instructional learning and one-on-one advising that helps make businesses more successful. During the up to three-year program, business owners learn how to run a successful small business while collaborating with peers. This program is available at most SBDCs.

**Negocios en Español**
- Oregon’s Hispanic business owners are an important part of our local economies and communities. The SBDCs provide Business in Spanish assistance with Spanish-speaking advisers who are trusted members of their community. These advisers provide one-on-one advising at no cost, helping small business owners start and grow successful businesses.

**CCB Licensing**
- In partnership with the Oregon Construction Contractors Board (CCB), SBDCs offer classes in-person and online that meet the CCB’s required 16 hours of study before individuals are eligible to take the licensing exam. Additional advising and training are available to complete the CCB registration and start their business.

**Succession Planning**
- Sometimes it can be difficult to leave a business that you have spent years creating. Our succession planning advisers help business owners create plans that can help make this process easier. These advisers have additional training to help businesses transition from one party to the next, whether it is a family member, employee or a third party.

**BUSINESS TOOLS**

**LivePlan**
- Created by Eugene-based Palo Alto Software, LivePlan simplifies business planning, budgeting, forecasting and performance tracking for small businesses. This advanced software is available at no cost for Oregon SBDC clients at participating Centers, and is often used in SBDC business plan trainings.

**Bizminer**
- Bizminer provides industry statistical reports, including industry financial analysis benchmarks and industry trends. These reports are available at the national, local and zip code levels, making the tool an invaluable resource for industry research and business planning. Bizminer is accessible to business advisers and directors at each SBDC.

Learn more about our programs and services at OregonSBDC.org/services