


Wyoming SBDC Network Overview



University of Wyoming Business Resource Network

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BUSINESS RESOURCE NETWORK



 Questions?

<http://www.uwyo.edu/research/business-resource-network/>

Wyoming Small Business Development Center



- No-cost, full-service one-on-one small business advising, training, and education
- Work with startups, existing businesses, and those looking to exit
- Market research and digital marketing analysis
- Offices and advisors available throughout the state
- Average SBDC client realizes 16% job growth (Wyoming average .7%) and 34% in sales (Wyoming average 5.7%)
- 80 new business starts in 2021 with 1,600 clients served and \$9.3 million in capital infusion realized

<https://www.wyomingsbdc.org>

Client Highlights



Client Highlight

SPARTAN PRECISION GUNSMITHING Sheridan, WY

Assistance Received:

- Business Plan Development
- Financial Assessment
- Cash Flow Projections
- Obtaining Financing

Turning a Passion Into a Business

As a retired U.S. Navy veteran and the son of a master gunsmith, Mike Miller knew exactly what he wanted to do when he decided to work for himself. In fact, "exact" is a key component of Mike's business — Spartan Precision Gunsmithing. That's because the manufacturing of custom bolt-action rifles, the main focus of his business, means he must stay within tolerances of about .0005 inches (less than the thickness of a sheet of paper).

"Being retired from the military, I don't have to work but I choose to," Mike said. "I enjoy firearms and a lot of my friends are real gun fanatics and

hunters, so a lot of them would come to me for help with their firearms. It seemed a natural fit for me to pursue gunsmithing."

Mike had already invested a significant amount of money to obtain some equipment and make renovations to his shop. However, he needed even more specialized equipment to offer the full range of services that Spartan Precision Gunsmithing provides today. That's when Mike began searching for assistance to obtain financing.

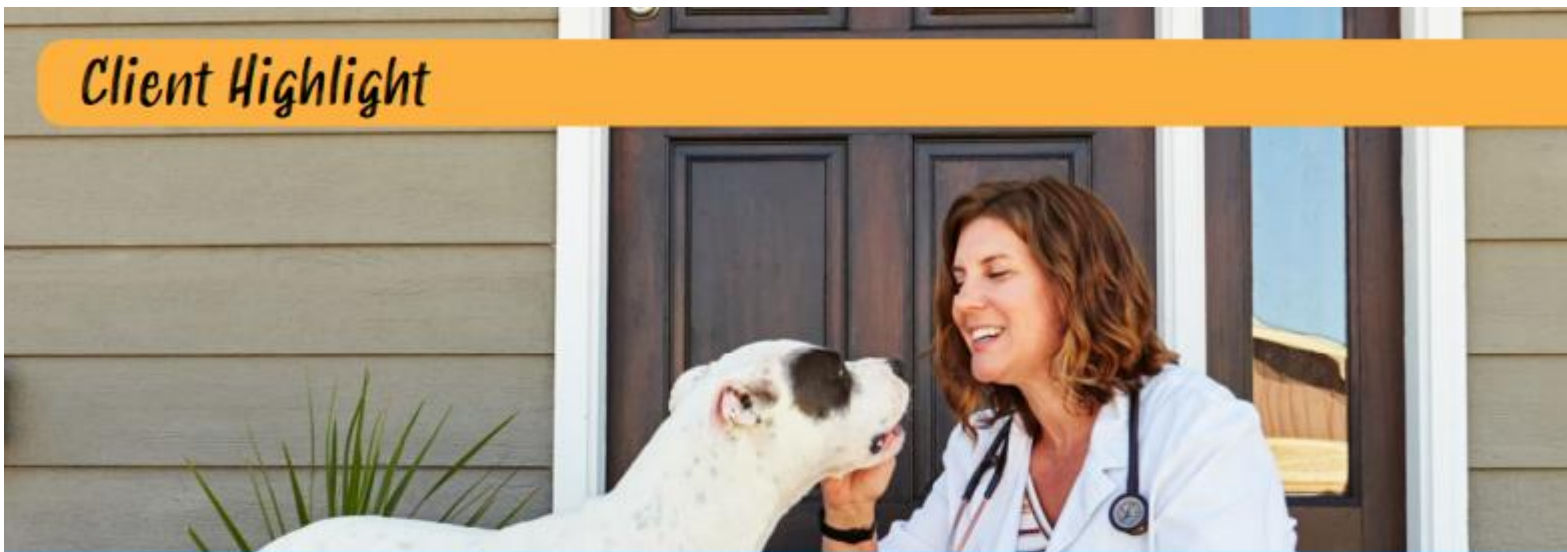
Getting Started

Mike first reached out to the Veterans Business Outreach Center in Billings, Montana and was then referred to his local Wyoming Small Business Development Center (SBDC) Network advisor. His advisor was able to get him started with an in-depth business plan and also brought in other Wyoming SBDC Network experts to help with financial projections and more.

"Getting everything locked down with the Wyoming SBDC Network's spreadsheets really helped with applying for the loan," Mike said. "I also

Client Highlights

Client Highlight



THE VISITING VET Casper, WY

Assistance Received:

- Business Plan Development
- Financial Assessment
- Cash Flow Projections
- Accounting
- Obtaining Financing
- Business Organization

Turning a Passion Into a Startup

Dr. Angie O'Hearn's early interest in science and love of animals made the decision to become a veterinarian a natural choice. She vividly remembers the moment when her dad called from the vet's office to tell her the family dog was not doing well. She quizzed him on all the details, prognosis, and treatment. That was the moment when she decided to pursue veterinary medicine. Since graduating from Colorado State University in 2009, Dr. O'Hearn has worked in several local veterinary clinics. Last spring, she decided to start up her own practice — The Visiting Vet.

Dr. O'Hearn most frequently works with dogs and cats, providing wellness exams, vaccines, blood work and treatment for infections. One important service that she performs is palliative care and in-home euthanasia. Dr. O'Hearn makes the end of the journey a less stressful experience for both the pet and the owner.

"My goal is to provide comfort until the very end for each pet," Dr. O'Hearn said. She is also very interested in pain management and is certified in pet acupuncture. She uses this procedure to help animals manage arthritis and neurological conditions.

Getting Started

Angie first contacted the Wyoming SBDC Network to ask about legal requirements to start her own business. That conversation expanded, and her advisor, Cindy Unger, provided extensive help to create a business plan, which resulted in a startup bank loan and the realization of her dream. She also received valuable QuickBooks assistance from Wyoming SBDC Network Regional Director Rob Condie.

Wyoming APEX Accelerator



- Nationwide program administered by DoD's Office of Small Business Programs; coordinate activities with SBA District Office
- Assistance and advising to contract with the world's largest customer, the U.S. Government, as well as state and local government contracting opportunities
- **No-cost** one-on-one advising, training, and educational opportunities
- Assistance to help navigate the government contracting learning curve and assistance with certifications and registrations
- In 2022 Program Year, APEX assisted clients to secure over \$98 million in government contracts (Over \$19 million in our most recent quarter)

Community Navigator Program



- Mobilizes and leverages the Wyoming entrepreneurial support network to reduce barriers all small businesses, including those owned by groups such as veterans, women, and those from rural communities and communities of color often face in accessing capital and technical assistance.
- Hub and spoke model to pursue its goals, where the Wyoming Small Business Development Center acts as the central hub, coordinating efforts of the spokes, to target outreach and services to business communities in need throughout the state.
- \$2.5 million 2-year pilot program; have far exceeded the initial investment in capital formation (\$11 million to date)

Wyoming SBIR/STTR Initiative

What is SBIR and STTR?



SBIR/STTR INITIATIVE

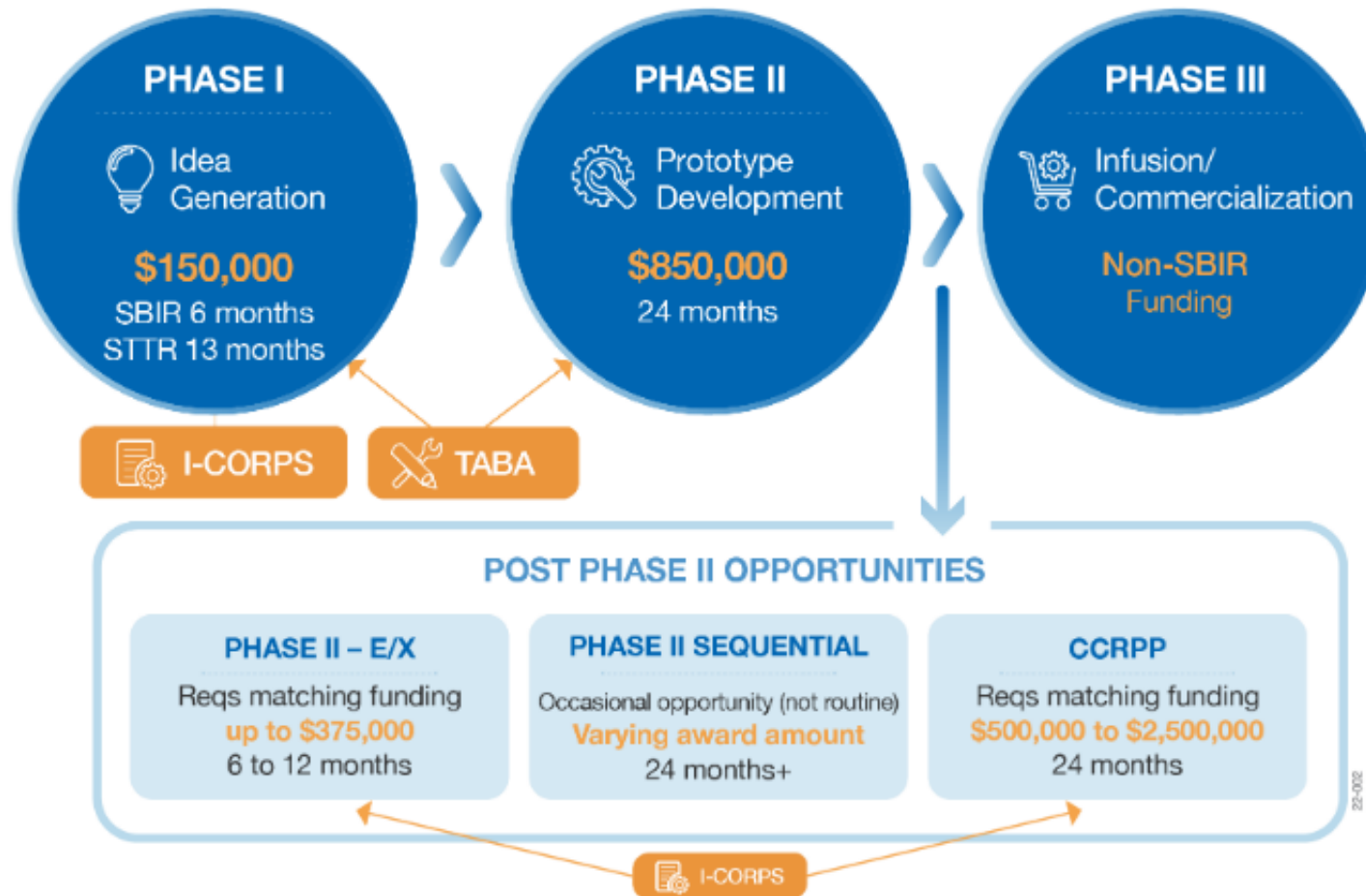
- Wyoming SBIR/STTR Initiative
- Small Business **Innovation** Research
- Small Business Technology Transfer
- Grants/Contracts
- Broad Agency Announcements/Solicitations

<https://www.wyomingsbdc.org/innovation-funding/>

Wyoming SBIR/STTR Initiative

Phase I/Phase II/Direct to Phase II

NASA SBIR/STTR PHASES



Wyoming SBIR/STTR Initiative

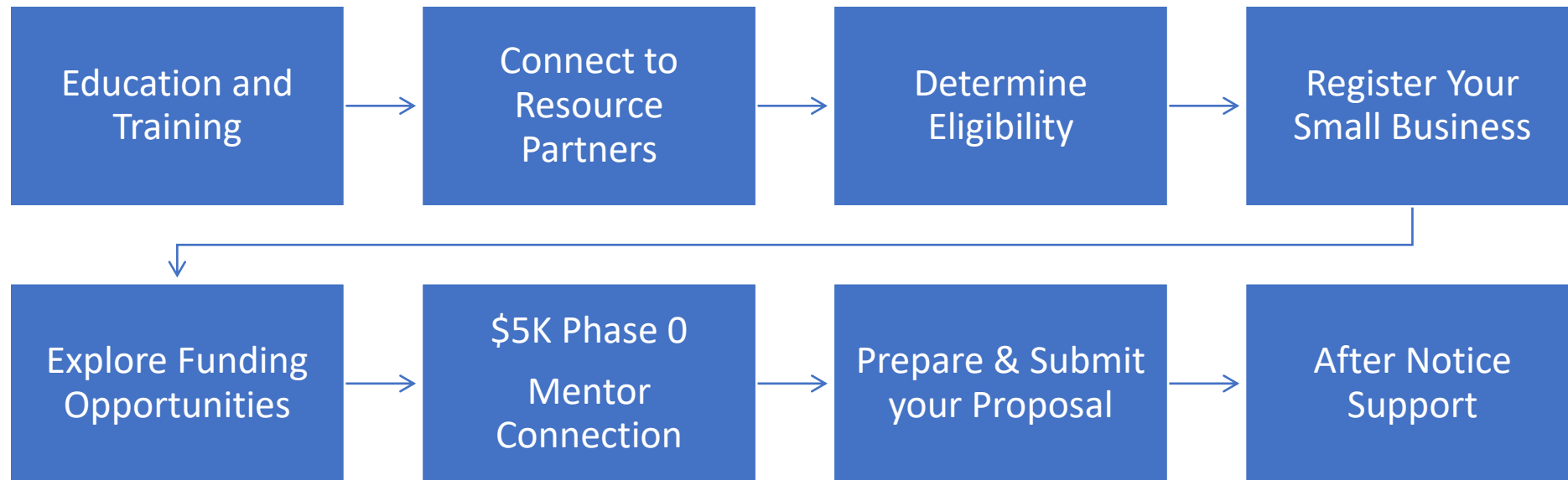
DOD SBIR/STTR Programs

- Three pre-scheduled BAAs
- One annual BAA – components release topics throughout the year
- Open Topics – AFWERX
- Sign up for the Newsletter(s)



Wyoming SBIR/STTR Initiative

How We Can Help You



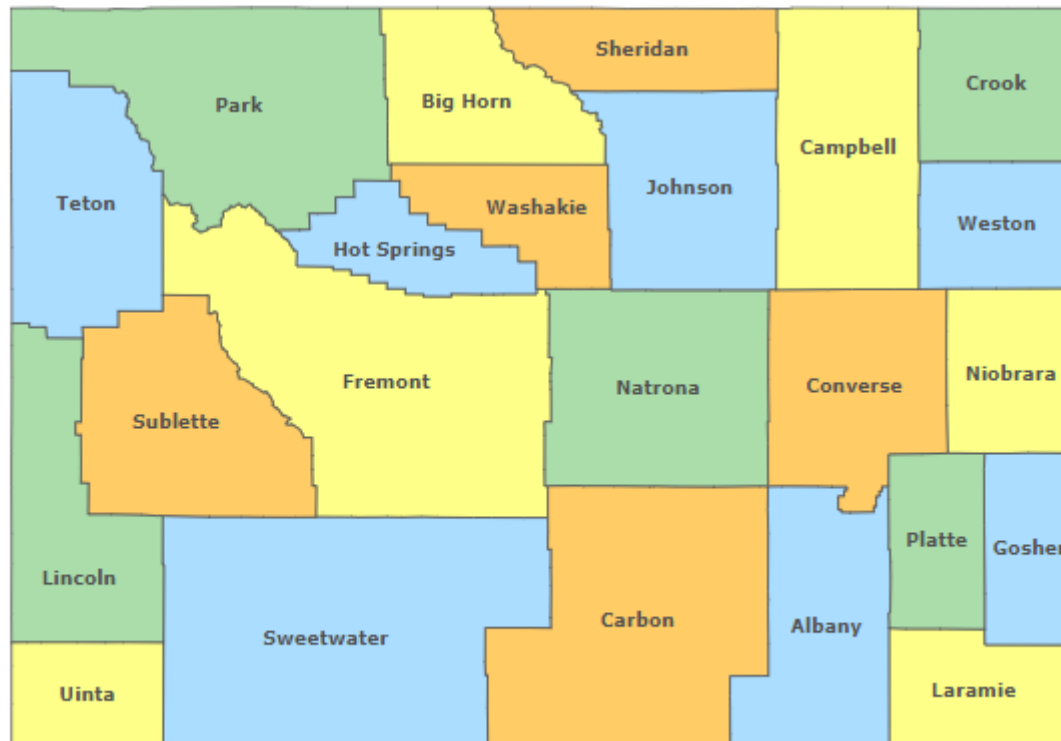
Wyoming Business Resource Locator Site

Wyoming Business Resource Locator

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Select your county to view local small business resources, such as advisors, local chambers of commerce, economic development organizations, and downtown associations. Or select the **Statewide Resources** button to explore governmental resources available throughout Wyoming. The business resources included in this webpage include agencies supported by federal and state funds, as well as municipal entities. This resource listing is not exhaustive and does not include private entities, for-profit services, or private nonprofits.

Statewide Resources



Select a County.

<https://wyomingbusinessresources.org/>

Marketing Assistance



- Advising, training, and assistance with traditional marketing, digital marketing, and e-commerce
- CARES Act funds assisted over 100 Wyoming businesses with web development, e-commerce, and multimedia content creation. Over a dozen Wyoming multimedia developers engaged.
- CNPP funds assist traditionally underserved populations with marketing consulting and creation services
- The greatest marketing resource and strategy is you.

Networking and Self-Marketing

- Whether you're talking with CO's, Liaison Officers or just meeting each other
- Business cards still work
- Who you are, what you do (elevator pitch)
- Mindful of time
- Best way to follow up
- Content-based messages
- Don't have to be an extrovert (read those name tags and ask questions)
- Balance persistence with courtesy
- Plan your follow-up



The Effective Email



- Know the name (keep those business cards)
- Be specific (greeting, reason for writing, next steps, bye-bye)
- Brief paragraphs; no more than 3-5
- Show credibility (you've seen the website and reviewed publicly available info)
- Not asking for information; offering services
- Highlight your most relevant experience (Who you are, what you do well, and who you have done it for)
- Include capability statement (and make sure it is well-designed; talk to Janean)

Come Talk to Us!

