

# Entrepreneurs and Education The Georgia SBDC Network

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# About The Georgia Small Business Development Center Network

- ▶ Est. 1977
- ▶ 17 offices in Georgia
- ▶ 45 Consultants (MBA + required)
- ▶ Provides individualized coaching, counseling, and training to Entrepreneurs at no charge to the Entrepreneurs served
- ▶ Funded by the U.S. SBA and the State of Georgia

# Education and Training

- Good entrepreneurs know “What to”
- Great entrepreneurs know “What to, How to and Why to”
- Education is the “What to”  
(Contextual Knowledge)
- Training is the “How to”  
(Technical Skills)
- The SBDC teaches the “How To” and the “Why to”  
(Business management training)

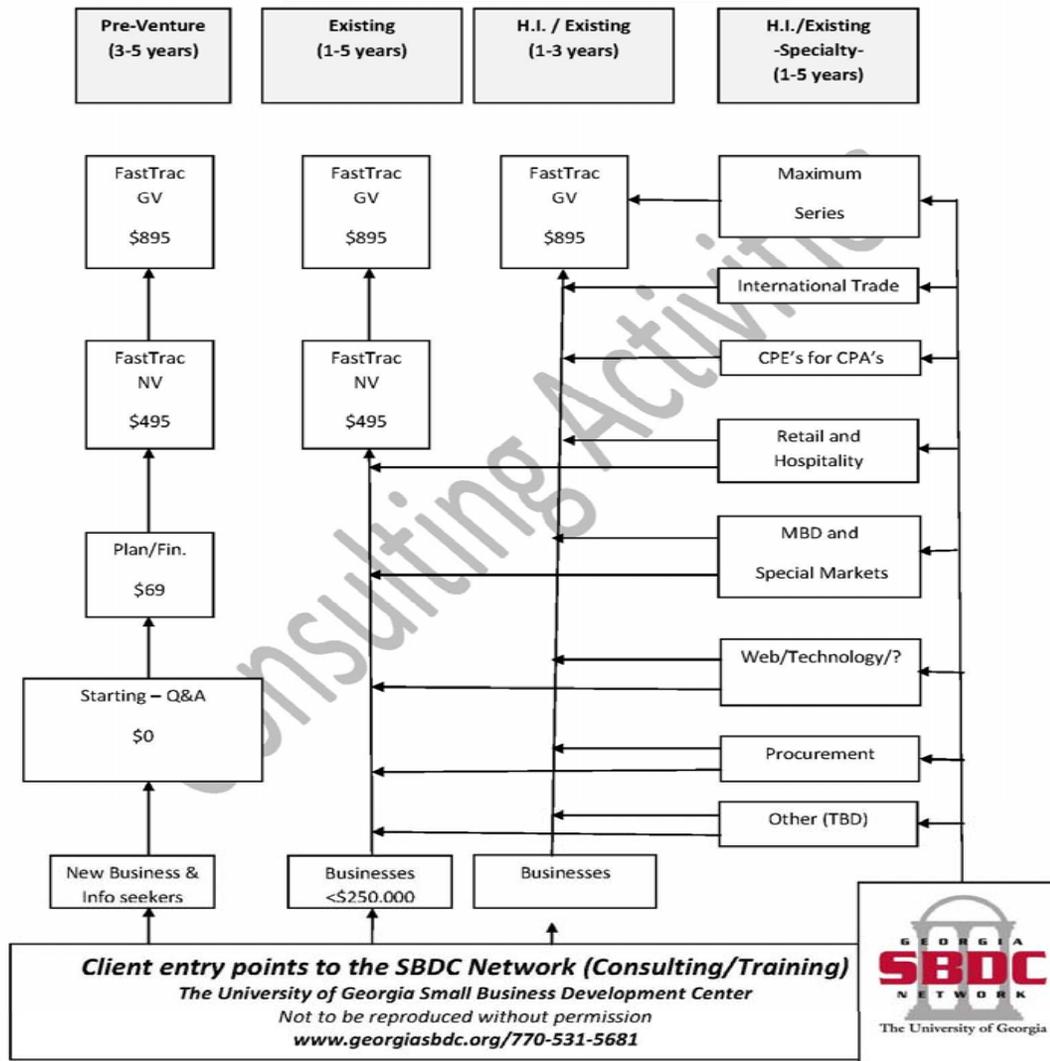
# What we do:

- One – to – one (we call it consultation)
- Group (classroom style)
- The Levels of training
  - 70% (consultation)
  - 30 % (classroom)
- Consultation Activities are ongoing at all levels

# Training Levels

- Entry
  - Starting a Business – The Basics
  - Planning & Financing
- Intermediate
  - FastTrac New Venture
  - Accounting Software
  - Marketing including Social Media
  - How to Export (existing businesses only)
- Advanced
  - FastTrac Growth Venture
- Total FastTrac graduates
  - 894 (1999 – 2010)
  - 264 (anticipated by the end of 2011)
  - Ratio of Growth Venture : New Venture Graduates approx 3:1

**How entrepreneurs work with the SBDC**



**Client entry points to the SBDC Network (Consulting/Training)**  
 The University of Georgia Small Business Development Center  
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## ▶ Anecdotal observations

- About 25% of Pre-Venture trainees start a business. 50% stay in business +2 years.
- About 50% of FastTrac New Venture graduates start a business. 75% stay in business +2 years
- About 80–90% of FastTrac Growth Venture graduates have had a double digit growth rate in the next year following graduation
- Specialty classes have not been tracked

**Outcomes are under study**

## GA SBDC Activity Results from Last Year

Clients	4,447
Training classes	464
Attendees	6,237

Long Term SBDC Clients 2007–2008

Avg Sales Growth +15.7%

Average Georgia Business

Sales Decline -1.0%

# Thank You

- ▶ For more information:

[www.georgiasbdc.org](http://www.georgiasbdc.org)

