

## What is Biz Boost?

Biz Boost is a part of Governor Beverly Perdue's economic and workforce recovery efforts for North Carolina. The SBTDC, with funding support from the North Carolina Commission on Workforce Development, is the lead organization for administering and implementing the Biz Boost initiative. Working with the State's seven regional economic development partnerships, the Department of Commerce, local community colleges, and workforce development boards, we are reaching out and assisting small to mid-size businesses to succeed in the current economic downturn.

## How is Biz Boost qualified to help turn around our local economy?

Small and mid-size businesses are the engines of North Carolina's economy, producing the majority of jobs and job growth for the state. Since 1984, the SBTDC has helped businesses grow jobs and revenues – more than 3 times the average for North Carolina firms. Even in recessions, SBTDC clients outperform their peers. By focusing additional resources and coordinating partnerships to assist vulnerable firms, Biz Boost aims to help businesses retain jobs and strengthen their prospects for future growth. Strong businesses are the key to job creation, increased revenue, and regional economic success.

## How do I get started with Biz Boost?

The SBTDC is there to help you make your business better.

Call **1-800-258-0862** or visit our website at **[www.sbtdc.org](http://www.sbtdc.org)** for more information.

The SBTDC's business counseling is a service of the University of North Carolina System; provided to resident businesses without fee.



NC Commission on  
Workforce Development

Advantage West

Charlotte Regional Partnership

Piedmont Triad Partnership

Research Triangle Regional Partnership

North Carolina's Northeast

North Carolina's Eastern Region

North Carolina's Southeast

Small Business and Technology Development Center

(800) 258-0862 | [info@sbtdc.org](mailto:info@sbtdc.org) | [www.sbtdc.org](http://www.sbtdc.org)

For detailed information for each office, visit [www.sbtdc.org/offices](http://www.sbtdc.org/offices)

The SBTDC is administered by N.C. State University on behalf of The University of North Carolina System and is operated in partnership with the U.S. Small Business Administration.

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# Biz Boost

Steering North Carolina Business  
Toward a Better Future



# What is the SBTDC?

The SBTDC is a statewide university system program that advises small and mid-size businesses. Our goal is to help you make your business better.

Over the past 25 years, the SBTDC has served more than 100,000 North Carolina business owners and management teams. We maintain 16 offices across the state, each supported by a local University of North Carolina campus.

Our professional staff combines real-life business experience with industry expertise, education, and advanced training. Most of our counselors have been business owners or have held executive positions.



## How can the SBTDC help me make my business better?



*As part of the Biz Boost initiative, the SBTDC is further equipped to provide direct, personal attention to help you strengthen your business. Our experienced business counselors, resources, and tools can help you:*

### Become More Efficient & Effective

The SBTDC has tools designed to impartially examine your organization and identify areas for short-term and long-term improvement.

- Analyze your finances and compared with industry averages
- Evaluate organizational priorities and performance
- Review managerial effectiveness

### Enhance Your Marketing & Find New Customers

The SBTDC has experienced counselors, specialized market research staff, and numerous research databases to help you obtain better information. We can provide you with the knowledge and data to:

- Research and analyze your market
- Identify opportunities to sell to the government
- Consider and prepare for international sales
- Assess your marketing performance
- Evaluate and develop new marketing strategies

### Improve Your Chances for Credit & Funding

Creditors and investors are more critical and demanding than ever. The SBTDC can help you strengthen your proposals and presentations; giving you a better opportunity for accessing capital through:

- Bank loans
- Federal research & development funding
- Private equity
- International export financing

### Strengthen Employee Performance

Are your employees and managers as efficient and productive as they should be? The SBTDC has the experience and tool sets to help you:

- Strengthen leadership & management skills
- Refine processes to improve performance
- Enhance communications & team performance

### Prepare for the Future & Manage Uncertainty

Like many in this economy, you may need to revitalize your business—or you may want to better position your business for the future. The SBTDC can help you develop and implement strategies to:

- Address short-term turnaround needs including restructuring debt and capitalization
- Create or expand markets
- Improve or create products & services
- Reposition your business long-term
- Address leadership or ownership succession

***The SBTDC's services are designed to save you time and accelerate your plans for a better future.***