

# Massachusetts Small Business Development Center (MSBDC)

Including Information for Massachusetts Export Center

---

## Business Plan

### FISCAL YEAR 2013

GEORGIANNA PARKIN

MSBDC NETWORK STATE DIRECTOR

Submitted for approval - MARCH 14, 2012

## Executive Summary

### Mission statement

The Massachusetts Small Business Development Center Network contributes to the entrepreneurial growth of small businesses throughout Massachusetts by providing high quality, in-depth advising, training and capital access.

### Strategic Goals, Action Steps and Performance Measures

Goal	EDPP Actions	MSBDC Actions	Measurement
<b>2.1 Support Innovation and Entrepreneurship</b>	2.1.3 Increase by 20% annually over the next five years state funding of capital, mentoring and advice, including incubator and/or accelerator programs for early stage entrepreneurs and small businesses, building on the example of MassChallenge	<ul style="list-style-type: none"> <li>• Provide high-quality, in-depth, one-on-one, professional management advisory services and training</li> <li>• Improve our capacity to service high impact clients, including technology, manufacturing, and export businesses</li> <li>• Identify, support and collaborate with economic development organizations and programs that affect small business</li> <li>• Track and document impact at the advisor, center and state level</li> <li>• Continue to participate in third party impact studies through the</li> </ul>	<ul style="list-style-type: none"> <li>• Number of jobs created/retained</li> <li>• Increased state tax revenues generated by clients</li> <li>• Increased client sales revenues</li> <li>• Capital secured through business advising</li> <li>• Through the Massachusetts Export Center, increased client export sales.</li> <li>• Increased dollar volume of government contracts secured by clients</li> <li>• Presence in incubators</li> <li>• Participation in MassChallenge</li> <li>• Through the Massachusetts Export Center, increased client export sales.</li> </ul>

		<p>ASBDC and internal MSBDC Network state office evaluations.</p> <ul style="list-style-type: none"> <li>• Through the Massachusetts Export Center, provide targeted, customized assistance and training to clients in the areas of international business development, global trade regulatory compliance, global supply chain management and global risk mitigation.</li> <li>• Through the Massachusetts Export Center, provide technical assistance and training to help companies navigate the complex global trade regulatory environment.</li> <li>• Through the Massachusetts Export Center's Compliance Alliance initiative, provide a forum for exporting firms to share best practices and stay current on export regulatory compliance issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Through the Massachusetts Export Center, increased number of export regulatory compliance clients, training attendees and Compliance Alliance members.</li> </ul>
<p><b>2.3 Expand our culture of</b></p>	<p>2.3.1 Identify locally-based accelerators for innovation and</p>	<ul style="list-style-type: none"> <li>• Maintain and expand working relationships with</li> </ul>	<ul style="list-style-type: none"> <li>• Number of business starts generated by advising services</li> </ul>

<p><b>innovation</b></p>	<p>entrepreneurship in five Gateway Cities over the next two years and provide support for their growth through a competitive process</p>	<p>business and industry groups—i.e. Chambers, Mass Life Sciences sector, and financial institutions.</p> <ul style="list-style-type: none"> <li>• Maintain advising offices in Gateway Cities (Barnstable, Brockton, Fall River, Fitchburg, Lawrence, Lowell, New Bedford, Pittsfield, Salem, Springfield, Taunton and Worcester)</li> </ul>	<ul style="list-style-type: none"> <li>• Increased presence advising in incubators (ex. ATMC, Biotech Incubator, Harvard ILab)</li> <li>• Increased collaboration with MOBD, MEP, Mass Life Sciences, the Medical Device sector, WPI, ATMC</li> <li>• Formation of new collaborations when feasible</li> </ul>
<p><b>2.4 Support Growth to Scale</b></p>	<p>2.4.1 Increase by 20% annually over the next five years state funding of capital, mentoring and advice, including shared facilities for the making and testing of product prototypes, to support the growth of small and mid-sized businesses, building on examples of the Massachusetts Growth Capital Corp. and the Treasurer’s Small Business Banking Partnership</p>	<ul style="list-style-type: none"> <li>• Identify and pursue new funding sources consistent with MSBDC Network mission and purpose.</li> <li>• Increase advising to technology/high growth companies (Hired two technology advisors)</li> <li>• Help young technology/high growth companies to begin exploring global markets through the Massachusetts Export Center.</li> </ul>	<ul style="list-style-type: none"> <li>• Impact reported by technology/high growth companies</li> <li>• Number of new technology companies launched</li> <li>• Formation of new collaborations when feasible</li> <li>• Through the Massachusetts Export Center, expansion into new export markets among emerging technology clients.</li> </ul>

