Longwood SBDC Services

- Capital Formation
- Business Planning
- Workshops
- Information & Research
- Federal Procurement Assistance
- Export Assistance
Longwood SBDC Territory

Existing Counties/Cities:
- Amelia County
- Brunswick County
- Buckingham County
- Charlotte County
- Cumberland County
- Franklin County
- Greensville County
- Halifax County
- Henry County
- Lunenburg County
- Mecklenburg County
- Nottoway County
- Patrick County
- Pittsylvania County
- Prince Edward County
- Danville City
- Emporia City
- Martinsville City

Current Service Area

Expanded Service Area Effective Immediately

New Counties/Cities:
- Charles City County
- Dinwiddie County
- Prince George County
- Surry County
- Sussex County
- Colonial Heights City
- Hopewell City
- Petersburg City

Current Offices

- Chatham (Part-time Location)
- Rocky Mount (Part-time Location)
- Patrick County (Part-time Location)
- Martinsville
- South Boston
- Farmville (Headquarters)
- Emporia (Part-time Location)
- Petersburg
Why Do People Go Into Business?

- To achieve independence (78%)
- To “make a living”
- To supplement income & prepare for retirement
- To have control over their own lives
- To accept a challenge
- To gain emotional rewards (status, creativity)
- To get rich
Of the Over 1 Million Businesses Started Each Year:

- 35 % Fail Within 3 Years
- 55 % Fail Within 5 Years
- 80 % Fail Within 10 Years

WHY?
Money Problems

- Shoestring Start-up
- Don’t Know the True Costs of Selling
- Business Grows Too Fast
Managerial Incompetence

- Lack Management Skills
- Poor Business Planning
Owner’s Personal Characteristics

- Bad Attitude
- Don’t Understand Human / Customer Relations
No Business Plan!!

- Lack of Information
- No Market Research
FIRST STEPS
What Does It Take to Be Successful?

- It all starts with an idea!
- It Finishes With a Plan!
Old Lady That Lived In A Shoe

- Marketing Strategies
- Selling Strategies
## From An Idea to Research ...

### Clarify The Service:

<table>
<thead>
<tr>
<th>Determine The Need:</th>
<th>Childcare Center</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Local childcare centers have long waiting lists</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Identify The Target Market:</th>
<th>Children 0-5 within 10 miles of Fort Lee</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Research the Industry, Competition, Target Market:</th>
<th>Approx. 450 childcare slots within 10 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 certified centers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Determine Your Competitive Edge:</th>
<th>3 Star Rating. Extended hours of operation. Accept infants under 18 months</th>
</tr>
</thead>
</table>
STEVEN SPIELBERG Presents

BACK TO THE FUTURE
A ROBERT ZEMECKIS Film

He was never in time
for his classes...
He wasn't in time
for his dinner...
Then one day...
he wasn't in his
time at all.

"BACK TO THE FUTURE" Starring MICHAEL J. FOX
CHRISTOPHER LLOYD · LEE THOMPSON · CRISPIN GILIVER
Written by ROBERT ZEMECKIS & BOB GALE · ALAN SILVESTRI
Produced by BOB GALE & NEIL CANTON
STEVEN SPIELBERG · KATHLEEN KENNEDY · FRANK MARSHALL
A UNIVERSAL Picture
From Research to A Business Plan

- Executive Summary
  1 – 2 Pages
  Who You Are
  What You Do
  Why You Are Qualified
  How You Will Accomplish Your Goal
Description of The Business

- Business Name: Kiddie Care Day School
- Legal Entity: Non-Profit Organization
- Who Are Business Owners: Jane Smith
- How Long In Business: New Business
Industry

• What Does the Business Represent?
  Provides childcare and pre-schooling to children 0-5 years old

• How Will You Enter the Industry?
  Will provided licensed in-home childcare services until sufficient capital can be raised to open childcare center

• Conditions of the Industry?
  Very competitive market conditions and pricing.
  Lack of star-rated centers in region
Target Market

- **Who Are Your Customers**
  Parents working at Fort Lee with children under 5 years old

- **Where Are The Customers**
  Located within 10 miles of Fort Lee’s main gate

- **Customers Needs**
  Extended hours of operation and care of infants under 18 months old
Competition

- Who Else Offers Your Services
  25 childcare providers within 10 miles providing 450 childcare slots

- Strengths & Weaknesses
  **Strengths:** Only 3-star rated program in region
  Infant care not offer by competitors.
  Extended hours of operation

  **Weakness:** Staff not trained to care for special needs

- How Will You Stand Out
  3-star rated program. Opening hours 5:30 a.m.
Advertising & Promotion

- How Will You Reach Your Customers
  Open house events, networking through Fort Lee, website and e-mail marketing, QRIS rating and link to state site
- How Do They Obtain Childcare Services
  Parent referrals, web research, church affiliation
- What Are Your Marketing Efforts
  No organized marketing effort
- How To Measure Success
  Grow from 6 childcare slots to 15 in 5 years. Increase to 4-star QRIS rating
Establish a Web Presence to Market your Business

Who are you and what do you offer?

Who’s involved in your organization and what are their qualifications?

HOPKINS HOUSE LEADERSHIP & STAFF

Trustees and Board Officers
Agency Administration
Early Childhood Learning Department
Family Education Programs Department
Helen Day Preschool Academy
James L. and Juliette McNeil Preschool Academy

About Us
- President’s Message
- Association Members
- Leadership Team
- Employment
- 990s

Trustees and Board Officers

CHAIR - ROBERT L. BOGAN, Retired.
(Class of 2010) Hopkins House Trustee since 1999. Mr. Bogan, now retired, was formerly the Director of Business Development at Litton Systems, Inc. A resident of Fort Washington, Maryland, Mr. Bogan holds a Master degree from the University of Southern California. He is a Lifetime Community Stakeholder of the Association.

VICE CHAIR - MARK EISENHOUR, Associate Principal, Alexandria City Public Schools.
(Class of 2010) Hopkins House Trustee since 2001. Mr. Eisenhour is an Assistant Principal with the Alexandria City Public Schools. A resident of Alexandria, Virginia, Mr. Eisenhour holds a Master degree from Marymount University. He is a Lifetime Community Stakeholder of the Association.
### HOPKINS HOUSE IN THE NEWS

Or click on date below:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 14, 2008</td>
<td>Virginia Governor, Tim Kaine, Visits Hopkins House</td>
<td>Examiner.com</td>
</tr>
<tr>
<td>February 21, 2008</td>
<td>Hopkins House Honors Capital One and James and Joyce Garrett at Heart of Community Luncheon</td>
<td>Alexandria Times</td>
</tr>
<tr>
<td>February 22, 2008</td>
<td>What’s In Your Wallet? Capital One Honored at Heart of Community Award Luncheon</td>
<td>AlexandriaNews.org</td>
</tr>
<tr>
<td>November 6, 2007</td>
<td>Hopkins House Featured in Brookings Institution Video</td>
<td>Brookings Institution</td>
</tr>
<tr>
<td>June 17, 2007</td>
<td>Hopkins House Opens New Family Center</td>
<td>Alexandria Times</td>
</tr>
<tr>
<td>May 24, 2007</td>
<td>History Making Pediatric Neurosurgeon Will Speak Here</td>
<td>Alexandria Times</td>
</tr>
<tr>
<td>April 24, 2007</td>
<td>Hopkins House Brings Dr. Ben Carson To Alexandria</td>
<td>Sun Newspapers</td>
</tr>
<tr>
<td>February 22, 2007</td>
<td>Hopkins House Honors Heart of the Community</td>
<td>Alexandria Times</td>
</tr>
<tr>
<td>January 18, 2007</td>
<td>Hopkins House Unveils Plans for Second Facility</td>
<td>Alexandria Times</td>
</tr>
</tbody>
</table>
Let Parents Tour Your Facility From the Comfort our Their Homes.

More People are Relying on the Internet to do Their Initial Research.

Online Pre-registration

If you are interested in having your child attend Ballston Children's Center guarantee a spot. Spots are generally filled on a first-come first-serve basis students between rooms.

Please fill out the form below:
Please choose one: ☐ I want to register ☐ I want to get more Information

Parent Information:
- First Name:
- Last Name:
- Street Address:
- Address (cont.):
- City:
- State:
- Zip Code:
- Work Phone:
- Home Phone:
- E-mail:
Location

- Where
  South Crater Road, Petersburg
- Special Zoning
  None required
- Features of The Location
  Convenient access, located along main commuting route, close to Fort Lee, 5,000 households located within 5 miles, playground on property
Management Team

- Your Background & Experience
- Key Advisors
  - Lawyer
  - Banker
  - CPA

**Other Key Positions & Experience**
Financial Plan

- Capital Needed
- Capital Raised
- Capital Used For

2 – 3 Years Financial Statements
Income Statement, Cash Flow
Supporting Documents

- Licenses
- Certificates
- Resumes
Money, Money Money!!!!

Where You Gonna Get IT???
Loan Sources

The Superior Loan Program
Loans from 5,000 – 25,000
www.superiorfg.com
Pat Hood – 804-518-2003
hoodpa@longwood.edu
504 Loan Program & Other SBA Loans
Jim McClure 804-861-1666 Ext. 228
jmcclure@craterpdc.org
Micro Loans up to $35,000
Wayne Crew 804-732-8543
wcrew@redcommunitycapital.org
“You don’t build it for yourself…. You ask the customer what they want and you build it for them!”

Walt Disney
Free On-Line Training Classes
For Entrepreneurs

Steps to Enrolling:

• Step 1: Go to http://knowledge.elementk.com and register as a New Student
• Step 2: Type In the Access Key Number: 6548-sbdc1-1179
• Step 3: Complete the Enrollment Information
• Step 4: Select your courses from the Recommended Course Tracks or go to the catalog and choose from the 100 available courses
End
Ten Years Ago...

- Where Are You?
- Who Are You?
- Where Would Like You To Be?
Business Owner Statistics

- 31% over the age of 55
- 29% between 45 and 54
- 24% between 35 and 44
- 12% between 25 and 34
- 2% under 25

Info based on 2002 census reports
Longwood Small Business Development Center

“Providing education, counseling, and economic research for potential and existing businesses.”
The Small Business Development Center Model

**GOVERNMENT**

**BUSINESS & INDUSTRY ADVANTAGES**
- Continued Survival of Business
- Stable or Increased Employment
- Government Taxation (Transfer of Wealth) of Business Profit and Wages

**SMALL BUSINESS DEVELOPMENT CENTER**

**HIGHER EDUCATION ADVANTAGES**
- FACULTY: Improves Teaching as a Result of Experience
- STUDENTS: Experiences Better Prepare them for Entrance into the Work Force