



FOR THE LIFE OF YOUR BUSINESS

Broward SCORE

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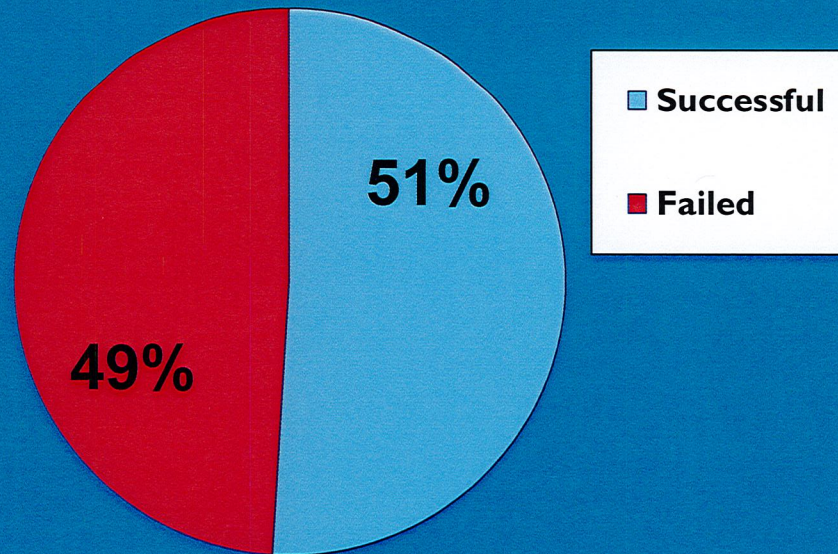
**STARTING A BUSINESS IS NOT REALLY
THAT HARD**

**IT'S STAYING IN BUSINESS THAT IS THE
CHALLENGE!**

Reality: Business Success

After 5 Years

Percent of
New Businesses
(2+ employees)



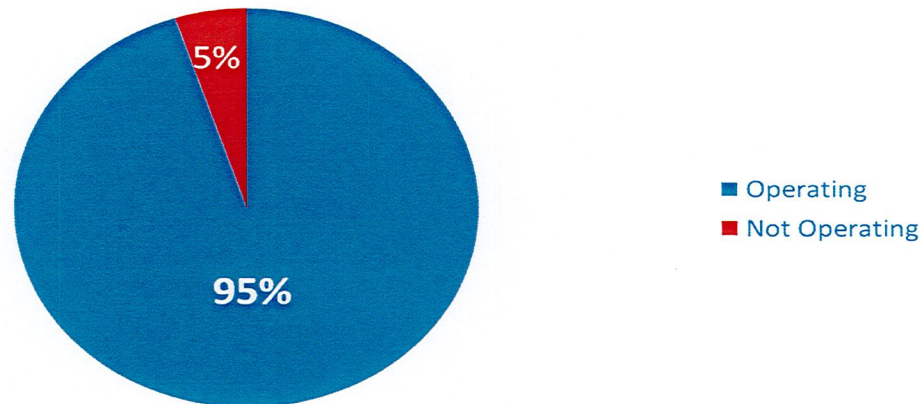
*Source: U.S Dept. of Commerce, Bureau of
the Census, Business Dynamics Statistics*

Be on the Right Side of the Ratios

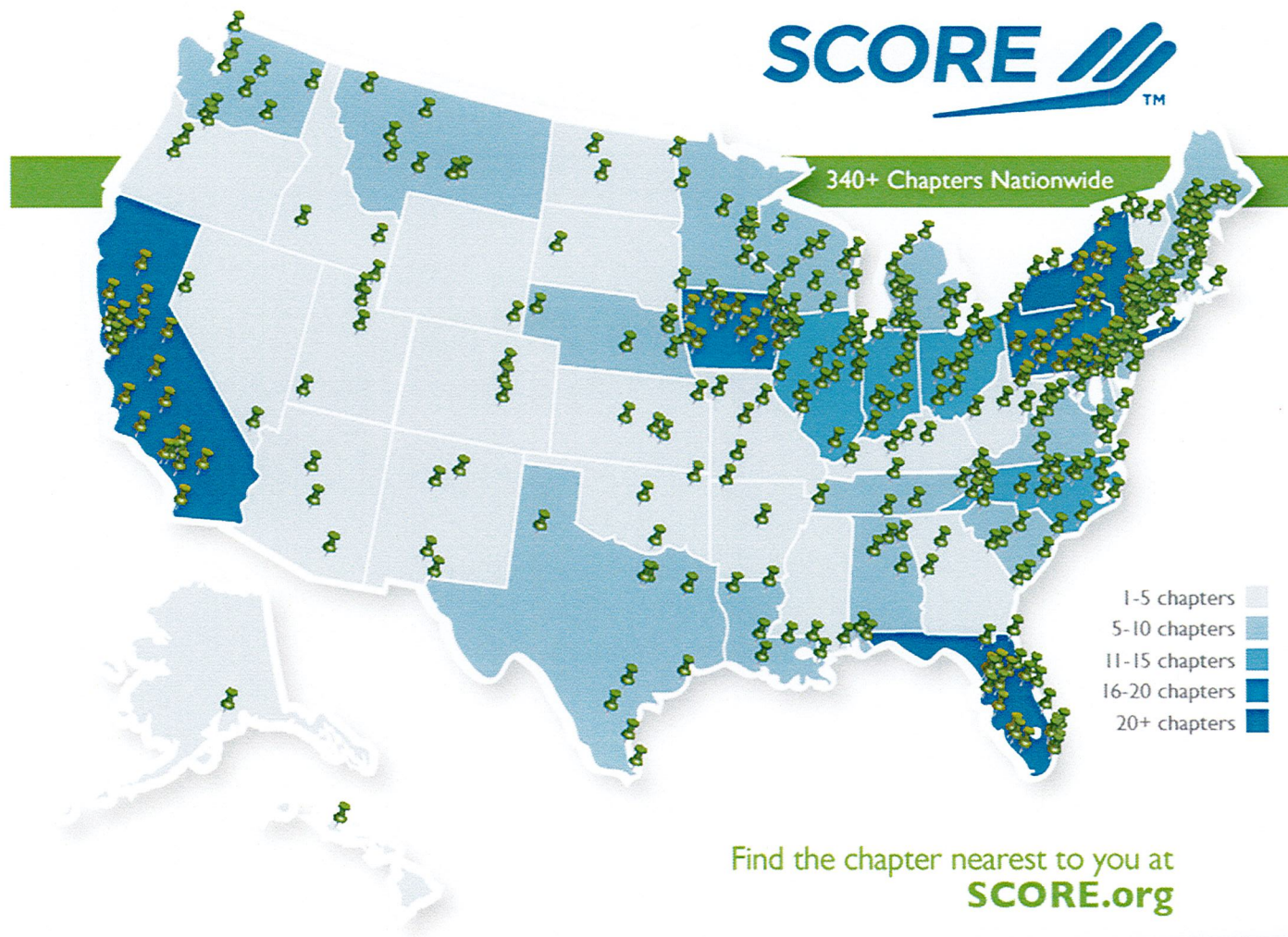
Take advantage of the resources that can help you beat the odds:



Businessses – One year after consulting with SCORE



Nonprofit, all volunteer, 300 chapters, 10,000 volunteers



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Broward SCORE Mission

- Our mission is to help entrepreneurs and business men and women start , develop and grow small businesses in Southeast Florida
 - Growing business will have a multiplier effect on the total community



Broward SCORE

- Established 55 years ago
- Very strong chapter with continuous business community involvement
- Cadre of 70 volunteers
- 2,300 face-to-face mentoring sessions/yr.
- 5,000 South Florida entrepreneurs/yr. attend our in-person workshops
- 900 attend online workshops
- 8,200 local clients served annually

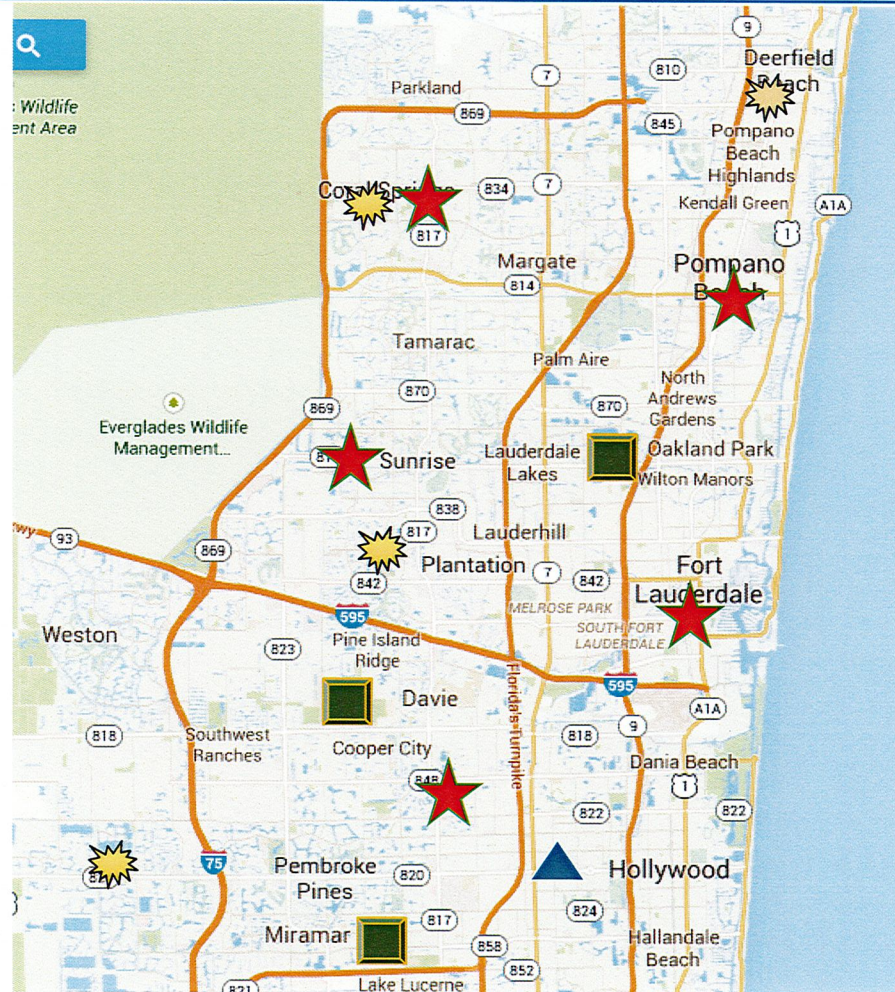


Our Clients

- Gender
 - 54% Women/46% Men
- Race/Ethnic
 - 37% Hispanic, 31% Black, 29% White, 3% Asian/Other
- Business Ownership
 - 42% of **mentoring clients** own businesses
 - 65% of **workshop attendees** own businesses
- Geographical Distribution of Clients
 - Countywide - Fort Lauderdale, Pembroke Pines, Coral Springs, Hollywood, Miramar, Pompano Beach, Sunrise, Deerfield Beach
- Household Income
 - +65% low to moderate income households

Locations in Broward County

-  SCORE Mentoring Locations
-  SCORE Education Centers - Universities
-  SCORE Education Centers - Libraries
-  Emerging Entrepreneur Center - Hispanic Unity



Volunteers' Backgrounds

- People committed to helping our area's small business community
- 73% working and 27% retired managers and owners
- 32% female. 40% minority
- Good mix of skills and backgrounds



What We Do

Provide Knowledge

Group Settings

- Workshops
- Expositions
- Webinars



Individually

- Mentoring/Counseling
 - Face-to-Face
 - E-Mail
 - Telephone





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Special Programs

SCORE's Tune Up Team



- Team of SCORE counselors works with business owners and management staff to identify problems and issues, create solutions, and develop an updated business plan for your company's growth
- SCORE counselors on the Team chosen for their expertise in client's category of business, or area of need. (Accounting, Marketing, Operations, IT, etc.)
- Turnaround program conducted in series of 4 highly-interactive workshops at your place of business, with full participation of ownership and management encouraged

ScoreBoard Program



- **Board of Advisors for small businesses**
- 3 senior executives with CEO experience
- Meets quarterly with the business owners/managers to help:
 - Review performance & results
 - Discuss issues challenging the business & work through actions to be taken
 - Evaluate opportunities
 - Be a sounding board for owners/managers
- Offers non-binding feedback & advice. Owner-Manager remains the ultimate decision maker.



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Programs with Community Partners

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Community Partner Programs

- **SCORE works with community organizations** – local governments, chambers, nonprofits, etc. to provide business education and counseling services
- **SCORE's goal** is to be a resource partner who can add value to initiatives and programs focused on:
 - Social responsibility
 - Community growth and economic development that includes:
 - Attracting and fomenting entrepreneurial initiatives
 - Growing and developing existing local business
 - Encouraging financial independence through small business ownership

Partnership Contributions

SCORE can provide

- Content
- Manpower
- Venues
- Registration infrastructure
- Customer satisfaction surveying
- After event reporting – Number of attendees, attendees' names, addresses, demographics, client satisfaction scores

Community Partner

- Marketing and promoting the events to the partner's client base
- Dates and times
- Venues if needed
- At the door registrars, if needed



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Community Partner Program

Examples

Spanish Language Workshop Program

- Targets Hispanic entrepreneurs in the southwestern Broward corridor
- Goal is to accelerate the speed of learning complex business topics
- Began in 2012 in partnership with Hispanic Unity
- 1,200 clients in 2017 (65% owned businesses)
- 28 workshops in 2018. Broward & Miami-Dade



Broward College Veterans Program

- Program that is targeted on veterans and/or their family members
- Provides business education and mentoring
- Provides scholarship voucher (\$128 value) to attend SCORE business workshops for free
- About 100 veteran participate annually



Do you have the mindset to be an entrepreneur? Many of our veterans do. Of 24 million military veterans 4 million are small business owners.

Join us on May 17, 2018 to learn about owning your own business.



Veterans make good business owners. They are disciplined, skilled, and have leadership experience acquired in military service.

Boots to Business Reboot is a two-step entrepreneurial training program offered by the U.S. Small Business Administration. The course is open to Veterans of all eras, Service members (including members of the National Guard and Reserves) and their spouses

The curriculum provides assistance to those interested in exploring business ownership or other self-employment opportunities

May 17, 2018 – 9 AM – 4 PM

Broward College

Judson A. Samuels South Campus, Bldg. 68 Room 1750
7200 Pines Blvd., Pembroke Pines, FL 33024

Register at <https://sbavets.force.com>



Child Care Industry Development Program

- Partnering with The Business & Leadership Institute for Early Learning
- Focus is women who are starting or growing existing day care centers
- SCORE volunteers:
 - Run some of the educational classes
 - Reviewed 105 business plans in 2018 in Broward and Miami/Dade mentored the writers/owners
 - Yearlong program – expanding to Orlando, Palm Beach, and Jacksonville.



THE
BUSINESS & LEADERSHIP
INSTITUTE
for Early Learning

Broward County

- Library Program



- Operate a 45 weekly **Thinking of Starting a Business** workshops
 - Rotate among libraries in Plantation, Pembroke Pines,
 - Coral Springs, Deerfield Beach, Carver Ranch, American Research Center.



- Office of Economic & Small Business Development

- Supply speakers for their Kaufman Program
- Evaluate business plans submitted for the Kaufman Program provide judges for oral presentations
- Provide workshops for annual Broward & Beyond Business Exposition



Programs with Cities

- City of Fort Lauderdale
 - BEAMS Program
- City of West Park
 - Starting a business program
- City of Hollywood
 - Business education program



Broward College



idea ENTREPRENEUR

- leadership
- innovation
- knowledge
- finance

Join Broward College, the Small Business Administration and SCORE for Entrepreneur Day

Friday, October 21, 2016 9:30 a.m. – 1 p.m.

**Broward College North Campus, Omni Auditorium, Bldg. 60
1050 Coconut Creek Blvd., Coconut Creek, Florida**

SPEAKERS WILL DISCUSS:

- How to become a Federal Contractor: The Federal Government contracts in excess of \$500 Billion annually
- How to apply for SBA-backed loans: Nearly \$5 Billion in SBA-backed loans were approved to small businesses across Southeast Region IV in fiscal 2015
- How to gain access to microloans and non-traditional financing
- How to get involved with Broward College's Innovation Hub
- How to avoid business landmines and pitfalls
- How to gain access to seasoned business executives who can evaluate, critique and assess your business operation (even established businesses) at NO cost. Overtime individuals can develop blinders, blinkers and blind spots when it comes to evaluating their business.

EVENT HOST



Dicky Sykes, M.P.
District Director
Supplier Relations & Diversity
Broward College



Mark Bryant
Director, Government
Lending
CenterState Bank



Commissioner
Michael E. Carr
President & CEO Metro
Broward Economic
Development Corp.



Sherry A. Dickey
President & CEO
Dickey Consulting



George J. Dennis,
Chairman
Broward SCORE

WELCOME



Dr. Avis Proctor
North Campus President
Broward College



Alfred A. Harris
Asst. Director Marketing
and Outreach
Area 1, SBA



Miguel Hernandez, Pres-
ident and CEO CFO by
Design



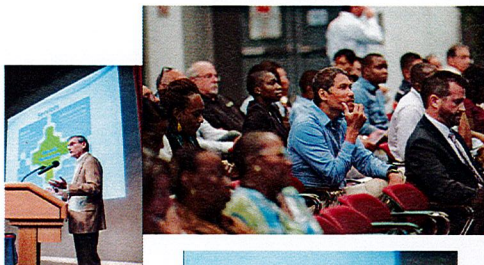
Russell Miller Thompson
Law Offices of
Russell Miller Thompson



Enrique Trujillo
Director
Innovation Hub
Broward College

BROWARD COLLEGE
www.broward.edu

Register today online – click [HERE](#).



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Congresswoman Wasserman Schultz Small Business Saturday

- Supply principal speakers
- Provide onsite counseling & advice
- Help market the event



CONGRESSWOMAN
DEBBIE WASSERMAN SCHULTZ



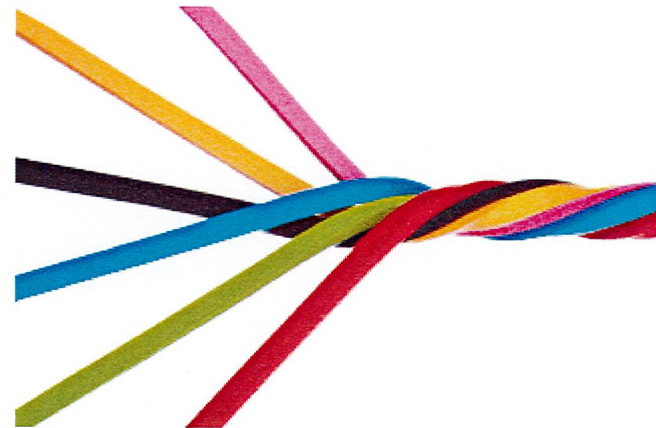
SMALL BUSINESS WORKSHOP

EARLY LEARNING
CHILD CARE PROVIDER
NOVA SOUTHEASTERN UNIVERSITY
MAY 18, 2019



Marketing Channels

- Catalog & brochures
- E-mail campaigns
- Newspapers
- Social media & websites
- Trade shows
- Public relations
- Library campaign



On Line Resources

The screenshot shows the SCORE.org website with the 'Templates & Tools' section highlighted. The page features the SCORE logo and navigation links. Under 'Templates & Tools', there are two featured items:

- Business Plan for a Startup Business**: A business plan template for a startup business, dated Apr 2011.
- Business Plans & Financial Statements Template Gallery**: A collection of templates for business plans and financial statements, dated Jun 2011.

Below these, there is a section for 'Latest Templates & Tools'.

The screenshot shows the SCORE Mentors (Broward) Facebook page. The page features the SCORE logo and a profile picture of a person sitting at a desk with a laptop. The page name is 'SCORE Mentors (Broward)' and the location is 'Broward'.

The screenshot shows a grid of video thumbnails from the SCORE.org website. Each thumbnail includes a video player with the SCORE logo and a title. The videos are:

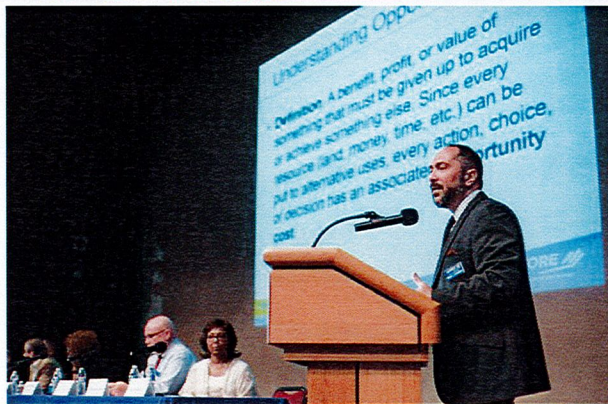
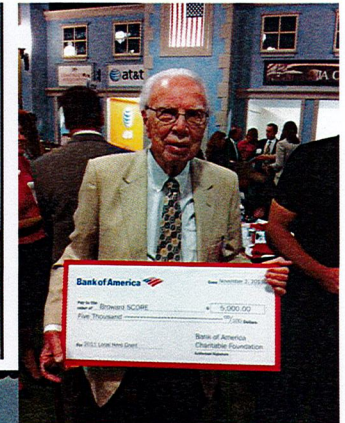
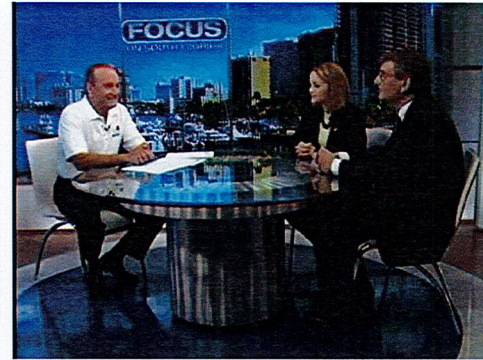
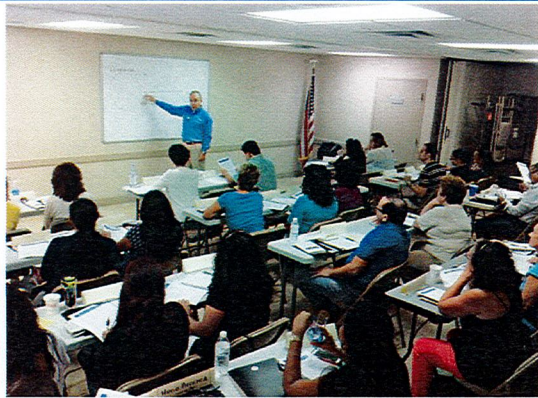
- Website That Wow**: 260 views - May 2, 2018
- Know The SCORE: Beyond Broward Business Conference**: 120 views - April 25, 2018
- Know The SCORE: How to Market Your Business in a...**: 286 views - April 18, 2018
- Know The SCORE: Establishing Business Credit**: 108 views - April 11, 2018
- We're live with Know The SCORE.**: 592 views - March 28, 2018
- We're live with Russell Thompson and Ashley Bell on...**: 219 views - March 21, 2018
- Know The SCORE: Hiring Practices for Small Business**: 214 views - March 14, 2018
- Know The SCORE: Setting Prices for Your Business**: 79 views - March 7, 2018

The screenshot shows the SCORE.org website with the 'Workshops & Events' section highlighted. The page features the SCORE logo and navigation links. Under 'Workshops & Events', there are two featured items:

- When Social Goes Local: "Tapping the power of social media to promote your business locally"**: A workshop by SCORE & John Jantsch of Duct Tape Marketing, focusing on using social media to promote local businesses.
- Live Webinar, 7/28: Selling to Bigger Companies**: A live webinar by Jill Konrath, an expert in selling to bigger companies, discussing strategies for finding and selling to larger clients.

Below these, there is a section for 'More Local Events?' with a search bar and a list of local events.

Our Impact



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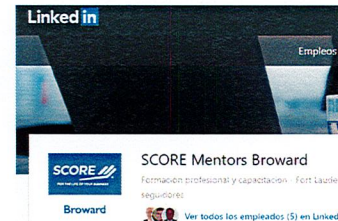
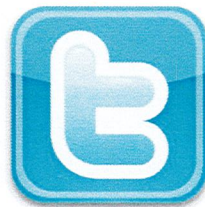
Our Impact

- Since 2015 clients SCORE Broward mentored/educated:
 - ❑ Started 2,060 new businesses
 - ❑ Created 3,023 non owner jobs
- Client satisfaction
 - ❑ 90% Mentoring
 - ❑ 91% Workshops
- Annual growth in services 2012-2018
 - ❑ 18%



Contact Us

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- Address: 299 East Broward Blvd, Ft. Lauderdale;
6565 Taft Street, Hollywood



Questions & Discussion

