

**BIZ AID**<sup>SM</sup>  
**BUSINESS ORIENTATION**

# WELCOME

Dear Entrepreneur:

Welcome to the City of Austin's BizAid Business Orientation hosted by the Small Business Program.

Our objective is to help you understand the opportunities and challenges of business ownership and where to find no-cost or low-cost assistance. Through the BizAid Program, we provide assistance in reviewing your business and marketing plans and guidance with the mechanics of getting started. This orientation is just one tool offered by the Small Business Program. We are committed to ensuring that Austin's small businesses have access to resources needed to succeed in today's competitive environment. Our organization is always searching for the latest information and assistance that help local businesses grow and prosper. Check our website regularly for information, classes and events that can help strengthen your business.

Please complete a brief evaluation at the close of today's session. Your feedback is valuable and will serve as the basis for enhancements of our services.

Let us know of your small business successes throughout your entrepreneurial journey, We look forward to celebrating with you!

Best Wishes,



Vicky Valdez  
Small Business Manager  
Economic Development Department  
City of Austin  
512.974.7620  
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www.SmallBizAustin.org

The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



**Small Business Program**  
ECONOMIC DEVELOPMENT DEPARTMENT

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*Q & A*

*Evaluations*

# SMALL BUSINESS PROGRAM SERVICES

## **BIZAID PROGRAM<sup>SM</sup>**

Technical assistance program to help people start or expand their businesses

### **Business Development**

- No-cost business orientation covering helpful resources for entrepreneurs
- [www.SmallBizAustin.org](http://www.SmallBizAustin.org) website with information on resources, classes, events, and business links
- Small Business Incentives Guide: a catalog of incentives, rebates, and resources offered by various local, state, and federal government agencies
- Financial readiness evaluation through credit review and preparation of credit repair strategies

### **Business Success Skills Certificate – Small Business Classes**

- Partnership with University of Texas (UT) Professional Development Center
- Taught by the UT Professional Development Center instructors, these classes better prepare the small business owner for the day-to-day management of a business. Participants completing any six classes will receive a Business Success Skills Certificate honored with a ceremony and reception at City Hall.
- Classes held at the Entrepreneur Center of Austin

### **Class Topics**

- How to write a business plan
- Marketing strategies
- Cashflow & tax issues
- Human resources management
- Business accounting & Quickbooks

*Register for classes through our online calendar at [www.SmallBizAustin.org](http://www.SmallBizAustin.org).*

# BUSINESS COACHING

## COACHING SERVICES

- One-on-one, No-cost, and Confidential
- Business Plan Review and Development Assistance
- Marketing Plan Review and Development Assistance
- Financial Readiness Assessment
- Business Management Technical Assistance

## WHO QUALIFIES?

- For-profit business located within the Austin city limits
- Non-profit or located outside Austin city limits, limit two appointments
- Must present current business plan documentation or have an established business

## HOW TO SCHEDULE AN APPOINTMENT

### Complete Coaching Survey

- Submit and complete survey at [www.AustinTexas.gov/department/bizaid](http://www.AustinTexas.gov/department/bizaid)
- Idea/Startup Phase: Submit business plan or the following 3 completed sections:
  - Market Analysis
  - Product/Service Description
  - Marketing & Sales Strategy
- Established: Submit Business Information

### Schedule Appointment

Upon completion of survey, the coach will contact you to schedule an appointment.

# SMALL BUSINESS PROGRAM SERVICES

## **BIZOPEN**

Assistance navigating the City of Austin's development and permitting process

### **Classroom Orientation**

- Introduction to the City of Austin's development processes and commonly asked questions
- Serves as the initial point of contact for small business owners
- Directs business owners to the correct City contacts when working toward a Certificate of Occupancy

### **Online Orientation**

- Online course walks you through the general development process including zoning, building review (residential or commercial), permitting, inspections, and the certificate of occupancy. View online at [www.AustinTexas.gov/BizOpen](http://www.AustinTexas.gov/BizOpen)

Contact: BizOpen Team at 512.974.7200

*Always confirm zoning with the City of Austin before leasing or buying a property for your small business if operating within the city limits.*

## **FAMILY BUSINESS LOAN PROGRAM**

Low-interest loans for qualified small business expansion and job creation

### **Who is eligible?**

Existing local businesses looking to expand and create jobs, revitalize communities, increase the tax base, and enhance the quality of life for Austin residents

### **Criteria:**

In operation for at least two years | financial documentation must show successive profits for previous two years | tangible net worth of less than \$15 million | after-tax profits less than \$5 million (on average for previous two years | must be willing to locate project in Austin Energy service area | must commit to create one job for every \$35,000 borrowed

### **Why borrow?**

- A public-private partnership between the City of Austin, U.S. Housing and Urban Development (HUD), and participating private lenders
- Interest rates are below market averages and low equity requirements

### **What kind of projects qualify?**

- Working capital financing (only when done in conjunction with an activity below)
- Renovation and new construction of commercial and industrial buildings
- Acquisition of commercial and industrial land and buildings
- Refinancing of existing debt to an independent institutional lender (as part of a new project creating new jobs)

## **LOCALLY AUSTIN – WEBSITE AND MOBILE APP**

Digital map and directory at [www.LocallyAustin.org](http://www.LocallyAustin.org)

### **Local Small Businesses**

- A helpful tool to drive residents and visitors to locally-owned, small businesses
- Free listings for local small businesses provide increased web presence and expanded reach along with a decal to display on your business window or on your website
- Look for the “We’re Local” window decal at Locally Austin businesses

### **Zero Waste Businesses**

- Search for local businesses that share or repair items, or sell products made with recycled or upcycled materials working towards achieving Zero Waste
- Look for the “We’re Zero Waste” window sticker at Shop Zero Waste businesses

### **Small Business Resources**

- Search and locate helpful resources and assistance for small businesses
- Find groups providing non-profit business assistance, business assistance, business incubator, contractor services, education & training, employer assistance, financial & legal, international trade assistance, Minority and Women Owned Business Entity (M/WBE) services, networking & trade groups, and more.

## **EVENTS**

### **Getting Connected® – Annual Small Business Resource Event**

Free informational event that connects business owners to city, county, state and federal government agencies, small business friendly lenders, and non-profit organizations with a mission to help entrepreneurs. Small business classes and panel discussions offered during the event.

### **Exploring Entrepreneurship**

Panel discussions on general business practices and industry specific topics with small business owners willing to share their successes and challenges.

### **Women’s Entrepreneurial Luncheon - Annual Event**

Featured panel and networking opportunity that recognizes the contribution of local women business owners sharing insights and experiences in entrepreneurial success.



Among U.S. metros since 2000  
**AUSTIN RANKS**  
**#1** for Job Growth Percentage  
**#2** for Population Growth Percentage

IN 2011  
**91%** of all firms in Austin M.S.A. are small businesses [ $<100$  employees]

IN 2011  
**81%** have less than 20 Employees

IN 2011  
**228,414** Jobs  
**\$9.2B** Payroll

IN 2011  
**\$19.8B** Gross Sales

**TOP JOB CREATING INDUSTRIES INCLUDE:**

Construction | Professional/Technical Services | Real Estate | Accommodations & Food Services  
Arts & Entertainment | Educational Services

According to the Bureau of Labor and Statistics, approximately 50% of small businesses are still open after five years. According to multiple industry surveys, entrepreneurs are twice as likely to successfully launch a business, expand a business, and obtain commercial lending if they complete a business plan.



# RESEARCH & DEVELOPMENT

## *Am I prepared to commit to my small business idea?*

### Passion

- Time commitment to management and administrative requirements
- Family and lifestyle commitments

### Experience

- Direct management experience in proposed industry
- Financial, human resources, and marketing skills

### Network

- Personal network
- Industry/Professional network

## **BUSINESS PLAN**

Failure to plan is planning to fail.

The purpose of a business plan extends beyond obtaining funding and strategic partnerships, serving as a blueprint for the various management responsibilities of an entrepreneur. A critical step in developing your business plan will be completing a successful market analysis in order to determine your target customer, value proposition, competitive advantage, and desired location. Ultimately, your business plan should prove that you have a viable business opportunity and serve as the mapping tool for your business journey to minimize mistakes, save time, and increase profitability. Local lenders will not consider you for a loan without a well-written business plan.

Refine the idea into a few sentences and highlight the unique factors of the product or service.

### *Key Components:*

Market Analysis

Product or Service

Marketing & Sales Strategies

Company Description & Management Team

Financial Analysis

Executive Summary

# PLANNING YOUR BUSINESS

## Get started with a business plan template

Small Business Class: Roadmap to Success: How to Write a Business Plan

### Small Business Classes

What is a Marketing Plan and Why Your Business Needs One, Using Strategic Pricing to Drive Greater Profitability for Your Business, The 7 Most Important Secrets of Small Business Success

### Small Business Classes

Using Strategic Pricing to Drive Greater Profitability for Your Business, Exceptional Customer Service: Keep Your Best Customers, The 7 Most Important Secrets of Small Business Success, Copyright & IP Law

### Small Business Classes

What is a Marketing Plan and Why Your Business Needs One, Google: Make Sure Your Customers Can Find You!, High Impact Marketing: 10 Low-Cost Strategies for Big Sales Returns, Using Social Media to Promote Your Business, Exceptional Customer Service: Keep Your Best Customers, Copyright & IP Law

### Resources

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

## MARKET ANALYSIS

Research your market including customer needs, location, and competition.

### Market Needs, Trends, Growth, and Industry Analysis

Location: North/South/East/West/Downtown Austin

- Commercial Property
- Service (direct to customer)
- Web-based/E-Commerce

### Target Customer Identification

- Demographics
- Buying behavior
- Survey/Interaction with target customer

### Competition

- Direct/Indirect
- Pricing
- SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats

## PRODUCT OR SERVICE

Describe what you are selling and focus on customer benefits.

### Comprehensive Description

- Competitive advantage and value proposition
- Product: components, manufacturing, and packaging
- Service: timing, preparation, travel, and delivery method
- Costing and pricing

### Future Products/Services

- Be prepared to be flexible and adapt to changes in the industry
- Redefine product/service based on market analysis

### Operational Plan

- Requirements to deliver products/services to market
- Inventory, suppliers, and distribution
- Commercial property, equipment, and technologies

## MARKETING & SALES STRATEGY

Include discussion of website, development costs, operations, sales and marketing strategies – anything that represents your business.

- Consistent branding
- Emphasize competitive advantage
- Highlight benefits sought by customers

### Distribution & Sales

- Retail outlets: brick and mortar | E-commerce | mobile
- Sell your “Elevator Pitch”

### Promotion

- Digital: Website | Social Media | E-Newsletter
- Customer Reviews & Testimonials
- Networking
- Collaterals

## COMPANY & MANAGEMENT DESCRIPTION

Human Resources, Company History, Locations & Facilities

### Ownership

- Independent
- Partners: Partnership Agreement

### Business Structure

- Sole Proprietor | General Partnership | Limited Liability Company (LLC) | Corporation

### Management Plan

- Organizational Chart
- Responsibilities, job description, wages and benefits
- CPA and Attorney

## FINANCIAL ANALYSIS

Calculate financial figures from start-up to monthly operating expenses for investment projections for a long-term plan. Use real numbers for an established business.

Total start-up costs to open

Monthly operating costs and break-even analysis

Initial Investment: Startup Costs + 6-12 months Operating Costs

### Financial Statements

- Profit and Loss
- Cash Flow Statement
- Balance Sheet

### *Where do I get the money to fund my small business idea?*

#### Personal Finances

Checking/Savings/Retirement Accounts | Credit Score | Assets and Liabilities | Bootstrap

#### Funding or Loans

Traditional financial institutions | Community lenders | Angel Investors Network - friends/family/associates | Crowdfunding

## EXECUTIVE SUMMARY

Highlight the strengths of your business plan

- One page
- Mission Statement/Elevator Pitch
- Brief description of company, management, and products/services
- Highlight growth opportunities, unique features and competitive advantages
- Financial information

## Get Started!

Visit the Business Solutions Center for business plan templates.

*Small Business Class: Roadmap to Success: How to Write a Business Plan*

### *Small Business Classes*

The Taxman Cometh: Business Tax Obligations, The 7 Most Important Secrets of Small Business Success, Hiring the Right People, Supervisory Excellence: Be the Boss You Always Wanted

### *Small Business Classes*

QuickBooks, Small Business Accounting, How to Get Investors for Your Business, Recordkeeping: Beyond the File Cabinet, The Tax Man Cometh: Business Tax Obligations, Keep Your Eye on the Ball: Make Your Cash Flow Work For You, Financing Options for Your Business

### *Resources*

Family Business Loan Program

# WHO ELSE CAN HELP?

## **BUSINESS STRUCTURE**

*Sole Proprietorship & General Partnerships*  
File an Assumed Name Certificate (DBA - Doing Business As) at every county office that you intend on doing business in (Travis, Williamson, etc.)

Travis County  
5501 Airport Blvd.  
Austin, TX 78751  
Phone: 512.854.9188  
Fax: 512.854.9075  
[www.co.travis.tx.us/county\\_clerk/dba.asp](http://www.co.travis.tx.us/county_clerk/dba.asp)

*Limited Liability Companies (LLC) and Corporations*  
File either at Secretary of State's Office

Texas Secretary of State SOSDirect  
512.475.2755  
[www.sos.state.tx.us/corp/businessstructure.shtml](http://www.sos.state.tx.us/corp/businessstructure.shtml)  
sosdirect@sos.state.tx.us

## **TAXES – FEDERAL & STATE**

Texas Comptroller of Public Accounts  
Sales and Use Tax Information  
1.800.252.5555  
[www.window.state.tx.us/taxinfo/sales](http://www.window.state.tx.us/taxinfo/sales)

Federal - Internal Revenue Service (IRS)  
Apply for an EIN (Employer Identification Number):  
[www.irs.gov/businesses/small/index.html](http://www.irs.gov/businesses/small/index.html)

Travis Central Appraisal District  
Business Personal Property  
512.834.9138  
[www.traviscad.org/faq\\_business\\_personal\\_property.html](http://www.traviscad.org/faq_business_personal_property.html)

## **LICENSING, PERMITTING & REGULATIONS**

Texas Department of Licensing and Regulation (TDLR)  
512.463.6599 | [www.TDLR.Texas.gov](http://www.TDLR.Texas.gov)

Travis County Health and Human Services  
512.854.4100  
[www.traviscountytexas.gov/health-human-services/](http://www.traviscountytexas.gov/health-human-services/)

City of Austin  
Development Assistance Center (DAC)  
512.978.4000  
<http://www.austintexas.gov/department/development-assistance-center>

Commercial Building Plan Review  
512.978.4000  
[www.austintexas.gov/department/commercial-review](http://www.austintexas.gov/department/commercial-review)

## **CERTIFICATION**

Certification (MBE/WBE/DBE/HUB) is helpful to businesses who want to do business with the government.

Small and Minority Business Resources  
4201 Ed Bluestein Blvd.  
512.974.7645 | [www.austintexas.gov/smb](http://www.austintexas.gov/smb)

Texas State Historically Underutilized Business (HUB) Certification | [cpa.hub@cpa.state.tx.us](mailto:cpa.hub@cpa.state.tx.us)

## **VENDOR REGISTRATION**

Centralized Master Bidder's List  
A master database used by the State of Texas purchasing entities to develop a mailing list of vendors to receive bids.  
[procurement\\_info@cpa.state.tx.us](mailto:procurement_info@cpa.state.tx.us)

Travis County Purchasing Office  
512.854.9700 | [www.TravisCountyTX.gov/Purchasing](http://www.TravisCountyTX.gov/Purchasing)

City of Austin Vendor Connection  
512.974.2018  
[www.austintexas.gov/department/purchasing](http://www.austintexas.gov/department/purchasing)

### **BUSINESS DEVELOPMENT ASSISTANCE**

U.S. Small Business Administration (SBA)  
San Antonio District Office  
210.403.5900 | [www.sba.gov](http://www.sba.gov)

Texas State University  
Small Business Development Center  
sbdc@txstate.edu  
512.610.0996 | [www.AustinSmallBusinessAnswers.com](http://www.AustinSmallBusinessAnswers.com)

SCORE  
512.928.2425 | [www.Austin.Score.org](http://www.Austin.Score.org)

Texas Workforce Solutions  
512.454.9675 | [www.WFScapitalarea.com](http://www.WFScapitalarea.com)

### **PROFESSIONAL ASSISTANCE**

Lawyer Referral Service of Central Texas  
512.472.8303 | [www.AustinLRS.org](http://www.AustinLRS.org)

Austin Chapter of the Texas Society of Certified Public Accountants  
[www.CPAsCount.org](http://www.CPAsCount.org)

Austin CPA Finder  
512.445.0044 | [www.AustinCPAFinder.org](http://www.AustinCPAFinder.org)

### **CITY OF AUSTIN LOAN PROGRAMS**

Family Business Loan Program  
Small Business Program  
Economic Development Department  
Xavier Zarate | [Xavier.Zarate@austintexas.gov](mailto:Xavier.Zarate@austintexas.gov)  
512.978.2502 | [www.SmallBizAustin.org](http://www.SmallBizAustin.org)

Music Venue Assistance Program  
Music & Entertainment Division  
Economic Development Department  
Don Pitts | [Don.Pitts@austintexas.gov](mailto:Don.Pitts@austintexas.gov)  
512.974.7821 | [www.ATXmusic.org](http://www.ATXmusic.org)

### **COMMUNITY LENDERS**

LiftFund (formerly Accion Texas)  
[austin@liftfund.com](mailto:austin@liftfund.com)  
888.215.2373 ext. 1203 | [www.LiftFund.com](http://www.LiftFund.com)

BiGAustin (Business Investment Growth)  
[info@bigaustin.org](mailto:info@bigaustin.org)  
512.928.8010 | [www.BiGAustin.org](http://www.BiGAustin.org)

Business and Community Lenders of Texas (BCL)  
[askus@bcloftexas.org](mailto:askus@bcloftexas.org)  
512.912.9884 | [www.BCLofTexas.org](http://www.BCLofTexas.org)

Capital Community Development Corporation  
(Capital CDC)  
[504info@capitalcdc.com](mailto:504info@capitalcdc.com)  
512.327.9229 | [www.CapitalCDC.com](http://www.CapitalCDC.com)

Central Texas Certified Development Company  
(Central Texas CDC)  
[ctcdc@vvm.com](mailto:ctcdc@vvm.com)  
254.899.8546 | [www.CentralTexasCDC.com](http://www.CentralTexasCDC.com)

PeopleFund  
[getaloan@peoplefund.org](mailto:getaloan@peoplefund.org)  
512.472.8087 | [www.PeopleFund.org](http://www.PeopleFund.org)





City of Austin  
Economic Development Department  
Small Business Program  
One Texas Center  
505 Barton Springs Road  
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[www.SmallBizAustin.org](http://www.SmallBizAustin.org) · 512.974.7800  
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