

Launch.
Innovate.
Thrive.

DUQUESNE UNIVERSITY

SMALL BUSINESS DEVELOPMENT CENTER



MESSAGE FROM THE DIRECTOR

On behalf of the entire team at the Duquesne University Small Business Development Center (SBDC), I am pleased to bring you our annual brochure. Unlike the typical and more traditional annual report, this is designed to keep the small business community, here at the Duquesne University SBDC, we have remained steadfast in our efforts to be as proactive as possible.

Our consultants work with small businesses on a whole host of services including business operations to strategy development. These services enable small businesses who otherwise might not be able to afford such assistance with a full array of business assistance services. These are offered at no cost to small businesses by the U.S. Small Business Administration (SBA) program financed to focus on the needs of the small business community.

It is a well-known fact that Small Business is the backbone of the Economy. Since 1981, this SBDC has been working with the business community, and this relationship has stood the test of time and remains a vital resource to small business communities.



Director

Richard A. Longo

R.N. FACHE, FACMPE, CTC

Pennsylvania Small Business Development Center

Duquesne University SBDC - Palumbo-Donahue School of Business

OUR TEAM



DEAN MCFARLIN

Dean and Professor of Management
Palumbo Donahue School of Business



DOUGLAS HARDING

Senior Business Consultant



RICHARD LONGO

Director



DONALD LODGE

Senior Business Consultant



JOHN HIGGINS

Marketing, Training & Informatics Manager



ALLISON HOWARD

Business Consultant



Sarah Matta

Business Consultant



DENIS OLSON

Business Consultant



LISA WALKER

Business Services Manager



TYLER BENNINGER

Video Production & Content Specialist



WHO WE ARE

Duquesne University Small Business Development Center, funded by the Small Business Administration, offers no-cost consulting to small businesses in Southwestern Pennsylvania.

Mission

Our mission is to empower entrepreneurs and small business owners with the knowledge they need to start, grow, and prosper.

Vision

Our vision is to turn dreams into successful and sustainable businesses.



BUSINESS
STARTS

245



FUNDING
ASSISTANCE

\$72m



CONSULTING
HOURS

24,022



EDUCATIONAL
PROGRAMS

400



ATTENDEES

8,298

*Between 2018-2023. Funded by the U.S. Small Business Administration.

AREAS WE SERVE

The Duquesne University Small Business Development Center (SBDC) offers no-cost, confidential consulting services and training workshops in Southwestern Pennsylvania.

Main Office

•Pittsburgh/Allegheny County

600 Forbes Ave, Rockwell Hall 108

Pittsburgh PA, 15282

•Outreach Offices

Beaver County Chamber of Commerce

Butler County Community Development Corporation

Lawrence County Regional Chamber of Commerce

Moon/Pittsburgh Airport Area Chamber of Commerce

Washington County Peters Chamber of Commerce

Wexford/North Regional Chamber of Commerce



SBDC
PENNSYLVANIA

Small Business Development Center
Duquesne University
Helping businesses start, grow, and prosper.

OUR SERVICES

Business Consulting

- Buy-Sell, Valuation & Succession Planning
- Funding Assistance
- Growth Strategies/Marketing (SEO, Social Media, Website)
- International Trade
- Startup Assistance
- Technology Commercialization

Educational Programs

- Opportunity Knocks
- First Step: Business Essentials
- Get Your Website Reviewed
- QuickBooks Beginner & Advanced
- The Formula for Social Media Success
- Go Global

STARTUP ASSISTANCE



The Duquesne University Small Business Development Center consultants can work with you through the various steps of starting a business, validating ideas, registering your business, projecting financial, grand openings, and press releases.

Over the years, The Duquesne University Small Business Development Center has helped more than 900 clients to start small businesses. In 2021, 39 pre-venture clients of the SBDC registered their businesses in the Pittsburgh region. Our consultants helped them secure a total funding amount of \$9.3 million.



**BUSINESS
STARTS**
245
(2018-2023)

"I have received valuable business advice that has helped me run my business properly and has given me unprecedented resources to support my business growth and development."
Maxx Cole Spa & Salon



SBDC
PENNSYLVANIA

Small Business Development Center
Duquesne University
Helping businesses start, grow, and prosper.

FUNDING ASSISTANCE



At the Duquesne University SBDC, we know how to get the best funding option for you, which might be a commercial loan, a Small Business Administration (SBA) loan, or a grant. Whether you need a business plan, financial projections, or a letter of intent, we can help you to get there!

We have a network of SBA-certified lenders, and we will help you find the best lender that fits your needs.

We have served more than 5,000 small businesses in our area, and we have helped our clients to get total funding of \$165M.



BUSINESS GROWTH & MARKETING



We help established businesses identify growth opportunities with our research tools and help them to take their business to the next level with Search Engine optimization (SEO), keyword research, website review, and successful marketing campaigns.

Our social Media and Video Production consulting program bridges the gap between small businesses and content marketing. We aim to help small businesses with their social media needs by education and providing them with the tools they need to manage their social media channels successfully and create engaging content. We develop sample social media posts, and an editorial calendar, shoot videos and create ad campaigns for our clients.

"I cannot express my gratitude enough for the exceptional-looking videos, and thumbnails that they sent to promote the videos. They exceed the word professionals by delivering quality with everything that they do."

ITS Security Solutions, Inc.



VALUATION & SUCCESSION PLANNING

A valuation can be extremely important for buying, selling, or even effectively managing and growing a business. Whether you are planning to transition or not, our Business Valuation program can help you make an informed decision. Our access to several valuation tools and databases can help you save money and do your due diligence before making key decisions.

Our consultants can guide you through all the steps of a successful valuation and transition including benchmark analysis, business expense deductions, exit strategies, and succession planning.

"we were uncertain about the determination of a fair asking price. We have confidence that we are asking a fair price and when we told prospective buyers that SBDC assisted with the valuation, no one questioned our asking price."

Courtney-Laughlin Frame Studio & Gallery



TECHNOLOGY COMMERCIALIZATION



Duquesne University SBDC assists technology and life sciences startups to get to the next level whether it is an idea validation or a growth strategy.

Our specialized business consultants have an extensive background in healthcare and technology commercialization. We help companies raise capital, build high-growth business models, launch products, and implement successful exit strategies. We offer no-cost and confidential one-on-one consulting with early-stage technology & life sciences companies.

Our more than 20 years of experience in business consulting offer tremendous opportunities to connect with other businesses, industry leaders, mentors, and investors.

"The Duquesne University SBDC has had a profound impact on the success to date of Advanced Optronics. I can confidently say that this would not have been possible without their help."

Advanced Optronics



INTERNATIONAL TRADE



The Global Business Program at the Duquesne University SBDC offers one-to-one consulting on international business, exports, imports, foreign investors, export financing, and opening a business. Our certified international business consultants, who are specialized in International Trade, can help you simplify the exporting process with their expertise and international trade connections.

We leverage our extensive international business experience, cultural competency, and strong network of relationships to enhance the global competitiveness of small businesses in the Pittsburgh region. Though our primary focus is the markets in Europe, the Middle East, South & East Asia, and Africa, we can also address specific export trade issues in the Mexican & Latin American markets as well.

"The SBDC has been big, I would say it has been very fundamental to giving me the tools to succeed. My consultant has been invaluable with his different outlook and pointing me to experts when I have a question about something say like shipping internationally."

JOYTRVL



EDUCATIONAL PROGRAMS



In addition to our consulting services, we offer webinars and in-person workshops to help small businesses start and grow. Our educational programs bring local experts, industry leaders, and small businesses together.

Our education programs include First Step: Business Essentials, QuickBooks, Get Your Website Reviewed, Mastering Social Media Marketing, SBA Loan Programs, and annual conferences.


EDUCATIONAL
PROGRAMS
400


ATTENDEES
8,298

"The workshop captured my attention, and the speakers gave specifics on what to do next. Excited to implement what I learned!"

"Excellent webinar! I took plenty of notes and appreciate the supplementary resources!"

"Terrific instruction and instructor! Very pleased with this class!"



OUR CLIENTS

DQ GRILL & CHILL



Carla is a goal-oriented individual and always dreamed of a 'Million Dollar Store'; and through sweat equity, perseverance, strategic remodels that added seating and drive-thru capacity, and training focused on consistency, accuracy and speed of service, she and her management team have grown annual sales to over \$1.1 million. For some time, Carla has eyed a second location in the area, which will help promote the DQ brand and add more secure employment to the current / future staff as well as improve the local economy.

Carla's bank representative that she has worked with for years and years had recommended her to the Small Business Development Center here at Duquesne. There, she was able to receive help with her business plan and SBA loans to offset all of the costs of the construction of the building. "There was a lot more involvement that I thought..." said Carla, "...they helped with all of the little things that I didn't think that I had to worry about."



PAW & ORDER DOG TRAINING



Paw & Order Dog Training was established in 2013 in Pittsburgh by Elissa Weimer-Sentner. She served as a Combat Military Police Officer from 2007 to 2014. After graduating at the top of her class from California University of Pennsylvania, Elissa completed a highly selective Professional Dog Training Program as an outstanding graduate in 2012 and began her career as a professional dog trainer. In 2014, Steve Sentner hired Elissa to train his Shiba Inu, who was showing signs of aggression as a 6-month-old puppy. He would turn out to be more than just a client; the two started dating after their training was completed and they got married in 2015. In 2016, Elissa chose to change her business name to Paw & Order, at which time, Steve retired from his corporate career to manage all marketing and business operations.

Services offered by Paw & Order include: In-Home Dog Training; Board and Train program; One/One Virtual Dog Training; Canine Good Citizen; Adventures; Therapy Dogs.

The work the SBDC has done helping Paw & Order with Business analysis, long term planning, and critical connections will help them sustain and grow their business going into the future. The Duquesne SBDC is proud to support a great organization doing such fine work for such a worthy cause.

REQUEST CONSULTING TODAY

Contact Us

☎ 412-396-1633
✉ duqsbdcc@duq.edu
🌐 www.sbdcc.duq.edu

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#LaunchInnovateThrive

Office Hours

Monday - Friday

9:00 AM - 4:30 PM

600 Forbes Ave, 108 Rockwell Hall, Pittsburgh, PA

