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 up to date on the services offered and clients served by our center. Even with the deluge of issues and challenges facing 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. The 40-plus-year history of this SBDC working with the business community 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

Helping small businesses launch, innovate and thrive
OUR TEAM

DEAN MCFARLIN
Dean and Professor of Management
Palumbo Donahue School of Business

DOUGLAS HARDING
Business Consultant

LISA WALKER
Business Services Manager

RICHARD LONGO
Director

DONALD LODGE
Business Consultant

TYLER BENNINGER
Video Production & Content Specialist

JOHN HIGGINS
Marketing, Training & Informatics Manager

RUSSELL COMBS
Business Consultant

DENIS OLSON
Business Consultant

ALLISON HOWARD
Business Consultant

Sarah Matta
Business Consultant
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.

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

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

<table>
<thead>
<tr>
<th>OUR IMPACT</th>
<th>BUSINESS STARTS</th>
<th>FUNDING ASSISTANCE</th>
<th>CONSULTING HOURS</th>
<th>EDUCATIONAL PROGRAMS</th>
<th>ATTENDEES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>220</td>
<td>$61m</td>
<td>24,569</td>
<td>302</td>
<td>6,221</td>
</tr>
</tbody>
</table>

Helping small businesses launch, innovate and thrive
AREAS WE SERVE

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

Our Offices

- **Pittsburgh/Allegheny County (Main Office)**
  600 Forbes Ave, Rockwell Hall 108, Pittsburgh PA, 15282

- **Outreach Offices**
  Beaver County - Beaver County Chamber of Commerce
  Butler County - Butler County Community Development Corporation
  Lawrence County - Lawrence County Regional Chamber of Commerce
  Washington County - Peters Township Chamber of Commerce
  Wexford - North Regional Chamber of Commerce
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, planning a business, projecting financials, grand opening, 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 to secure a total funding amount of $9.3 million.

"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
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.
OUR SERVICES | 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 educating 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.
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
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
OUR SERVICES | 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

Helping small businesses launch, innovate and thrive
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 educational programs include First-Step: Business Essentials, QuickBooks Basic/Advanced, Get Your Website Reviewed, Mastering Social Media Marketing, SBA Loan Programs, and the Annual Entrepreneur Growth Summit

"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 | ROOTED IN WELLNESS

ㄑ MOON TOWNSHIP, PA  ◆ BUSINESS START  ◆ WOMAN-OWNED BUSINESS

Rooted In Wellness, is a holistic health center specializing in massage therapy. Renee has been in the massage therapy profession since 2012 and is excited to be opening up her very own location in Moon Township, PA. After working ten years as a licensed massage therapist, Renee Danocek wanted to create a space for the community to relax and restore.

Renee contacted the Duquesne University SBDC for assistance in starting a business, creating a successful strategy, and acquiring capital. The SBDC consultants mentored her and walked her through the process of starting her own business.
From Veteran to Business Owner, Mike McCloskey and David McCloskey made their entrepreneurial dreams come true. Founded in 2012, G.I.HAUL® is an Allegheny County-based junk and Waste Removal franchise. In 2012, the company was born when two brothers decided to start their junk and waste removal business. However, the business faced many typical challenges small-business owners face such as expanding, franchising, and financing.

The Duquesne University SBDC was an essential piece on G.I.HAUL's way to success by providing help by being the connection between the business and lenders. After working with the SBDC, the veteran-owned business was able to receive funding through Economic Injury Disaster Loan (EIDL), Paycheck Protection Program (PPP), and Regional Development Funding Corporation (RDFC) to expand their business. Our consultants' expertise was critical so that the business could get out of a turbulent moment.