



# DUQUESNE UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER

**HELPING BUSINESSES START, GROW, AND PROSPER.**



# 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.

# OUR TEAM



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



**RICHARD LONGO**  
Director



**JOHN HIGGINS**  
Marketing, Training &  
Informatics Manager



**TYLER BENNINGER**  
Video Production &  
Content Specialist



**RAFIQUE IDDRISU**  
Manager/Business Services  
& Business Consultant



**DONALD LODGE**  
Senior Business Consultant



**DOUGLAS HARDING**  
Senior Business Consultant



**DENIS OLSON**  
Senior Business Consultant



**SARAH MATTA**  
Business Consultant



**CINDY OLIVER**  
Business Consultant



**JOHN McMURTY, CPA**  
Executive in Residence

# AREAS WE SERVE



## Main Office

- **Allegheny County/Pittsburgh**

600 Forbes Ave, Rockwell Hall 108

Pittsburgh PA, 15282

## Outreach Offices

- **Allegheny County/Moon Twp** Pgh Airport Area Chamber of Commerce
- **Allegheny County/Wexford** North Regional Chamber of Commerce
- **Beaver County** Chamber of Commerce
- **Butler County** Community Development Corporation
- **Lawrence County** Regional Chamber of Commerce
- **Washington County** Peters Chamber of Commerce

PENNSYLVANIA

**S B D C**

Small Business Development Center  
Duquesne University

*Helping businesses start, grow, and prosper.*

# OUR SERVICES

## Business Consulting

- Buy-Sell, Valuation & Succession Planning
- Funding Assistance
- The Digital Marketing Program:
  - Growth Strategies/Marketing
  - Website and Social Media Review
  - Video & Photo Production
- International Trade
- Startup Assistance
- Technology Commercialization
- Pro Bono Legal Services
- Preferred Business Partners
- Hire a Duke
- CPA Accounting & Related Advisory Services
- Growth Business
- Business Consultants' Extensive Experience at C-Level and Business Ownership

## Educational Programs

- First Step: Business Essentials
- Get Your Website Reviewed
- QuickBooks Beginner & Advanced
- The Formula for Social Media Success
- SBA Lending Basics and Lender Match:  
Tools for Business Success
- So, You Want to Start a Small Business
- Financial Empowerment Program Series



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# STARTUP ASSISTANCE

- Idea Validation
- Business Registration, Obtaining Licenses & Permits
- Business Plan & Financial Projections
- Market Research, Competitive Analysis
- Grand Opening, Press Release, Publicity

## OUR IMPACT



**BUSINESS  
STARTS**

**193**

(2019-2024)

*"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*

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**SBDC**

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# FUNDING ASSISTANCE

- Business Plan & Financial Projections
- Crowdfunding
- SBA Loan Programs
- SBIR & STTR Grant Programs
- Seller Financing
- Private Equity

## OUR IMPACT



FUNDING  
ASSISTANCE

**\$71.53m**

(2019-2024)

# HOW WE HELP

# BUDDING SMILES OF BEAVER



BEAVER, PA



BUY/SELL VALUATION



WOMAN-OWNED BUSINESS



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# DIGITAL MARKETING PROGRAM

- Growth / Marketing Strategies
- Marketing Plan
- Search Engine Optimization & Keyword Analysis
- Social Media Content Development
- Video / Photography Production
- Website Review

*"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*

# HOW WE HELP

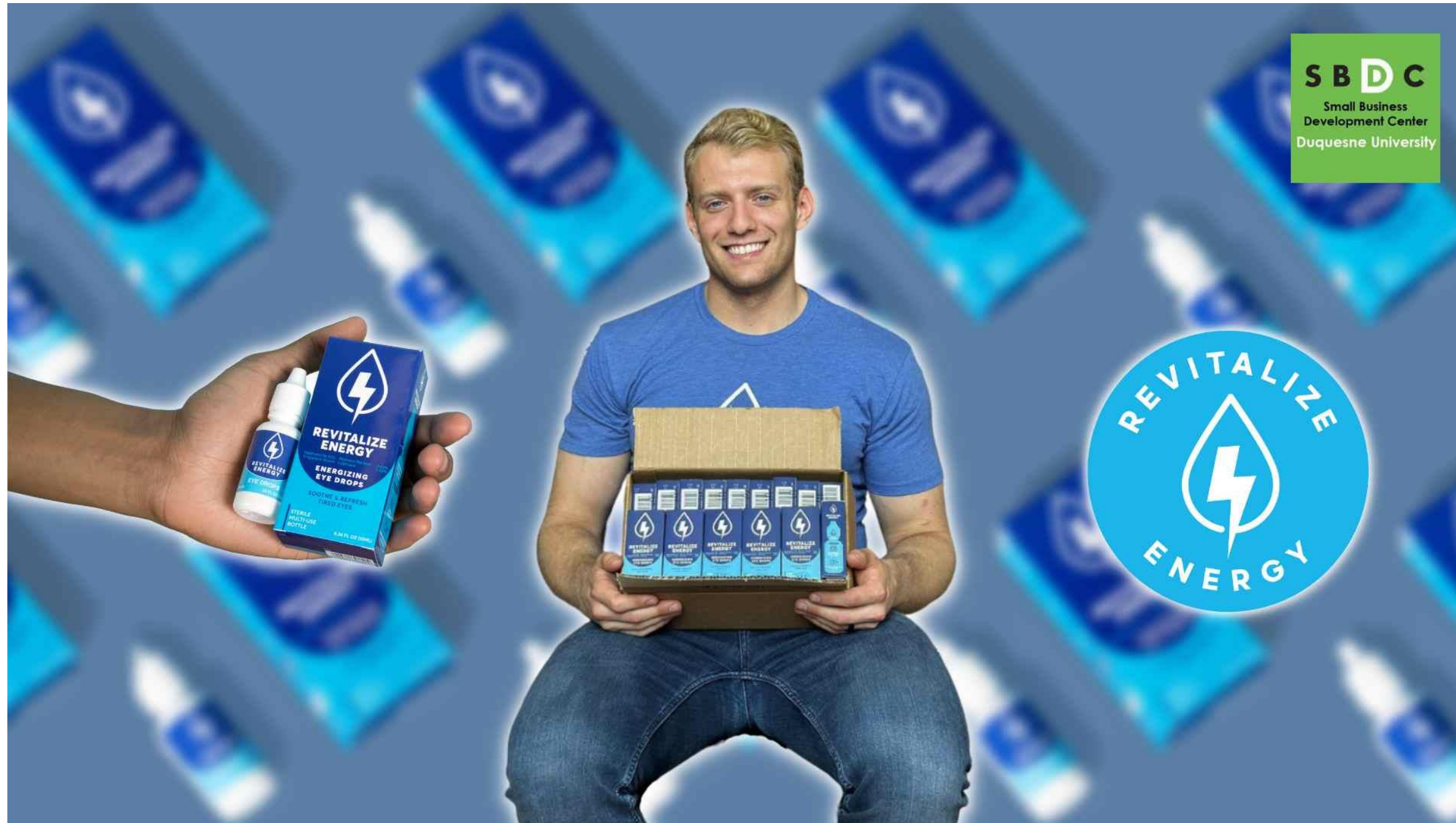
# REVITALIZE ENERGY



PITTSBURGH, PA



VIDEO PRODUCTION



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# TECH COMMERCIALIZATION

- Fundraising & Pitch Development
- Idea Validation & Customer Discovery
- Business Planning
- Business Model Generation
- SBIR & STTR Grants
- Prototyping & Product Launch
- Intellectual Property Management
- Talent Acquisition & Team Building
- Growth & Scaling Strategies
- Networking and Introductions

# HOW WE HELP

# PAW & ORDER DOG TRAINING



BULGER, PA



GROWTH STRATEGY



WOMAN-OWNED BUSINESS



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# VALUATION & SUCCESSION PLANNING

The Duquesne University SBDC offers a comprehensive program to businesses who are at a point when succession planning is becoming a prevalent next step. While succession planning should be an integral component of a businesses' life cycle it is often relegated to a later time in the evolution of the business.

- Benchmark Analysis
- Business Expense Deductions
- Exit Strategies
- Succession Planning
  - Assess Readiness
  - Available Talent/Resources; Potential Buyers
  - Seller's Notes to Attract Employees Who May Want to Takeover the Business



# PRO BONO LEGAL SERVICES PROGRAM

All active clients can have access to up to ten hours of pro bono legal services. Several of the largest Firms in Pittsburgh and Western PA are participants in the program. Any services then needed beyond these hours the Firms have agreed to then negotiate with the client on a rate based on the then P/L.



# PREFERRED BUSINESS PARTNERS PROGRAM

Often and beyond general business operations consultation there clients who require in-depth assistance with certain business specialty areas. These typically being needs over and above what the business consultants can generally provide. Examples include in-depth assistance with HR needs, tax and accounting assistance, IT/network development, etc. The Duquesne University SBDC has arrangements with these types of service providers whereby if you are an active client of the SBDC you can receive up to a thirty percent discount from billable rates from these service providers.



# HIRE A DUKE

Often small businesses need to hire, whether on a part time or project specific basis, talent with the requisite business knowledge needed. Both students from the Undergraduate and Graduate Programs in the School of Business often seek these learning and experiential opportunities. For a reasonable level of compensation, small businesses can have access to skilled talent without the hassle of recruitment and compensation associated with the open job market. Experience to date demonstrates it is a win/win for both the small business owner and student. In several scenarios these students went on to be employed by the business.



# MEDIA CENTER

The former way of marketing by knocking on doors has quickly given way to digital and outbound marketing, public relations and promotion strategies. Video sound and social media and live action have become the new marketing norm. The Duquesne University SBDC offers to each of its active clients the ability to have a complete video, script and marketing approach prepared for use. What typically would cost thousands of dollars in the open commercial market is provided to all active clients at no cost. Visit the Duquesne University SBDC web site <https://www.sbdc.duq.edu/> to see for yourself the quality of these videos.



## CPA ACCOUNTING & RELATED ADVISORY SERVICES

The Duquesne University SBDC is fortunate to have as part of its Staff a CPA who assists all active clients with a variety of tax and general accounting issues.



# SUCCESSION PLANNING

The Duquesne University SBDC offers a comprehensive program to businesses who are at a point when succession planning is becoming a prevalent next step. While succession planning should be an integral component of a businesses' life cycle it is often relegated to a later time in the evolution of the business. The Duquesne University SBDC provides a full range program including how to assess readiness: available talent/resources; potential buyers; seller's notes to attract employees who may want to takeover the business etc. Start early and the Duquesne University SBDC is here to assist you.



# GROWTH BUSINESS

How many small business owners ask the questions of: Am I ready to grow? Am I ready to diversify my products or services? Am I ready to grow from a talent and financial perspective? What are the external environmental signs that might be suggesting readiness for growth? These are key questions that need to be addressed if any success in growth is going to be realized. The Duquesne University SBDC has a plan and process to assist you in this endeavors at no cost to active clients.



# PREVIOUS BUSINESS OWNERS AND/OR C SUITE EXECUTIVES WHO SERVE AS BUSINESS CONSULTANTS TO THE SBDC

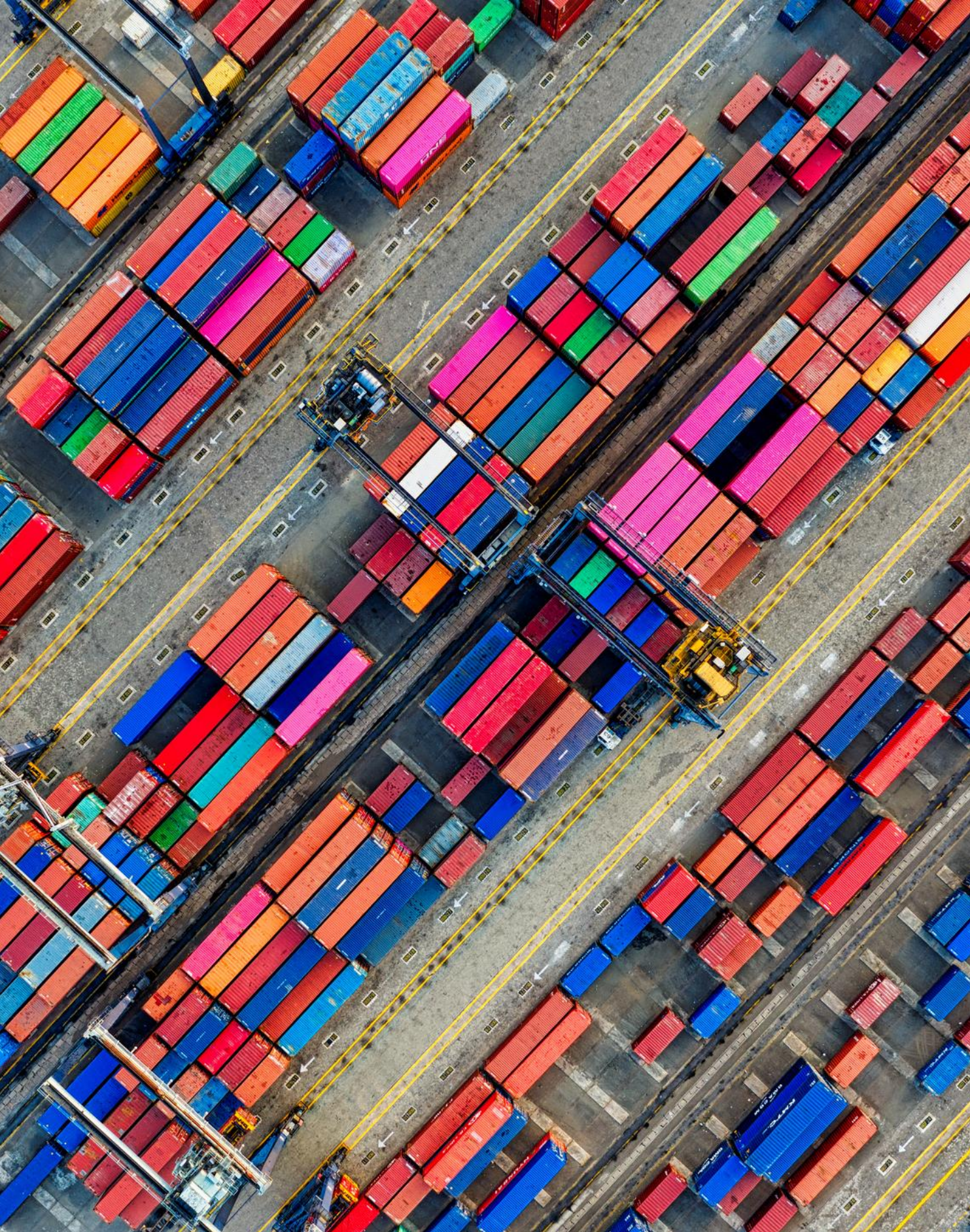
All of the business consultants who work with clients either have previously owned and operated a business and/or who have been C Suite level Executives. These “second career” folks provide real business life and in the trench’s experiences to all SBDC clients.



# DATA RESOURCES

The Duquesne University Small Business Development Center (SBDC) offers a range of data research resources to support entrepreneurs and small businesses. These resources are designed to help with market research, business planning, and decision-making.

- **Market Research Databases:** The Duquesne SBDC has access to databases that offer valuable insights into market trends, consumer demographics, industry data, and competitive analysis.
- **Business Planning Tools:** Resources for developing comprehensive business plans, including financial projections, industry overviews, and competitor evaluations.
- **Customer and Competitor Analysis:** Detailed reports on potential customers and competitors, which can help businesses better understand their target audience and competition.
- **Industry Data:** Industry-specific reports that outline the latest trends, regulations, and growth opportunities within various sectors.
- **Economic Data:** The Duquesne SBDC has access to economic indicators, regional trends, and other critical economic data that can influence business strategies and operations.
- **Demographic Information:** Tools we have help analyze local and regional demographics to tailor products or services to specific customer segments.



# INTERNATIONAL TRADE

- Asia, Europe, & Africa
- Export Trade and Compliance
- Market Entry
- Network Building
- Supply Chain Management
- Go Global Program

*"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 say about something say like shipping internationally"*

*JOYTRAVEL*



# SEMINARS/WEBINARS

- First Step: Business Essentials
- Get Your Website Reviewed
- QuickBooks Beginner & Advanced
- The Formula for Social Media Success
- SBA Lending Basics and Lender Match: Tools for Business Success
- So, You Want to Start a Small Business
- Financial Empowerment Program Series

## OUR IMPACT



EDUCATIONAL  
PROGRAMS

375



ATTENDEES

8,166

(2019-2024)

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# OUR IMPACT 2019-2024



**BUSINESS  
STARTS**

**193**



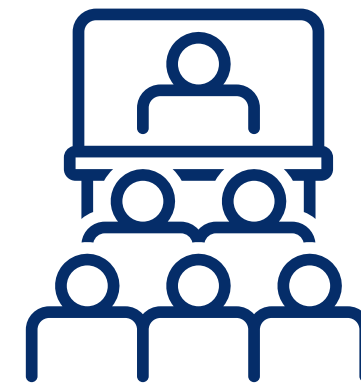
**FUNDING  
ASSISTANCE**

**\$71.53m**



**CONSULTING  
HOURS**

**23,572**



**EDUCATIONAL  
PROGRAMS**

**375**



**ATTENDEES**

**8,166**

*\*Between 2019- 2024. Funded by the U.S. Small Business Administration*



# RESOURCES

- SBDC Biz **Blog**
- Monthly Small Biz **Newsletter** - Join our newsletter!
- Tutorials for Businesses - Subscribe to our **YouTube** Channel!
- **Templates** (Business Plan, Financial Projections)
- **Social Media** Best Practices
- Quarterly **Networking** Event

# BECOME A CLIENT/REFER A CLIENT!

📞 | 412.396.1633

✉ | duqsbdcd@duq.edu

🌐 | www.sbdcd.duq.edu

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*#StartGrowProsper*

