



## WELCOME

**Dear Entrepreneur:**

**Congratulations on making the decision to start and/or expand your business in Solano County. Starting and operating a business can be the fulfillment of a lifetime dream...as well as a challenging journey.**

**As a "start-up" business there are many issues to consider: regulations, financing, taxes, permits, marketing, employee issues and much more! One "Key" to a businesses' success is leveraging the available information and resources during this critical planning stage. As your business grows, you may continue to need support to compete effectively in the ever-changing economic market.**

**The Solano College Small Business Development Center (SBDC) is here to help you and your business, whether you are a novice entrepreneur or you've been in business for over 40 years. We assist small business owners to start, expand and thrive in a competitive business environment. We hope that you will utilize our business start-up kit tools and services to help make your "journey of owning and operating a business" one that is an enjoyable and prosperous experience.**

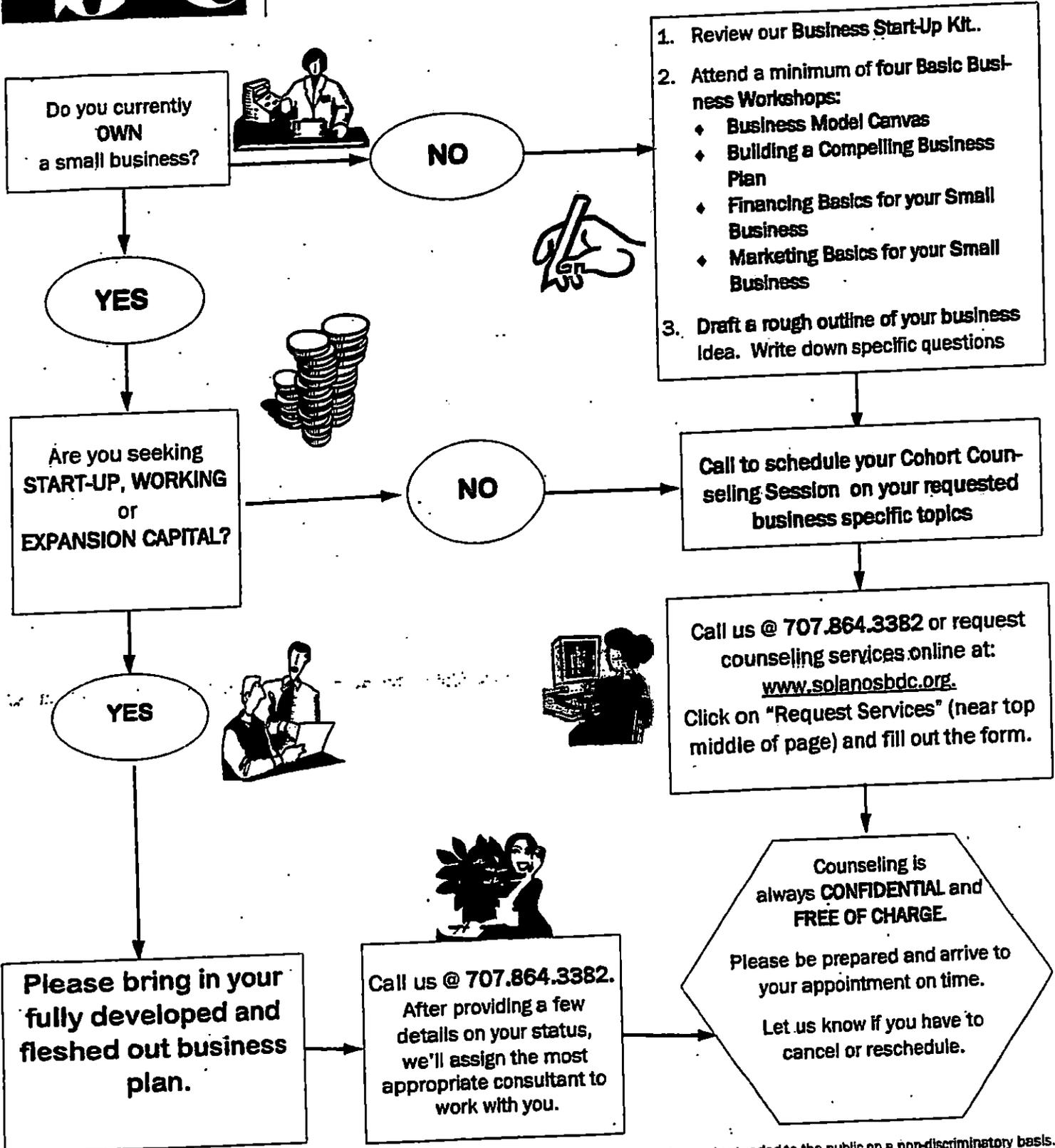
**We have a staff of professional consultants available to assist you in the varied issues of starting and expanding your business by providing one-on-one counseling, training sessions and classes to entrepreneurs and business owners in the areas of financing, business planning, marketing, accounting, and anything that assists the small business owner.**

**We here at the SBDC wish you the best of luck in your Venture!**



# FREE, CONFIDENTIAL COUNSELING

## BE PREPARED BY READING, RESEARCHING & WRITING...





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**BE PREPARED BY READING, RESEARCHING & WRITING...**

Do you currently **OWN** or **MANAGE** a small business?



**NO**

1. Review our **Business Start-Up Kit**..
2. Attend "How to Start a New Business" or "Build a Better Business: Basic Business Plan 101."
3. Draft a rough outline of your business idea. Write down specific questions you want to ask.
4. Attend "Build a Better Business: Financing 101" if you're interested in learning about different options for funding your newly started, or proposed business.



**YES**

Are you seeking **START-UP, WORKING** or **EXPANSION CAPITAL?**



**NO**

Call us @ **707.864.3382** or request counseling services online at: [www.solanosbdc.org](http://www.solanosbdc.org). Click on "Request Services" (near top middle of page) and fill out the form.



**YES**



1. Update—or rough draft—your business plan if you've been in business less than 3 years or if you're planning to expand your business.
2. Collect **3 years business tax returns and year-end financial statements**.
3. Collect **2 months current financial statements**.

Call us @ **707.864.3382**. After providing a few details on your status, we'll assign the most appropriate consultant to work with you.



Counseling is always **CONFIDENTIAL** and **FREE OF CHARGE**.

Please be prepared and arrive to your appointment on time.

Let us know if you have to cancel or reschedule.

**707.864.3382**  
**solanosbdc.org**

# SOLANO COMMUNITY COLLEGE SMALL BUSINESS DEVELOPMENT CENTER

**FREE ASSISTANCE FOR EXISTING BUSINESSES**

- **MARKETING**
- **FINANCE**
- **STRATEGY**
- **SOCIAL MEDIA**
- **NEGOTIATING**
- **RECORD KEEPING**
- **MANAGEMENT**
- **AND MORE!**

## CONTACT INFORMATION:

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FAIRFIELD, CA  
(707) 864-5472**



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**707-864-5472**



**WWW.SOLANOSBDC.ORG**

# Small Business Resources

- **Business Plan** – Write out what you foresee. Making a business plan is the first step to your action plan for your small business. It solidifies the realization of your entrepreneurship dream.
  1. [www.enloop.com](http://www.enloop.com)
  2. [www.bplans.com](http://www.bplans.com)
  3. [www.liveplans.com](http://www.liveplans.com)
  4. [www.sba.gov](http://www.sba.gov)
  
- **1 Page Business Strategy** – This is a short version of the business plan. Some people start here to organize their thoughts for their business plan. The one page business strategy is easily updated and can be posted up to remind you of your steps and plan to realize your entrepreneurial dream. Some lenders will look at a one page business strategy in place of a business plan.
  1. [www.copyblogger.com](http://www.copyblogger.com)
  2. [www.100startup.com](http://www.100startup.com)
  3. [www.onepagebusinessplan.com](http://www.onepagebusinessplan.com)
  4. [www.wisebread.com](http://www.wisebread.com)
  5. [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)
  
- **Marketing Strategy Resources**
  1. [www.hatchbuck.com](http://www.hatchbuck.com)
  2. [www.salesforce.com](http://www.salesforce.com)
  3. [www.smallbiztrends.com](http://www.smallbiztrends.com)
  4. [www.sba.gov](http://www.sba.gov)
    - Who is your defined target market?
    - In which category does your business exist?
    - What is your unique benefit?
    - Who is your competition?
    - How are you clearly different from your competitors?
    - What does your marketing strategy statement look like?
  
- **Target Market Research Resources**
  1. [www.solanosbdc.org](http://www.solanosbdc.org)
  2. [www.investopedia.com](http://www.investopedia.com)
  3. [www.sba.gov](http://www.sba.gov) market analysis page
  4. [www.fedstats.gov](http://www.fedstats.gov)
  5. [www.factfinder.census.gov](http://www.factfinder.census.gov)
  6. [www.sbdnet.org](http://www.sbdnet.org)
  7. [www.surveymonkey.com](http://www.surveymonkey.com) – online survey and opinion poll
  8. [www.bizstats.com](http://www.bizstats.com) – free business statistics and financial data for various industries
  9. [www.zoomprospector.com](http://www.zoomprospector.com) – helps companies choose the best locations for their facilities based on market data provided by network of communities
  10. [www.hoovers.com](http://www.hoovers.com) – searchable collection of business profiles, including financial data, key personnel and an overview of the company and its markets.
  11. [www.census.gov](http://www.census.gov) – data from the US census
  12. [www.mympact.com](http://www.mympact.com) – provides tips on increasing your visibility and influence in the online world
  13. [www.freelunch.com](http://www.freelunch.com) economic, demographic, and financial data covering everything from consumer and labor markets to gross domestic product and inventory ratios gives insight on economic and population trends

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  5. [www.factfinder.census.gov](http://www.factfinder.census.gov)
  6. [www.sbdnet.org](http://www.sbdnet.org)
  7. [www.surveymonkey.com](http://www.surveymonkey.com) – online survey and opinion poll
  8. [www.bizstats.com](http://www.bizstats.com) – free business statistics and financial data for various industries
  9. [www.zoomprospector.com](http://www.zoomprospector.com) – helps companies choose the best locations for their facilities based on market data provided by network of communities
  10. [www.hoovers.com](http://www.hoovers.com) – searchable collection of business profiles, including financial data, key personnel and an overview of the company and its markets.
  11. [www.census.gov](http://www.census.gov) – data from the US census
  12. [www.mypact.com](http://www.mypact.com) – provides tips on increasing your visibility and influence in the online world
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- Taxes – here are some resources for you to begin your small business. It is helpful to attend available workshops at your local SBDC. Please be sure to contact your accountant for tax information specific to your small business need.
  1. [www.irs.gov](http://www.irs.gov)
  2. [www.bizfilings.com](http://www.bizfilings.com)
  3. [www.ftg.ca.gov](http://www.ftg.ca.gov)
  4. [www.taxes.ca.gov](http://www.taxes.ca.gov)
  5. <https://www.boe.ca.gov/sutax/tpsched.htm>
  6. [www.nolo.com](http://www.nolo.com)
- Licenses
  1. [www.calgold.ca.gov](http://www.calgold.ca.gov)
  2. [www.solanosbdc.org](http://www.solanosbdc.org) – ask for the business resource guide
  3. [www.solanocounty.com](http://www.solanocounty.com)
  4. Your local city office – business license department
- Insurances
  1. <https://www.sba.gov/content/business-insurance>
  2. <http://www.insureonline.org/smallbusiness/>
  3. <https://eapps.naic.org/cis/>
- Business Entity Formations
  1. [www.solanosbdc.org](http://www.solanosbdc.org)
  2. <https://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/choose-your-business-stru>
  3. <http://www.bythepeopleca.com/index.php>
  4. Your business attorney
- Human Resources for your Small Business
  1. <https://www.sba.gov/category/navigation-structure/starting-managing-business/managing-business/running-business/human-resources>
  2. [www.solanosbdc.org](http://www.solanosbdc.org)
  3. <http://www.calchamber.com/california-employment-law/pages/california-employment-law.aspx>
  4. [http://www.edd.ca.gov/pdf\\_pub\\_ctr/de44.pdf](http://www.edd.ca.gov/pdf_pub_ctr/de44.pdf)
  5. [http://www.edd.ca.gov/payroll\\_taxes/Changes\\_to\\_Your\\_Business.htm](http://www.edd.ca.gov/payroll_taxes/Changes_to_Your_Business.htm)
- Financing
  1. **Conventional, Non-SBA Loans**

If the loan you are applying for is not an SBA loan, then here are the documents you will typically need:

    - a) Bank statements from the previous three to twelve months;
    - b) Business financial statements and tax returns up to previous three years;
    - c) Business license and other certificates needed for doing business;
    - d) Business overview and history, including goals, challenges, and use for funds;
    - e) Copies of agreements with key suppliers and clients;
    - f) Copy of office lease or statement from landlord on terms;
    - g) Current (within 90 days) P/L statements, signed;
    - h) Franchise agreements (if applicable);
    - i) Funding application;
    - j) Ownership structure and any affiliations;
    - k) Personal financial statement and tax returns up to previous three years;
    - l) Personal resume including business experience of each principal.

## Documentation for SBA Loans

For SBA loans there are many specific documents you will need to provide. A few of these are:

- a) Application for business loan (SBA Form 4);
- b) Lender's application for guaranty or participation (SBA Form 4i), which should be completed by your lending institution;
- c) Statement of personal history (SBA Form 912);
- d) Detailed one-year projection of income and finances, with written explanation as to how you expect to achieve the stated numbers;
- e) Ownership structure and any affiliations, including concerns in which the applicant holds a controlling (but not necessarily a majority) interest and other concerns that may be affiliated by stock ownership, franchise, proposed merger or otherwise with the applicant;
- f) Certificate of doing Business (If a corporation, stamp corporate seal on SBA Form 4 section 12).

### Financial Institutions (Traditional Lenders)

1. Wells Fargo
2. Bank of America – offers small businesses with multiple financing programs such:
  - o Commercial real estate – 250,000 - 2
  - o Commercial equipment financing from 25,000 – 250,000 at a rate starting at 2.99% for the a loan term of 48-60 months
  - o RE Secured LOC
  - o SB Card/unsecured
3. Celtic Bank
4. First Northern

### Financial Institutions (Alternative Lenders)

1. **Working Solutions** – offers microloans from \$5,000 – \$50,000 with flexible loan usage, no minimum credit score, 5 year repayment term with rates from 8-10% fixed, and business coaching during the repayment term.
2. **City Fairfield Revolving Loan Fund** - Commercial, industrial, retail or service for-profit enterprises, including start-ups where a financial “gap” exists. Financing: Long-term, fixed-rate financing. Use of Proceeds: Property acquisition, construction, rehabilitation, furnishings, fixture, equipment, and working capital. No debt refinance. Loan size minimum \$50,000 and is based on the number of jobs created or retained. The Loan term is typically 5-10 years. The interest rate is determined on a per project basis. The loan fee is \$400 and servicing fee is typically \$25 monthly.
3. **SAFE-BIDCO** – is a direct lender that offers state and federal loans as well as energy efficiency loans, rural counties loans, Farm Service Agency and Community Facility loans to small businesses whose financing needs are underserved by traditional lending institutions.
4. **Opening Doors** - offer micro loans to small businesses of up to \$50,000 that are in the greater Sacramento area. They also offer loans for up to \$10,000 for small businesses of refugees.
5. **Lending Club** - You must have owned the business for at least two years and have at least \$75,000 in annual revenue. Borrowers can request \$15,000 to \$300,000 and pay back the loans under flexible terms ranging from one to five years. The interest rates, ranging from 5.9% to 29.9%, are clearly disclosed. There are a range of fees to know about: Lending Club charges an origination fee of roughly 1% to 6%, and there are \$15 fees for unsuccessful payments and payments by check. Late payments will cost you \$15 or 5% of your outstanding balance, whichever is greater. Any relatively established small business that wants flexible repayment terms (options range from one to five years) from one of the nation's largest, most established peer-to-peer lenders.

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## **Government Procurement Resources**

[www.sba.gov/category/navigation-structure/contracting](http://www.sba.gov/category/navigation-structure/contracting)

Defense Logistics Agency- <http://www.dla.mil/> How to do business with the DLA  
Procurement Technical Assistance Centers (PTAC) <http://www.dla.mil/db/procurem.htm>  
Government sponsored procurement assistance for small businesses, focused on defense contracts.

Defense Logistics Information Service - <http://www.dlis.dla.mil/toc.asp>

Military contract database research WebFLIS (Federal Logistics Information System)

[http://www.dlis.dla.mil/WebFlis/pub/pub\\_search.aspx](http://www.dlis.dla.mil/WebFlis/pub/pub_search.aspx)

NIIN and NSN searches by number DLA Internet Bid Board System (DIBBS)

<https://www.dibbs.bsm.dla.mil/>

Search for, view, and submit secure quotes on RFQ's, RFP's, IFB's, and Awards and more for DLA supply items.

Defense Technical Information Center (DTIC) Defense Link -

<http://www.dtic.mil/dtic/index.html>

Doing business with the Department of Defense Department of Agriculture

<http://www.da.usda.gov/smallbus/subcontracting.htm>

Department of Commerce - Office of Small & Disadvantaged Business Utilization

<http://www.osec.doc.gov/osdbu>

Major federal executive procurement agencies Legal research/government contracts

<http://www.ogc.doc.gov/>