

*We're concerned that you may not be getting all the help you deserve.
Are you part of our ...*

BUSINESS GROWTH ACCELERATOR PROGRAM (B-GAP)

America's Small Business Development Center (ASBDC) of Northwest New Jersey (NW-NJSBDC) provides a vast array of technical assistance to High-Growth/High-Impact Small Businesses. That may be YOU if ...

- You're PAST those initial start-up perils (first 2 years and/or struggling to get off the ground)
- Your business has a revenue base (sales) over \$1,000,000, AND/OR
- You have 10 or more employees (counting full- & part-time employees, including 1099s)

Then you immediately qualify to become a NW-NJSBDC **B-GAP** client. Become one of the elite members of our **Business Growth Accelerator Program (B-GAP)**.

Based on your specific needs, local/regional business trends and unique business challenges and requirements, we will customize our services to meet the evolving needs of your business. Contact us to have our senior advisors prepare a **CUSTOM GAP ANALYSIS** for your business. This analysis is very much like the services performed by a skilled diagnostician assessing a patient's health. Your business may not be ill, but it may benefit from a detailed evaluation of how it stacks up against normative data for companies in your industry/field.

Northwest New Jersey's ASBDC provides confidential, one-on-one, long-term professional business advisory services to the small business community in New Jersey. Your confidential consulting can be done in-person at your facility (as resources permit), at our office in Hackettstown, NJ, online or by phone, depending on **YOUR** needs. Our in-depth small business services include, but are not limited to:

- Strategic Planning for Expansion
- Loan Package Development
- Employee Benefits
- Pricing Models & Strategies
- I/P Issues & Documentation
- Cost & Cash Flow Analysis
- Venture Capital Proposals
- HR Policies & Procedures
- Leveraging Technology
- Virtualization of Business
- Competitive Benchmarking
- ROI Development/Scorecards
- Social Media Strategies/Planning
- Process Standards & Improvement
- Customer Service Improvement

So let's get started immediately by:

- Giving us a call 908-269-8475 or
- Sending us an e-mail at Info@NW-NJSBDC.com

Dolores J. Stammer
Regional Director

Mary Adelman
Assistant Director

BUSINESS GROWTH ACCELERATOR PROGRAM (B-GAP)

Source of Clients

- Referral partners identify potential B-GAP participants
- Current SBDC clients who are potential clients for B-Gap
- Promotional/advertising venues

How It Works

1. Prospect completes Established Business Profile (EBP) – sample attached
 - Prospect automatically becomes SBDC client upon submission of EBP
 - EBP is filed with client record in IC system
2. Intake Advisor reviews EBP & assigns SBDC Advisor based on area of expertise
 - Initial appointment is scheduled
3. First session
 - B-GAP process is reviewed; questions answered
 - EBP content is reviewed, clarified, & amended as required
 - Initial project is identified
 - Work plan (including schedules & work products is developed
4. Execution of B-GAP Work Plan for initial project
 - Consulting sessions set for next period
 - Project is completed
 - Evaluation of outcome
5. Identification of additional B-GAP projects
 - Implementation/execution of specific B-GAP project Work Plan (as above)

Strategic Outcomes/Expectations

- Larger high-growth/high-impact clients
- Feeds several SBDC & partner goal requirements
 - Larger clients
 - High-growth clients
 - Greater economic impact (long-term clients, capital infusion, jobs, etc.)
 - Improve hours/client; cost/client
 - Facilitate client consulting toward directed outcomes; quality improvement
 - Standardize client intake & follow-up for B-GAP re: projects
- Becomes source for Success Stories & NJSBDC Success Award Winners
- Opportunities to enhance partner relationships
- Opportunities for increasing SBDC funding
- PR opportunities

Value to Partners

- Pre-screened, pre-qualified clients
- Opportunity to service “ideal” clients
- Opportunity to provide targeted services based on needs assessment