



SBTDC Assistance for 2016 UNC Social Entrepreneurship Competition Student Teams

The North Carolina Small Business and Technology Development Center (SBTDC) is the state's leading resource for growing and developing businesses. We're committed to providing knowledge, education and other supportive resources that enable existing small and mid-sized businesses, emerging entrepreneurs, students and local/state leaders to innovate and succeed.

Through the experience and skill of SBTDC staff across our statewide network of 16 university-affiliated offices, we are able to reach and serve a diverse client base and quickly support their changing needs.

The SBTDC has a long, successful track record of reviewing business plans, preparing financial statements, and working with students at our campus-based regional centers.

- Each year, SBTDC engages hundreds of students on UNC campuses to enhance their educational experience with practical business experience – last year, over 275 students committed more than 6,000 hours working with SBTDC clients on “real world” business and economic development issues.
- In over 30 years of service to the small businesses of North Carolina, we've provided more than one million hours of business counseling to over 135,000 clients.

As a partner in the 2016 UNC Social Entrepreneurship Conference, we're committed to helping each student team develop an innovative business concept, refine their business plan, and prepare a winning pitch for the competition on February 16th, 2016.

Our business counselors are available to work with teams on each UNC campus and it's never too soon to get started – **we encourage you to take a look at the competition timeline and engage your campus SBTDC contact as early as possible.**

Here are some of the ways we can help your team –

- Testing business concept viability – let your SBTDC counselor help you evaluate the pros and cons of your initial idea (or ideas...if you have more than one). You don't have to wait until you have a “perfect” business idea. Visit us early and use our experts as a sounding board.
- Exploring industry trends, customers and market gaps – meet with your SBTDC counselor to identify resources such as databases, trade journals and online tools that can help you research your industry, market, competitors and more.

- Constructing and reviewing financial projections – financials can be one of the more challenging components of your business plan. Don't leave it to the last minute. Your SBTDC counselor can provide templates and help you establish a more realistic financial analysis.
- Reviewing business plans – Again, you don't have to wait until you have a perfect draft. Meet with your SBTDC counselor early to get timely feedback to incorporate into your revisions. Past competitions have demonstrated that teams who received feedback early on in the process performed better in the competition. Let us review your rough drafts as well as your final revisions.
- Listen to and critique business pitches – Practice, practice, practice. Your SBTDC counselor is the perfect audience to prepare your team for the judges. We will ask the hard questions, so you can feel even more confident on stage.

So don't delay – the sooner you connect with the SBTDC, the better!

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