



# HELPING BUSINESSES GROW AND SUCCEED



America's SBDC Iowa can help with **any stage of business**. Experienced counselors provide resources and information to individuals wanting to start a business, grow an existing business, or plan for a transition.

## What we do:

- No Fee, Confidential, Customized Business Counseling in all 99 Iowa counties
- Offer a variety of workshops and classes that are relevant to today's businesses

## Counseling Services

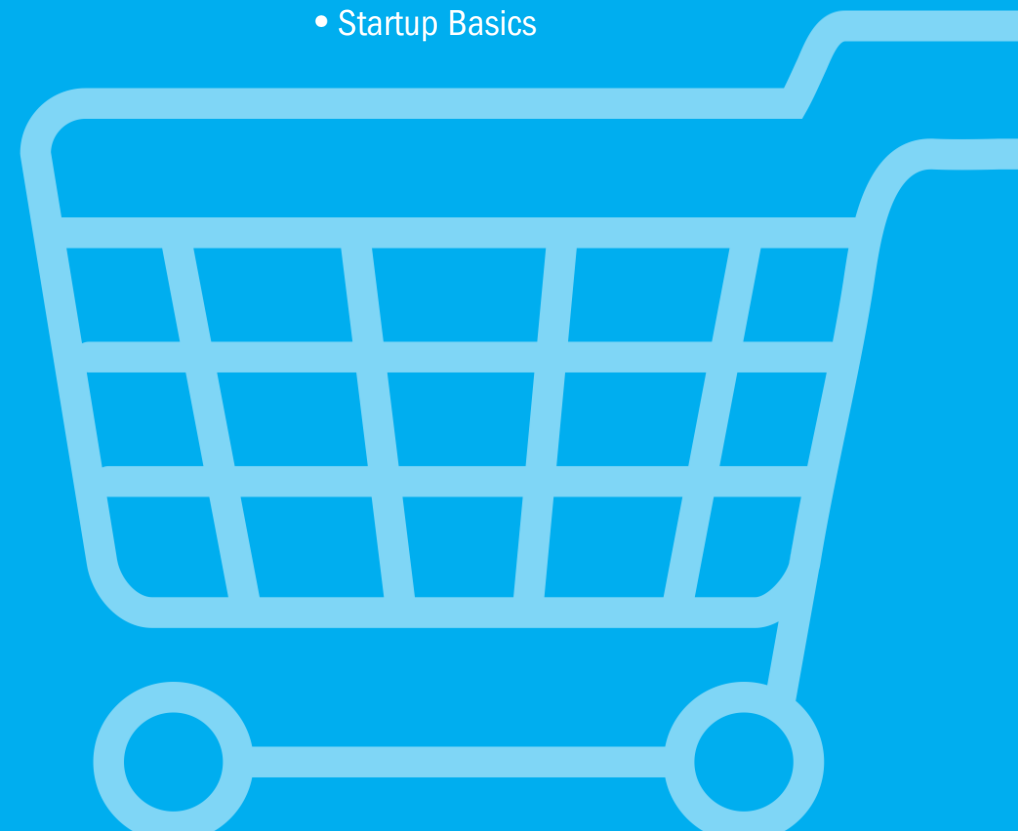
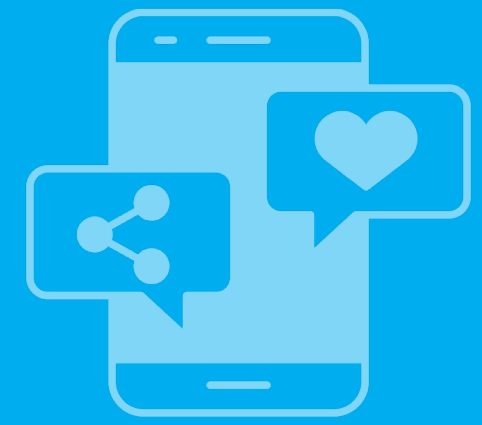
cover a wide range of business topics and issues. America's SBDC Iowa can help with any of the following topics and more.

- Business Planning
- Customer Discovery
- Financing Opportunities
- Cash Flow Projections
- Financial Analysis
- Loan Proposal Assistance
- Business Growth Strategies
- Marketing Strategies
- Business Transition
- Export Assistance
- Startup Assistance

## Workshops and Classes

can be found in all areas of the state include topics such as:

- Search Engine Optimization
- QuickBooks
- Social Media Strategies
- Startup Basics





REGIONAL CENTER HOSTS

Eastern Iowa Community College  
Indian Hills Community College  
Iowa Lakes Community College  
Iowa State University  
Iowa Western Community College  
Kirkwood Community College  
North Iowa Area Community College  
Northeast Iowa Community College  
Southeastern Community College  
Southwestern Community College  
University of Iowa  
University of Northern Iowa  
ISU Webster County Extension & Outreach  
Western Iowa Tech Community College



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IOWA STATE  
UNIVERSITY  
Ivy College of Business

# Market Research

In today's competitive business environment, you need as many advantages as you can get. America's SBDC Iowa can provide you with market research and information to help you make the best decisions possible. **Market research helps you plan, reduces risk, and helps you avoid strategy drift.**



## Customer Acquisition

- Who are my likely customers based on where they live, their income, family, age and interests?
- Where can I find customers who match my existing customer profile?
- How can I reach my customers?  
What media are they utilizing for news and information?

America's SBDC Iowa is the only nationally accredited entrepreneurial development organization in Iowa. We provide no fee, confidential, customized counseling through our 15 locations.

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Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

## Market Analysis

- Who are my competitors?
- Where are my competitors located?
- What can I find out about my competitor's sales and employee numbers?

## Industry Analysis

- What are the trends in my industry?
- What is the history and outlook of my industry?
- Is the industry growing? Stable? Shrinking?
- What resources are available to learn more about my industry?

### What We Can Do For You:

Your SBDC Counselor will work with you on a variety of business issues. If the counselor cannot address a particular issue, the counselor will find another counselor with that

expertise in the Iowa SBDC network, or refer you to another reliable resource. We value our clients and strive to serve them for the life of their business venture.