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
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?

### 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?

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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