



## Assistance to Small Business & Entrepreneurs

**LED A** ~ Lincoln Economic Development Association understands the importance of small businesses & entrepreneurs. As a result, a full time Specialist is on staff to devote full attention to the small businesses and entrepreneurs in Lincolnton and Lincoln County who are seeking to grow their businesses.

The **Small Business & Entrepreneur Specialist** is charged with the task of helping entrepreneurs and small businesses to start-up a business or grow their business beyond the start-up stage through the established Small Business & Entrepreneur Program. LED A is committed to supporting and helping entrepreneurs and small business owners grow their companies to their fullest potential. LED A has a strong local referral network and will provide you access to appropriate professional business services in areas such as finance, legal and accounting, marketing, human resources and the list continues to expand as we proactively seek the best in their fields to serve Lincolnton/Lincoln County businesses wanting to grow. Access to LED A's referral services and initial discovery counseling to determine your needs is provided at no charge to businesses seeking assistance.

## Small Business & Entrepreneur Growth

**Small Business & Entrepreneur Growth** works with existing local small businesses & entrepreneurs by offering them market research, competitor intelligence, industry trends information, marketing lists, strategy development, web optimization and customized research.

## Collaboration

**Collaboration** – Each year **LED A** works collectively and individually with small businesses & entrepreneurs to aid in their start-up or growth and expansion. LED A makes it a top priority to be a small business or entrepreneur's **First-Stop Resource**. LED A has numerous allies that work together to make Lincolnton/Lincoln County the natural place for entrepreneurs and small businesses. LED A has an abundance of resources to aid in assisting our small businesses and entrepreneurs wanting to grow their business.

## Services and Resources

When a company comes to **LED A** for assistance, if we do not immediately know the answer, we will be able to either provide a viable contact or we will help assist in your research to find the answer.

In addition to LED A's Small Business & Entrepreneur Program, LED A partners with **Resources and Tools for Business** to provide local, state, federal and best-of-the-web resources customized to Lincolnton/Lincoln County to start and grow businesses.



## Pro-Active Components for Small Business & Entrepreneurs

### Market Research

Every business should know their customers, competitors, stability of their suppliers and a whole set of other market research items. Market research is particularly important to growth-oriented ventures.

### Competitive Planning

A business plan is the stock and trade of business planning, but in today's environment, there is a need for sophisticated, competitiveness planning that can enable entrepreneurs to define market niches and competitiveness advantages. A financial plan should match up to the business plan.

### Business Services

Every venture needs access to business services ranging from insurance to banking. But entrepreneurs' ventures need business service partners who are willing to help grow a future larger customer. This is more than a networked transaction, but a growth strategy for both parties.

### Human Talent

A skilled and motivated workforce is very important to all businesses. Entrepreneurial ventures have these needs but also specialized talent critical for increased competitiveness and growth.

### Business Coaching

Coaching is the cornerstone of an entrepreneur development system. Business coaches provide the high value and high touch engagement that helps business leaders actively engage in growing a better business versus just running their venture.

### Capital Access

Access to the right kinds of capital is important to any venture, but for entrepreneurs there are unique capital needs such as seed and venture capital.

### Customized Technical Assistance

Entrepreneurial businesses need access to specialized expertise and customized technical assistance ranging from exporting to lean manufacturing to systems development to social media marketing.

### Growth Planning

Growth planning, including business transition is a unique resource that growth-oriented and high growth potential ventures must have. Building a smart strategy to enable rapid growth requires high end assistance.

### Other Entrepreneurs – Networking

Entrepreneurs need regular contact and engagement with other entrepreneurs through networking events, and mentoring relationships. Peer helping peers is the magic bullet of high performing growth entrepreneurs.



## Resources & Tools for Business Assistance:

**See Everything Local!**

**Start My Business**

**Grow My Business**

**Special Groups & Industries**

**Getting Free One-on-One Help**

**Comply with Government Requirements**

**Get Business Training**

**Find Financing/Manage Money**

**Hire/Manage Employees**

**Protect My Business**

**Go Green**

**Surviving a Recession**

## Examples of Assistance to Entrepreneurs & Small Businesses:

Agriculture	Debt/Equity Financing - Venture Fund	Mentoring
Bill Paying/Processing	Educational Opportunities	Operations/Systems
Branding	Entrepreneurial Education Programs	P&L
Building Maintenance Experience	Exporting/Shipping Internationally	Payroll
Business Related Books	Feasibility	Permitting
Career Center - Interns & Students	Financial Statements	Planning
Employees	Financing	Product Prototyping
Cash Flow	Forecasting	Public Relations
CFO Duties	Human Resource Management	QuickBooks
Coaching (Business)	Incentive Grants (Downtown)	Real Estate Analytics
Coaching (Customer Service)	Intellectual Property	Recognition
Coaching (Personal)	International Global Marketing	Research Partnerships
Coaching (Sales)	Land Development Experience	Retail Analytics
Commercial Lender Experience	Leadership Development	Social Media
Competitions (Start-Ups)	Licensing	Strategic Planning
Competitive Intelligence	Logistics	Tax Planning
Competitiveness (Improvement)	Marketing	Tax Prep
Computer Systems-Programs	Meeting/Classrooms	Team Development
Consulting		
Database Research		

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### Contact Information:

**John Dancoff**

**Small Business Devel**

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