

Workshops

The Small Business Resource Center offers free workshops designed to help entrepreneurs get their new businesses started and help existing business owners achieve long-term success. Workshops are facilitated by industry experts who volunteer their time for the program.

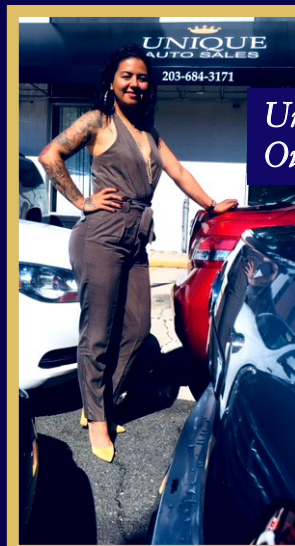
For individuals starting new businesses, SBRC offers “Fit for Business: the DNA of an Entrepreneur.” Participants learn the nuts and bolts of launching a business and how to set it on a path for success. Components include incorporation, financing, business planning, marketing, social media and go-to-market strategies.

For existing businesses in operation for a year or longer, SBRC offers modules that target challenges commonly experienced after a business is successfully up and running. These modules cover topics such as the use of credit to accelerate growth, how to collect customer information effectively, benchmarking and creating an advanced marketing strategy.

SBRC conducts readiness workshops to help small business owners understand large company requirements for their suppliers and business partners. As part of these workshops, business owners review their current qualifications and, if necessary, work with the SBRC team to create a plan to qualify to supply large companies.



Celebrating Pan del Cielo Bakery's 10th Anniversary with Owners Martha and Edwin Mera located at 523 Ferry Street in New Haven



*Unique Auto Sales –
Owner Angela Garcia*

*Unique Auto Sales -
Located at 392 East
Street in New Haven.
“Come see us and
we’ll show you a
‘Unique’ way of doing
business!”*

Contact Us

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Justin Elicker
Mayor



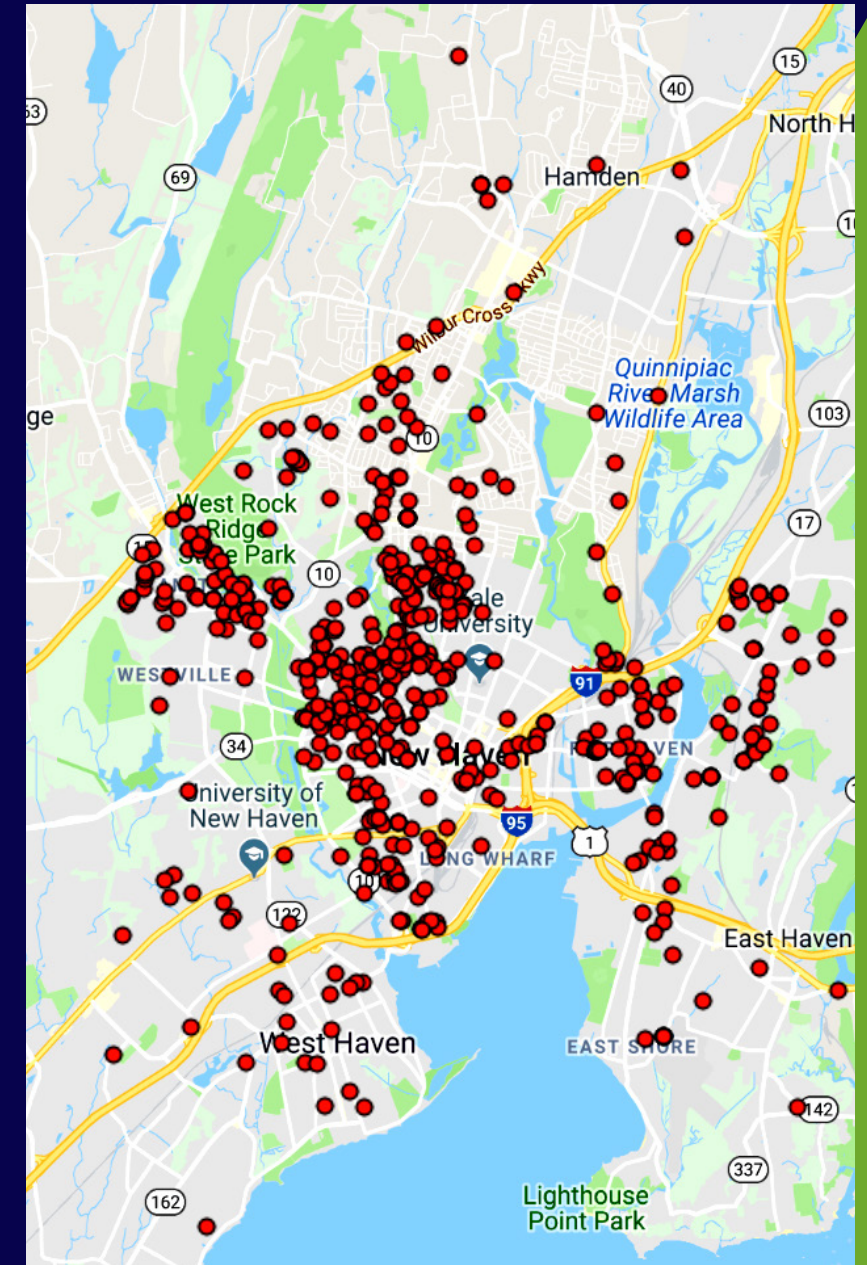
City of New Haven **Small
Business
Resource
Center**

The Small Business Resource Center

For New Haven's new entrepreneurs working on early stage companies, Small Business Resource Center (SBRC) program participants learn business fundamentals and explore the benefits, responsibilities and challenges associated with owning a business. SBRC has relationships with local and national service and training providers to meet entrepreneurs' needs regardless of the stage of their business or extensiveness of their education. SBRC hosts classes for existing businesses taught in collaboration with the Connecticut Small Business Development Center and the Small Business Administration; SBRC partners with organizations such as the Spanish American Merchant Association, the Urban League of Southern Connecticut and

SCORE. SBRC has relationships with a wide array of financing partners that offer access to capital at competitive rates.

For businesses in operation for two years or more, that have three or more employees and have \$150,000 or more in revenues, SBRC refers entrepreneurs to Goldman Sachs' 10,000 Small Businesses program for elite-level training. Through this free program business owners join with other business owners from around the region and country to undertake an executive MBA-like program that uses each entrepreneur's business as the basis of their study. 69% of program graduates report increasing revenues just six months after graduating, 48% of graduates create new jobs, and 85% expand their sales through contacts they make in the program.

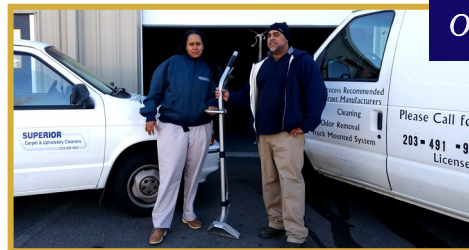


SBRC Highlights



**Woody's Wings Restaurant –
Owner LaChell y Linwood Lacy**

Located at 1378 Whalley Avenue near the corner of Ramsdell Street. Best wings in town, over 40 different flavors!



**Healthy Home and Office –
Owner Jason Dorsey**

A New Haven—based family owned carpet cleaning business serving New Haven and surrounding areas

**G-Shine –
Owner Jimmy Lee Baker**

My mission is to deliver the finest cleaning service in New Haven County through professionalism, honesty and customer satisfaction.



**Ricky D's Rib Shack –
Owner Ricky Evans**

Located at 302 Winchester Avenue in New Haven. Ricky warns his customers, "Don't Bite Ya Fingers"



Serving Small Business Owners in New Haven and the surrounding communities