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Small Business Development Centers
Helping businesses start, grow, and prosper.

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Center of EXCELLENCE
LATINO

RESOURCES FOR LATINO & DIVERSE BUSINESSES
Pennsylvania Latino Convention – Allentown 2022
September 30, 2022

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SBA
U.S. Small Business Administration

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THROUGH OUR SERVICES WE CAN HELP YOUR BUSINESS

START GROW PROSPER

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OUR NETWORK LOCATIONS

THE PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTERS

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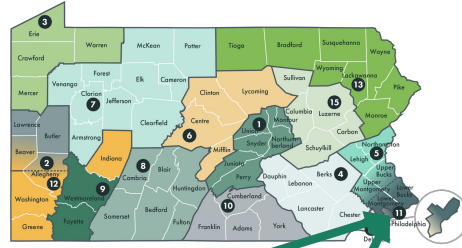
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FUNDING PARTNERS



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TYPES OF ENTREPRENEURS we serve

**SOLO PRENEURS /
GIG PRENEURS**



Hairdresser | Consultant

EXTRA INCOME BIZ



Hobby | Part-Time

SMALL BUSINESS



Retail | Day Care | Rest

HIGH-GROWTH BIZ



Tech | Health | Online

INVENTORS



iPhone | GPS | 3d Print



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SERVICIOS EN ESPAÑOL

Estabilización | Sostenibilidad | Prosperidad





Programas de
educación
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Teleconsultoria



Material
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Biblioteca de
webinars por
demanda

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OUR TEAM

Lenin Agudo, MBA
Director & Consultant

Liliana Quintero, MBA
Bilingual (ENG/SPA) Small Business Consultant

Erlan Dobronsky
Bilingual (ENG/ SPA) Capital Formation Consultant

Monica Herrera
Bilingual (ENG/SPA) Grants and Budget Analyst

Kersy Azocar
Bilingual Financing Specialist

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SERVICES FOR

ECONOMIC DEVELOPMENT AGENCIES

- 1. NEEDS ASSESMENT TOOLS**
- 2. CUSTOMIZED TRAINING**
- 3. STRATEGIC PLANNING**
- 4. VALUE ADDED TO SERVICES**


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TYPES OF CAPITAL REQUIRED TO RUN A BUSINESS







The Basics: Financial Capital



-  Bootstrapped
-  Debt
-  Equity

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TYPES OF CAPITAL REQUIRED TO RUN A BUSINESS



The Basics: Financial Capital	Established Entrepreneur
 Bootstrapped	 Financial
 Debt	 Human
 Equity	 Social

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TYPES OF CAPITAL REQUIRED TO RUN A BUSINESS

The Basics: Financial Capital	Established Entrepreneur	Grow & Sustain a Business
 Bootstrapped	 Financial	 <ul style="list-style-type: none">Intellectual CapitalEntrepreneurial CapitalCultural capitalEmotional CapitalMental CapitalRelational CapitalFinancial CapitalHuman CapitalSocial Capital
 Debt	 Human	
 Equity	 Social	

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TYPES OF CAPITAL REQUIRED TO RUN A BUSINESS

CAPITAL needs to
Grow & Sustain
a Business

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def.

Social Capital

/ 'sōSHəl 'kəpədəl /

noun

** Resources gained through interpersonal relationships and larger social networks.*

It's the positive outcome of human interaction, including information, resources, innovation and opportunities. This type of capital contributes to collective efforts to achieve shared goals, purposes or overall success.

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SOCIAL CAPITAL



Lenin






Paul

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Building Wealth Essentials

- 1 Disciplined in financial management**
Filing taxes, maintain fin records, statements, credit Worthiness
- 2 Ability to buy a home / real estate**
Great-grandmother invests in Philly real estate to build generational wealth
- 3 Retirement Plan "SIMPLE IRA"**
Employees & employers contribute to traditional IRAs set up for employees
- 4 Healthcare insurance**
Join a chamber or other membership orgs. to get access to a plan.
- 5 Collaborative Opportunities**
Social Capital | Professional Business Associations | Investment Participation

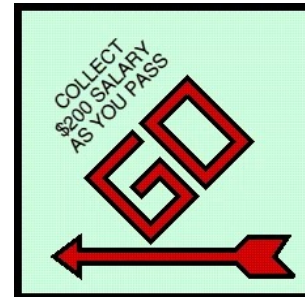
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TAKE AWAY

Simply put, TA and small business programs that best position participants for success focus heavily in adding value via social capital.

*Connections | Advocacy | Networks | Contracts
Inclusive Investment Participation*



SPECIALTY PROGRAMS



RESOURCES

- [Guía para abrir y operar su negocio](#)
- [Guide to Starting & Operating a Small Business](#)
- [Checklist of General Legal Requirements 2022](#)
- [Talking to Humans \(customer discovery & validation\)](#)
- [Lean Startup \(Eric Ries\)](#)
- [Customer Development \(Steve Blank\)](#)
- [Kauffman Foundation](#)
- <http://fromideatobusiness.strategyzer.com>



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LET'S KEEP IN TOUCH



Lenin Agudo, MBA, CGBP
Director, Widener University SBDC



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THANK YOU!



Widener University
School of Business
1304 Walnut St.
Chester, PA 19013
T. 610.499.4109
WIDENERSBDC.ORG



www.widenersbdc.org

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