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

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Center of EXCELLENCE
LATINO

INNOVATION + REVENUE MODELS
Latino Small Business Expo – Lancaster, PA
May 04, 2023
Lenin Agudo, Director Widener SBDC

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OUR NETWORK LOCATIONS

THE PENNSYLVANIA SMALL BUSINESS DEVELOPMENT CENTERS

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CENTER OF EXCELLENCE LATINO



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Director & Consultant



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Formation Consultant



Monica Herrera
Bilingual (ENG/SPA) Grants
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Kersy Azocar
Bilingual Financing Specialist

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SERVICIOS EN ESPAÑOL

Estabilización | Sostenibilidad | Prosperidad





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instruccional
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**Biblioteca de
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demanda**

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SUPPORT SERVICES FOR OUR

ECONOMIC DEVELOPMENT PARTNERS

1. NEEDS ASSESMENT TOOLS
2. CUSTOMIZED TRAINING
3. STRATEGIC PLANNING
4. VALUE ADDED INNOVATION

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SBDC
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THROUGH OUR SERVICES WE CAN HELP YOUR BUSINESS

START GROW PROSPER

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U.S. SMALL BUSINESS ADMINISTRATION AWARDS (2019-2022)

YOUR SUCCESS IS OUR MISSION!

2022 MINORITY-OWNED BUSINESS OF THE YEAR	2020 MINORITY-OWNED BUSINESS OF THE YEAR	2019 FAMILY-OWNED BUSINESS OF THE YEAR
		
SYLVERCARE CAMPUS Dr. Li & Dr. Wang	SYLVIA'S BAKERY Sylvia Paulino	AMERICAN WOOD DESIGN Michael & Joanne Gilhool

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Innovation



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INNOVATION HAPPENS IN VARIOUS WAYS

- **Products** 
- **Service Delivery** 
- **Operations** 
- **Business Models** 
- **High Value Jobs** 




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How do businesses make money?
What is their revenue Model?

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SEVEN
REVENUE MODELS
TO GROW YOUR BUSINESS

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REVENUE MODEL TRIVIA


What do these 3 business models have in common?



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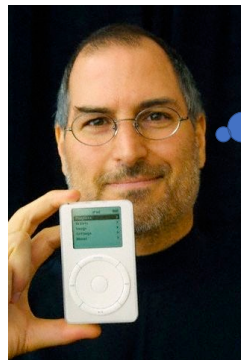
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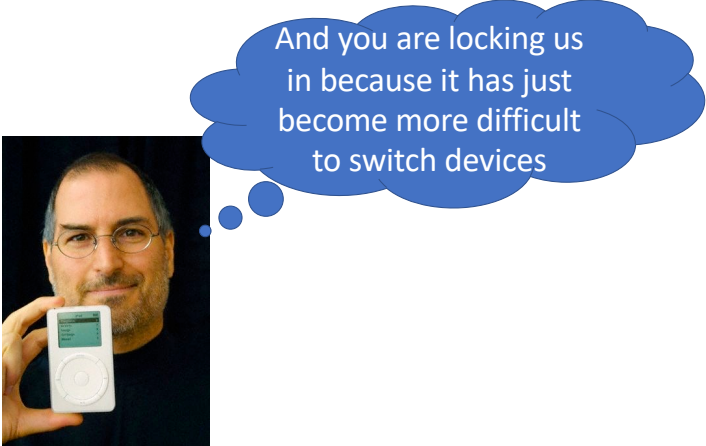
1. SWITCHING COSTS



how easy or difficult is it for companies to switch to another company ?



With this amazing device you can have thousand songs in a pocket



And you are locking us in because it has just become more difficult to switch devices

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REVENUE MODEL TRIVIA

What do these 3 business models have in common?



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RECURRING REVENUES








*Is every sale a new effort or will it result in follow-up revenues and purchases?
How evenly distributed are your revenues through the year?*



REVENUE MODEL TRIVIA

What do these 3 business models have in common?



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EARN BEFORE YOU SPEND






Are you earning money before you are spending it?



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REVENUE MODEL TRIVIA


What do these 3 business models have in common?





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GAME CHANGING COST STRUCTURE






Is your cost structure substantially different and better than those of competitors?



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REVENUE MODEL TRIVIA

What do these 3 business models have in common?



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GETTING OTHERS TO DO THE WORK



How much does your business model get customers or third parties to create value for you?

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REVENUE MODEL TRIVIA

What do these 3 business models have in common?

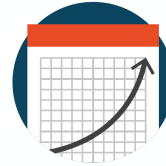




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SCALABILITY



How rapidly and how easily can you grow your business model without hitting roadblocks (e.g. infrastructure, customer support, etc.)?








1950

**DINERS CLUB
BECOMES THE
WORLD'S FIRST
MULTIPURPOSE
CHARGE CARD**

REVENUE MODEL TRIVIA

What do these 3 business models have in common?



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PROTECTION FROM COMPETITION



How much is your business model protecting you from your competition?

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SEVEN REVENUE MODELS

1. Switching Costs
2. Recurring Revenues
3. Earn Before You Spend
4. Game Changing Cost Structure
5. Getting Others to do the Work
6. Scalability
7. Protection from Competition

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WHAT ABOUT YOUR REVENUE MODEL?



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FUNDING PARTNERS



pennsylvania
DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT

POWERED BY



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pennsylvania
DEPARTMENT OF ENVIRONMENTAL
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THANK YOU!



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SPECIALTY PROGRAMS



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