

Greg Doyle, *Supervisor*  
*One Stop Shop Business Center*



August 9, 2017

One Stop Shop Business Center

# About Us

*Over 75 years experience in business consulting.*

**Any industry. Any market. Any stage. Oakland County has the resources you need to start or grow your business.**

We provide management counseling and educational services to small and mid-sized businesses. Most of our services are free of charge, and all are confidential. Our hands-on business and technical services are delivered by experienced staff and a network of public and private sector partners.

“

*Whether you're starting your business, experiencing growing pains or ready to take your business to the next level we are ready for you.*

# Meet Our Team

*A smart group of dedicated people*



**Greg Doyle**  
**SUPERVISOR**

Former business owner.  
Business consultant for over 15 years.



**Erick Phillips**  
**SENIOR BUSINESS DEVELOPMENT**

Over 19 years with Oakland County. Focus: Existing business



**Catherine Abad**  
**SENIOR BUSINESS DEVELOPMENT**

Former business owner. Business consultant for over 12 years. Focus: Second stage businesses



**Christopher Olzem**  
**SENIOR BUSINESS DEVELOPMENT**

Dual roles provide unique talents. Focus: Financial assistance and loan packages

# Meet Our Team

*Our team approach is unique and invaluable*



**Karen Deaver-Lear**  
**INTAKE SPECIALIST**  
Program and workshop development. Client match.



**Stephanie Sexton**  
**TECHNICAL ASSOCIATE**  
Provide support for One Stop Shop customers and internal consultants.



**Joel Jeffries**  
**ARC GIS SPECIALIST**  
Focus on geographic information system data application.



**Sandra O'Connell**  
**OFFICE ASSISTANT**  
One Stop Shop and Tech248.



**Thomas Raymond**  
**CONSULTANT/SCORE**  
Start Ups and Walk-In Thursday

# Our Partners

*Cultivating and fostering collaboration*

Automation Alley  
Banks and other Financial Institutions  
Center for Empowerment & Economic Development (CEED)  
Chambers of Commerce  
Local Government Officials & Economic Development Offices  
Michigan Works  
Michigan Economic Development Corporation (MEDC)  
OEA – Oakland Entrepreneurial Assoc.

Oakland University  
Oakland Community College and other Educational Institutions  
Other Oakland County Departments  
Private Partners  
Procurement Technical Assistance Center (PTAC)  
Small Business Administration (SBA)  
Small Business Development Center (SBDC)  
Service Corp of Retired Executives (SCORE)  
US Department of Commerce

# Our Services

- Market analysis/expansion
- Loan package development
- Financial analysis
- Access to capital
- Marketing plans
- Process
- Strategy



# Our Tools

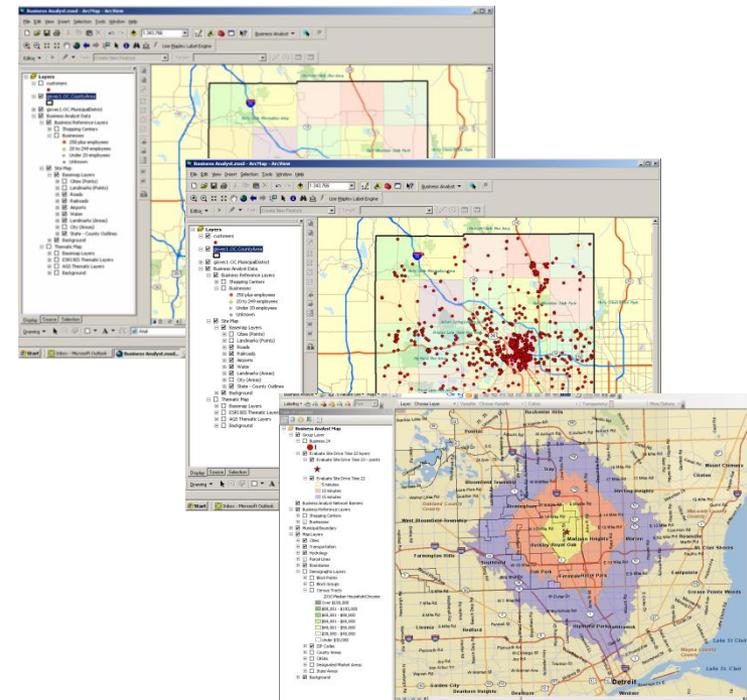
- GIS Business Analyst
- Target Market Analysis
- Search Engine Optimization
- Growth Wheel
- Business Model Canvas
- Financial Analysis
- Business Performance Assessment
- Process Mapping
- Templates



# Our Tools

## GIS Business Analyst

- Industry outlook & trends
- Consumer spending
- Competitive analysis
- Drive time analysis
- Location analysis
- Psychographic analysis
- Pricing



# Our Tools

## Target Market Analysis

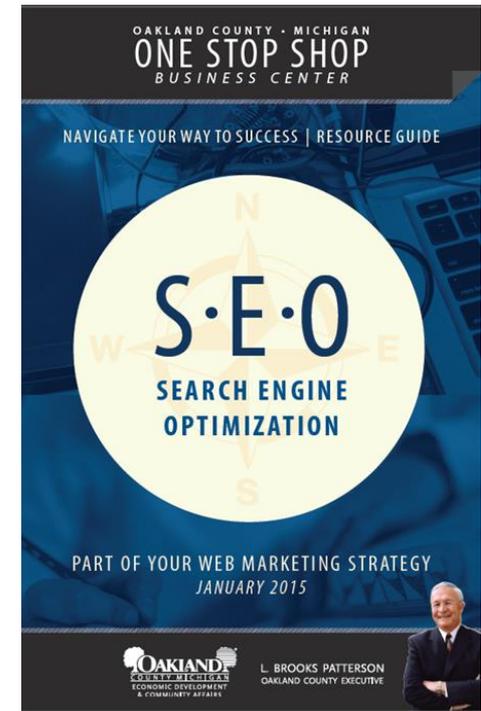
- Profile existing customers
- Identify your target market
- Hot spot potential customers
- Location assistance
- Develop your marketing plan
- Implement strategies to reach your target market



# Our Tools

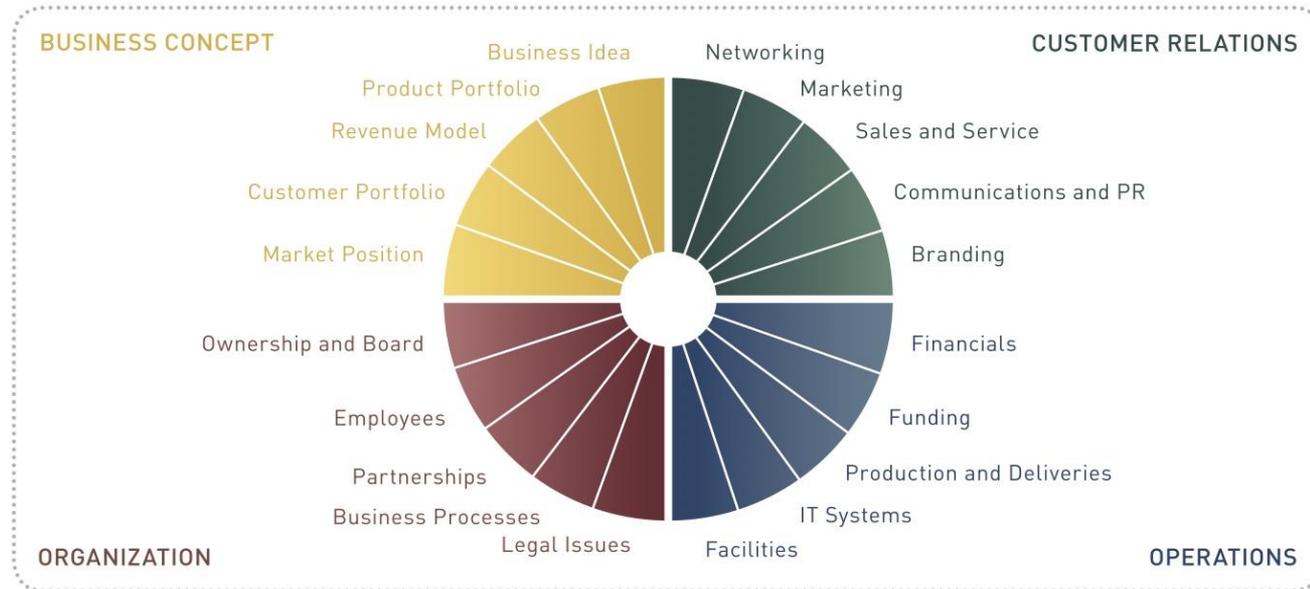
## Search Engine Optimization

How is your site doing compared to your competitors? Are you using the right meta tags? What the heck is a meta tag. Our free SEO report provides you with the analytics that you can take to your webmaster and improve your site. Making the basic improvements we suggest typically increase your sites rankings organically.



# Our Tools

## Growth Wheel



# Our Tools

## Business Model Canvas

<p><b>Key Partners</b></p>  <p>Who are our Key Partners?          Whom are we helping?          Which Key Resources are we acquiring from partners?          Which Key Activities do partners perform?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>	<p><b>Key Activities</b></p>  <p>What Key Activities do our Value Propositions require?          Our Distribution Channels?          Customer Relationships?          Revenue Streams?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>	<p><b>Value Propositions</b></p>  <p>What value do we deliver to the customer?          Which customer problems are we helping to solve?          What bundles of products and services are we offering to each Customer Segment?          Which customer needs does ours satisfy?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>	<p><b>Customer Relationships</b></p>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them?          Which ones have we established?          How are they engaged with the rest of our business model?          How costly are they?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>	<p><b>Customer Segments</b></p>  <p>For whom are we creating value?          Who are our most important customers?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>
	<p><b>Key Resources</b></p>  <p>What Key Resources do our Value Propositions require?          Our Distribution Channels?          Customer Relationships?          Revenue Streams?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>		<p><b>Channels</b></p>  <p>Through which Channels do our Customer Segments want to be reached?          How are we reaching them now?          How are our Channels being used?          Which ones work best?          Which ones are most cost-effective?          How are we integrating them with Customer Segments?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>	
<p><b>Cost Structure</b></p>  <p>What are the most important costs inherent in our business model?          Which Key Resources are most expensive?          Which Key Activities are most expensive?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>		<p><b>Revenue Streams</b></p>  <p>For which value are our customers really willing to pay?          For what do they currently pay?          How are they currently paying?          How would they prefer to pay?          How much does each Revenue Stream contribute to our revenue?  <small>Source: Chesbrough and Spohrer, 2006.          Adapted from Chesbrough and Spohrer, 2006.</small></p>		

# Our Tools

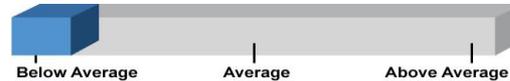
## Financial Analysis

### FINANCIAL REPORT

*This report is designed to assist you in your business' development. Below you will find your overall ranking, business snapshot and narrative write-up.*

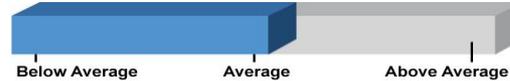
**Snapshot of:** Oakland County Trucking  
**Industry:** 484110 - General Freight Trucking, Local  
**Revenue:** \$1M - \$10M  
**Periods:** 12 months against the same 12 months from the previous year

#### **Financial Score for Oakland County Trucking**



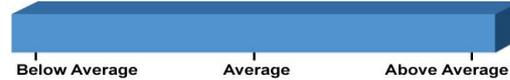
#### **LIQUIDITY -**

*A measure of the company's ability to meet obligations as they come due.*



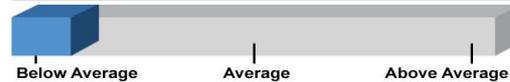
#### **PROFITS & PROFIT MARGIN -**

*A measure of whether the trends in profit are favorable for the company.*



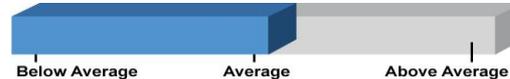
#### **SALES -**

*A measure of how sales are growing and whether the sales are satisfactory for the company.*



#### **BORROWING -**

*A measure of how responsibly the company is borrowing and how effectively it is managing debt.*



#### **ASSETS -**

*A measure of how effectively the company is utilizing its gross fixed assets.*

# Our Tools

## Business Performance Assessment Survey

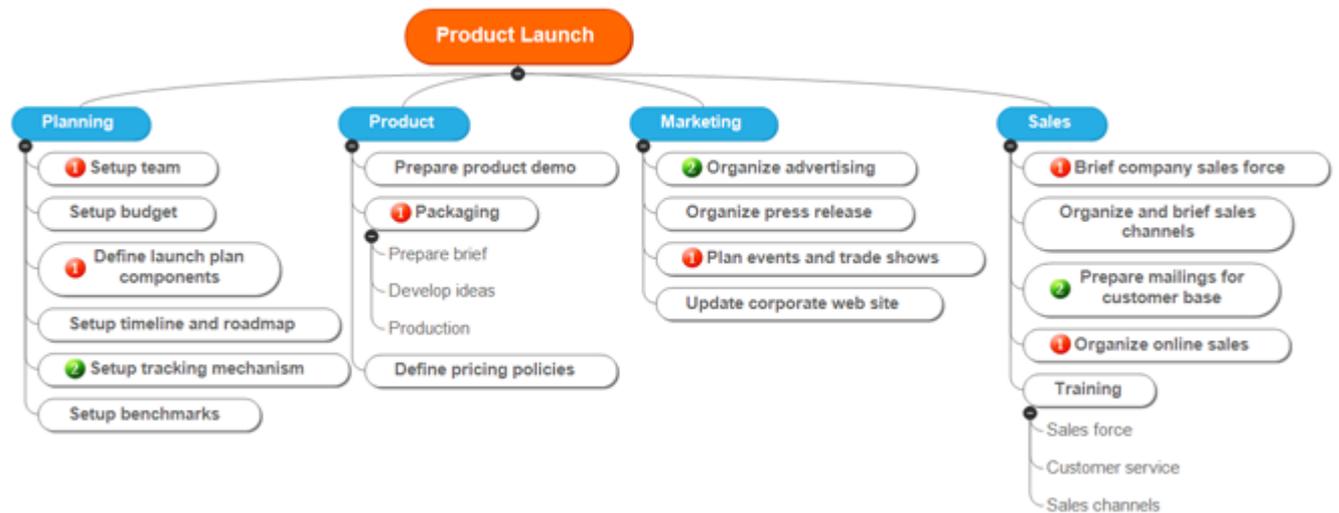
- Anonymous
- Unique link for each participant
- Queries eight sections
- Ranks progress
- Ranks importance
- Provides baseline assessment for improvement

#	Question	Never	Rarely	Sometimes	Frequently	Always	Don't Know	Total Responses	Mean
1	I have the support and authority to make the decisions I need to make.	0	1	1	4	6	0	12	4.25
2	I have enough involvement in decisions that affect my work.	0	1	1	5	5	0	12	4.17
3	This is the type of job in which I can feel a sense of accomplishment.	0	1	3	1	7	0	12	4.17
4	The work I do makes a difference here.	0	2	2	1	7	0	12	4.08
5	I understand how my work contributes to the company's overall goals and strategy.	0	0	4	3	5	0	12	4.08
6	I feel valued as a team member.	1	2	1	4	4	0	12	3.67
7	I receive encouragement to come up with new and better ways of doing things.	0	1	4	5	2	0	12	3.67
8	I believe in the mission of this organization.	0	0	1	1	10	0	12	4.75

Statistic	I have the support and authority to make the decisions I need to make.	I have enough involvement in decisions that affect my work.	This is the type of job in which I can feel a sense of accomplishment.	The work I do makes a difference here.	I understand how my work contributes to the company's overall goals and strategy.	I feel valued as a team member.	I receive encouragement to come up with new and better ways of doing things.	I believe in the mission of this organization.
Min Value	2	2	2	2	3	1	2	3
Max Value	5	5	5	5	5	5	5	5
Mean	4.25	4.17	4.17	4.08	4.08	3.67	3.67	4.75
Variance	0.93	0.88	1.24	1.54	0.81	1.88	0.79	0.39
Standard Deviation	0.97	0.94	1.11	1.24	0.90	1.37	0.89	0.62
Total Responses	12	12	12	12	12	12	12	12

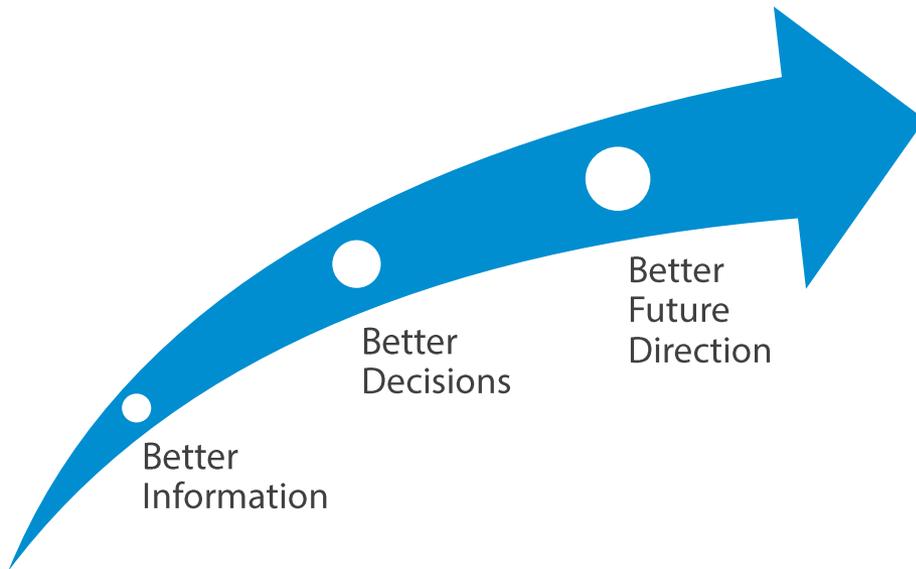
# Our Tools

## Process Mapping



# One Stop Shop

*We can help make your business better.*



## Data is only *part* of the process

One-on-one assistance and specialized tools will help you.

- 1. Discover and evaluate new opportunities.**
- 2. Give you a greater chance of outperforming your competitors.**
- 3. Develop a plan for improvement.**

# Contact Information

## Oakland County One Stop Shop Business Center

Our staff and network of public and private sector partners can help you turn your business visions into reality. Let us show you how to get started.

### Address

2100 Pontiac Lake Road, Bldg 41W  
Waterford, MI 48328

### Contact

SmallBusiness@oakgov.com  
(248) 858-0721

[AdvantageOakland.com](http://AdvantageOakland.com)

[Facebook.com/AdvantageOak](https://www.facebook.com/AdvantageOak)

[@AdvantageOak](https://www.instagram.com/AdvantageOak)

# Walk In Start Up Thursdays

*Need help launching a business?*



OAKLAND COUNTY • MICHIGAN  
**ONE STOP SHOP**  
BUSINESS CENTER

**WalkInStartUp**  
Small Business Counseling

Weekly in Waterford,  
Monthly in **NEW** Novi Location

**NEED HELP LAUNCHING  
A BUSINESS?**

The poster features a blue background with a white silhouette of a person wearing a pilot's cap and goggles, holding a paper airplane. The text is arranged in a clean, professional layout with a mix of bold and regular fonts.

WalkIn StartUp small business counseling is available every Thursday and provides immediate direction for people interested in launching a business but don't know where to begin.

These are confidential, one-on-one sessions with our business counselors – with no appointment necessary.

Get direct answers, next steps and professional business guidance.

# Oakland Entrepreneurial Alliance

*A business support ecosystem for Oakland County entrepreneurs*



## Oakland Entrepreneurial Alliance Member Organizations:

- Automation Alley
- Oakland County One Stop Shop Business Center
- The LTU Collaboratory
- OU Inc.
- SBDC - Tech Team
- Walsh College LaunchPad

*The process is easy and seamless. Oakland County Entrepreneurs will experience the benefits of the OEA even if they have no idea that the alliance exists.*

# TECH248

*Accelerating growth in the tech industry*



## **Tech248 Goals:**

- Talent
- Connectivity
- Branding
- Knowledge
- Local Incubators
- Tech Hubs

## **Tech248 MeetUps:**

- June – Southfield
- September – South East
- October – North East
- November – South West

*Tech248 helps tech companies collaborate and attract, develop and retain talent while promoting Oakland County as a global technology hub. Current membership is over 1,000 businesses.*

# Shop Small

*Small business Saturday – Oakland County shopper contest*

Oakland County's Small Business Saturday Contest was launched in 2016, with over two hundred and twenty small businesses registering, and over a thousand contest entries. The end result was an economic impact of \$60,000!

*Our top winner was awarded a check for \$5000. The local retailer she shopped at also won \$1,000!*

*Don't forget to shop small on November 25, 2017!*



THANK YOU TO OUR SPONSORS



# One Million Cups

*It takes one million cups of coffee to launch a business...*



On Wednesday mornings, one or two early-stage businesses present their companies to their communities. Every event is free and everyone is welcome and invited to attend!

The 1MC culture is supportive, inclusive and welcoming. You are encouraged to be open and honest about your business and the challenges you face. Everyone that attends 1MC is there to support each other in their entrepreneurial journey.

# Our Success

## *The Oakland County One Stop Shop Business Center 2016 Economic Impact*



\$17,202,360  
loans received



26 business starts



\$24,903,380 capital formation  
\$18,752,428 sales increase



Over 3,000 counseling  
hours



420 jobs created

*Validated in writing by our clients!*