

NY Works

Entrepreneurism:

**How Small Businesses and MWBEs Will
Save the Economy for New York State**

**James King, State Director
NYSSBDC**

Top Ten Reasons Why NY Loves Small Business

10. Small Businesses make up 99% of all NY businesses
9. NY's entrepreneurial income, despite the recession, increased 16% between 2000 and 2009
8. Small businesses filing patents produced 13 times more patents per employee than large firms. NY ranked 3rd in patents awarded
7. Two million small businesses in NY, 7% of national total, are located in every region, community and neighborhood contributing to making NY a great place to live and conduct business.
6. Small Businesses employ 51.5% of NY non-farm, private sector workforce in 2008

Top Ten Reasons Why NY Loves Small Business

5. NYS sales tax revenue increased 5.8% between 2009 and 2010 when U.S. averaged only 4.4%, 27% higher than the U.S. average
4. NY ranks 3rd in the value of exports by small businesses, over \$58 billion. NY exports increased 16.8% in 2010.
3. NY's real gross state product increased 1.6% in 2009 while U.S. GDP grew just 0.7%
2. 537,838 minority-owned businesses and 594,492 women-owned businesses in NY
1. Investment in NY remained available for small business, even in the fiscal crisis



***Partnerships: New York State, SUNY, CUNY, SBA,
higher education and the private sector.***

**Business advisement, training and research in support of entrepreneurship
and economic development for New York.**

Entrepreneurship • Education • Economic Development

What do small businesses need?

When asked, what did small business owners need?

Sales, procurement contracts, markets, cost reductions

What are they less excited about?

Tax breaks, added depreciation, borrowing

How do they succeed?

Information, planning, education

Performance Metrics: Advisement, Training, Research

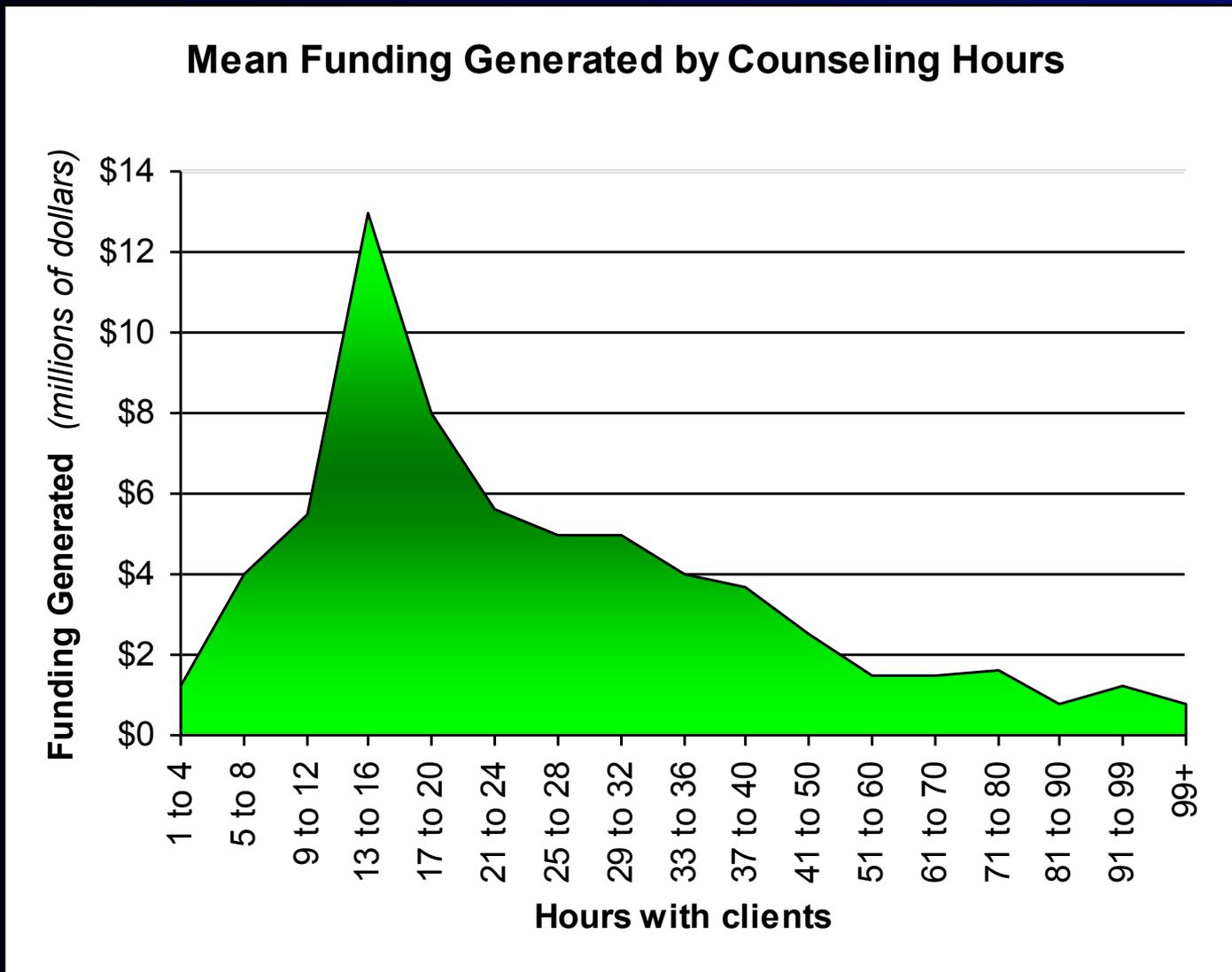
Tracking

- Client profiles
- Investment
- Jobs: (saved/created)
- Reports and efficiency data
- Real-time information (web)
- Customer evaluation
- Indicators; volume, confirmed results, satisfaction, efficiency
- Assisted clients per year

External Metrics/Reviews

- Financial and management reviews
- NYS Economic Development participation (ESD)
- Peer reviews (Accreditation)
- Other Reviews; DOB, OMB, GAO, HHS, internal
- Stakeholder feedback
- ROI
- Leveraging

Performance Measurement Evaluation



Performance Measurement Evaluation

- Critical Metrics for NY

- Investment
 - Return to Stakeholders
 - Tax Generation
 - Lender Support
 - Measurable
 - Verifiable
- Jobs
 - Created
 - Sustained
- Sales (lagging metric)

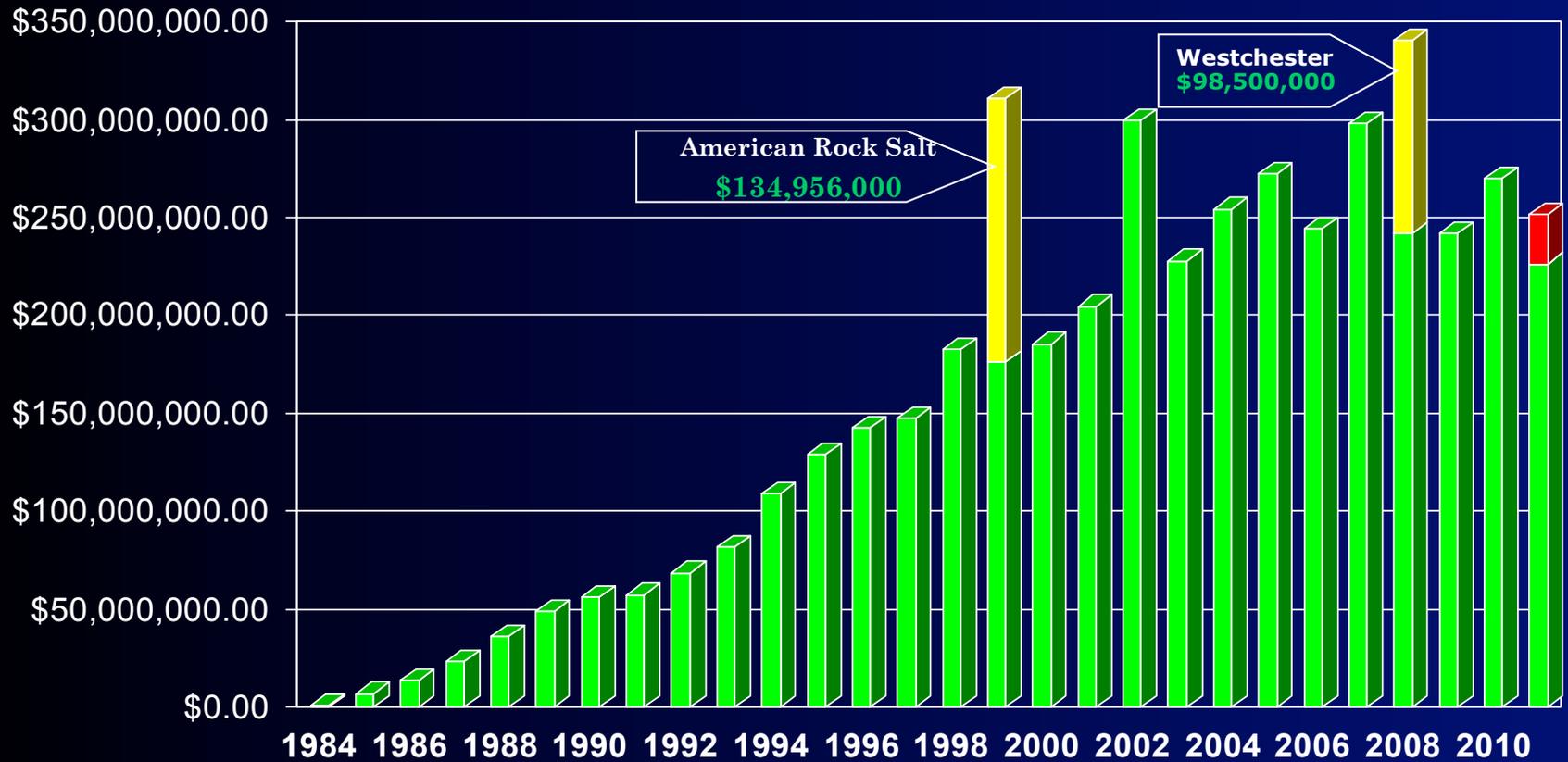
- Attribution

- Client confirmed impact to his/her success; or its eliminated.
- Auditors seek weak link, who reviews outcomes and what objective.

ECONOMIC IMPACT

January 1st, 1984 – August 15th, 2011

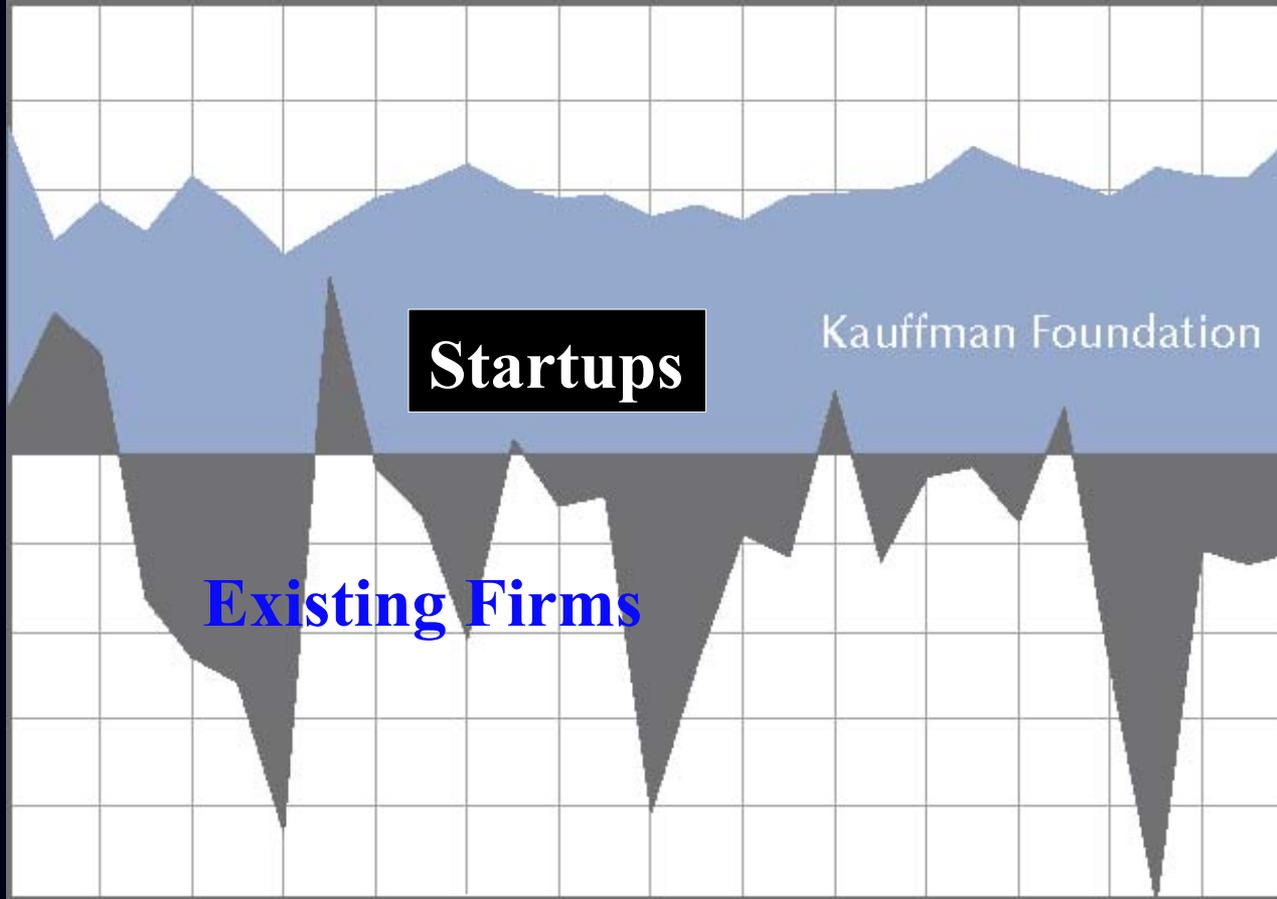
\$226,273,201 FY 11



Startups Create Most New Net Jobs: Kaufman Foundation Research Series

Tim Kane

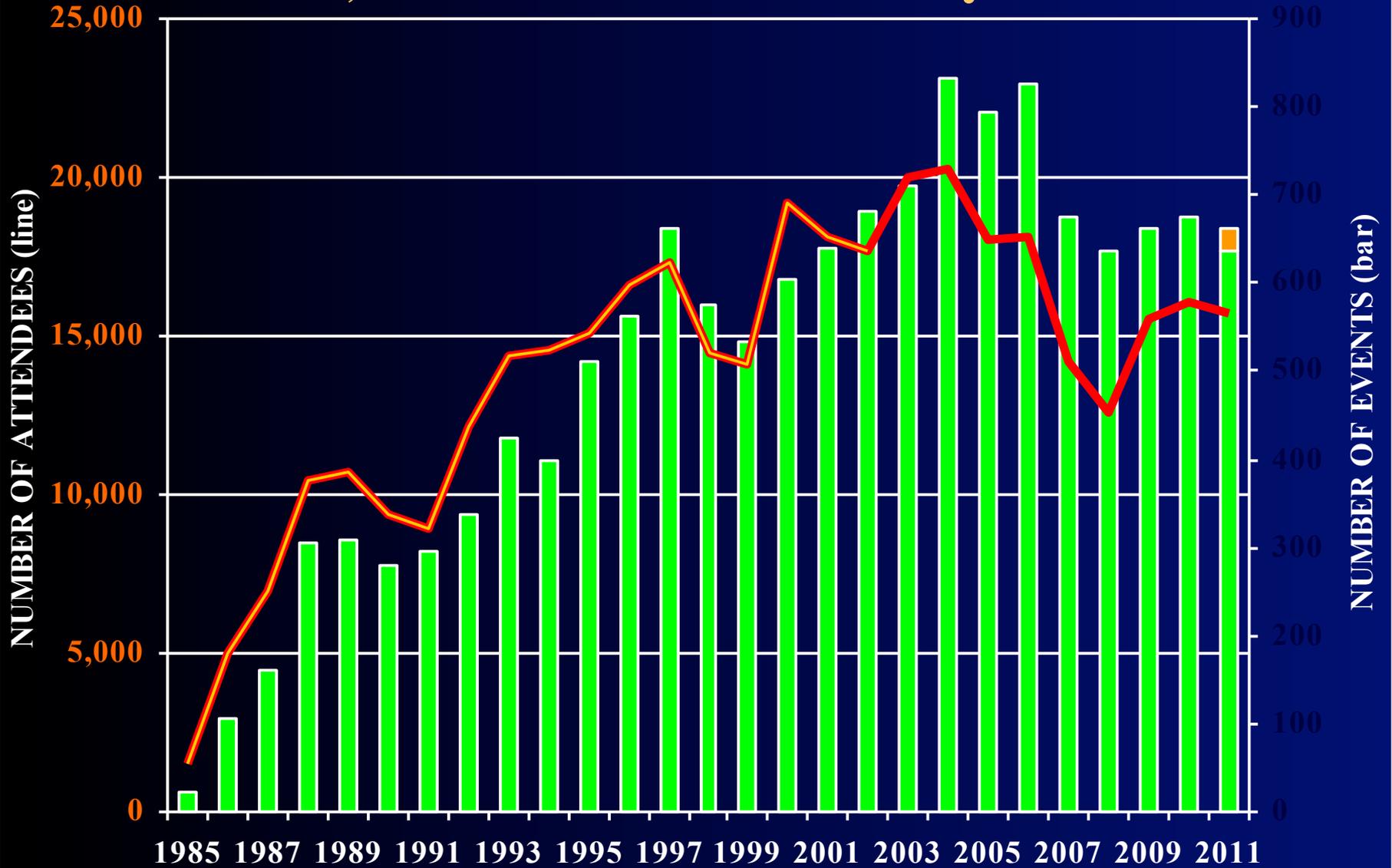
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TRAINING

January 1, 1985 – August 15, 2011
15,029 Attendees 636 Events Q1 FY 11



Results

Dun & Bradstreet:

94.9% of SBDC start-ups in business after 5 years;

less than 50% in business 4 years for non-assisted start-ups

Annual national/NY impact study found;

Employment levels **increased for NY assisted firms by 7.9%** compared to an **average NY firm of no increase (0%)** in employment for non-assisted businesses

Each dollar expended on the SBDC **leveraged \$25.82** in small business investment by entrepreneurs each year

\$3.16 in incremental tax revenues were generated **the year** clients were assisted, clients attributed impact

Clients generated **8,864 new jobs**

5,235 jobs were saved

Universe of clients surveyed: **11,808 clients** (4,939 established; 6,869) pre-ventures

Services segmentation

- **Business Planning/Capital Access**
- **Underserved**
- **Procurement**
- **Disaster Recovery**
- **Veterans**
- **Exporting**
- **Innovation/Competitiveness**
- **Sustainability**
- **Older Entrepreneurs**



A unit of the NYS Small Business Development Center

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The Office of Entrepreneurial Education (oe²)



The Office of Entrepreneurial Education (oe²) is the educational arm of the [New York State Small Business Development Center](#) that promotes interest in entrepreneurship through educational programs. Oe2 is supported by the [Small Business Administration](#) and administered by [The State University of New York](#).

News

New Version of EntreSkills is released - Monday 6/6/2011

The Office of Entrepreneurial Education, a division of the New York State Small Business Development Center, has released the new version of its EntreSkills program, free of charge to all New York State high school teachers, home school

Areas of priority

Underserved Segments: New Americans - Immigrants



A Unit of the
NYS Small Business Development Center

Emphasis on Results:

A new
business is
opened by an
SBDC client
every 2.5
hours

A job is
created or
saved by an
SBDC client
every 90
minutes

A new
client is
assisted
every 40
minutes





**Stella Penizotto
Meets President
Obama in the
Rose Garden as
National Small
Business Award
Winner 2010**

<http://www.nyssbdc.org/>

