

Veterans Business Outreach Center (VBOC)

U.S. SMALL BUSINESS ADMINISTRATION



VETERANS BUSINESS OUTREACH CENTERS





VBOC - History



- **Created by Public Law in 2010**
- **Federally Funded through SBA Grant
(14 initial – 22 currently)**
- **Grantee NM Department of Veteran Services**
- **Staff:**
 - **Richard Coffel – Director**
 - **Jim Cassidy – Business Advisor**
 - **Kymm Posey – Business Ops Specialist**





Mission



- The Veterans Business Outreach Center program is a one-stop-shop for transitioning service members, veterans, National Guard/Reserve members and military spouses looking to start, purchase or grow a business.





Area of Responsibility

- **New Mexico and Colorado**
- **Cover 8 military installations:**
 - **New Mexico - Kirtland AFB, Cannon AFB & Holloman AFB**
 - **Colorado – Buckley AFB, USAFA, Peterson AFB, Schriever AFB, and Ft. Carson**



Training

- **Boots 2 Business**
- **Boots 2 Business Reboot**
 - **Boots to Business / ReBoot Curriculum**
 - **Module 1 – Introduction to Business Ownership**
 - **Module 2 – The Right Idea**
 - **Module 3 – Understanding Markets**
 - **Module 4 – Economics**
 - **Module 5 – Legal Entities**
 - **Module 6 – Financing**
 - **Module 7 – Next Steps**
 - **Module 8 – Moving Forward**



Specialized Training

- **Govology**
 - 90 Free Webinars
 - Government Contracting
- **U.S. Department of Agriculture**

STARTING A RURAL BUSINESS?

DISCOVER YOUR RURAL ELIGIBILITY

RURAL IS
CLOSER
THAN YOU
THINK!

USDA Rural Business Programs
provide support to rural small
businesses. These programs assist with:



Capital (direct loans and
loan guarantees)



Job Training & Entrepreneurial
Skill Development



Equipment & Space

SEE IF YOU QUALIFY:

bit.ly/usdabusinessmap

LEARN MORE BY VISITING YOUR LOCAL OFFICE

bit.ly/usda-locator



United States Department of Agriculture

USDA & Rural Small Business



TRANSITIONING SERVICE
MEMBER



VETERAN



BUSINESS OWNER

USDA can help you build and grow your rural small business:

- Loans and Loan Guarantees
- Processing and Marketing of Products
- Energy Efficiency Improvements

Loans and Loan Guarantees

- Start-up costs
- Business acquisition
- Purchase and development of land, buildings or facilities
- Purchase of equipment, machinery, supplies or inventory
- Business conversion, enlargement, repair or modernization

USDA is
OPEN for
Business

 **FACT SHEET**



Processing & Marketing of Products

- Assists agricultural producers in funding value-added activities related to the processing and/or marketing of new products
- Supports generation of new products
- Expands marketing opportunities
- Increases producer income

 **FACT**
SHEET



Energy Efficiency Improvements

Funds are available for:

- Insulation
- Lighting
- Electric or solar
- Cooling or refrigeration units
- Small and large wind generation
- Small and large solar generation
- Replacement of energy-inefficient equipment
- Efficiency heating and air conditioning systems (HVAC)



 **FACT SHEET**



United States Department of Agriculture

USDA & Rural Small Business



TRANSITIONING SERVICE
MEMBER



VETERAN



BUSINESS OWNER

For more information on USDA's Rural Development programs and services, visit:

bit.ly/usda-programs

USDA also works with local Veterans Business Outreach Centers (VBOCs) and the SBA Resource Partner Network to assist you with your rural small business needs.



Counseling

- **We start with the basic questions of:**
 - **Is Entrepreneurship for you?**
 - **Are you a risk taker?**
 - **Are you a self-starter?**
 - **How well do you plan and organize?**
 - **How well do you get along with different personalities?**
 - **Are you a positive thinker?**



Feasibility

- **Determine the feasibility of your idea.**
 - **Why do you want to start a business?**
 - **What kind of business do you want to start?**
 - **Have you done any market research?**
 - **Is there a benefit to starting this business?**
 - **Who are your competitors?**
 - **Is there a need for this business?**



Idea or Concept

- **Business Idea or Business Concept?**
 - **Clear Benefit**
 - **Profit Potential**
 - **Barriers to Entry**
 - **What sets you apart**



First Steps

- **What to name your business?**
 - Check with Secretary of State office
- **Determine a legal structure.**
 - Sole Proprietor
 - Limited Liability Company (LLC)
 - S – Corporation
 - Partnership
 - C – Corporation
 - B – Corporation



First Steps Cont'd

- **How to Register your business:**
 - **Taxation and Revenue – Gross Receipts Tax**
 - **Your city, municipality or county**
 - **Apply for Employers Identification Number – www.irs.gov**



Financing

- **Methods of Financing:**
 - **Bootstrapping**
 - **Micro Lenders**
 - **Angel Investors**
 - **Crowd Funding**
 - **Banks**



Market Research

- **IBIS World**
 - Past History
 - Future Outlook
 - Risks
 - Competitors
 - Detailed Report



Franchising



A STRATEGIC INITIATIVE OF THE
INTERNATIONAL FRANCHISE ASSOCIATION

★ SINCE 1991 ★

<http://www.vetfran.com>





Contracting

- **If you want to be a Contractor:**
 - Federal – SAMS
 - VA – Vet Biz (CVE)
 - State of NM –
www.tax.newmexico.gov/
 - State of Colorado –
registration with VA
- **Referral to PTAC**



Referrals

- **SBDC – Business Plans & Financing**
- **PTAC – Certification as Veteran Owned
– Government Contracting**
- **SCORE – Mentorship**
- **USDA FSA – Farming and Ranching
– Rural Development – Rural Business**
- **WESST- Business Plans and Financial Lending**



Outreach

- **VBOC on the Road**
- **VBOC on the Rez**
- **Benefit Fairs**
- **DVS sponsored events**
- **NM & CO District SBA Office events**
- **National Conferences**



Finally

**Thank you for your service
and
Commitment to our Nation!**

