



Department of Economic Development



Small Business & Innovation Division

Governor's Entrepreneur & Small
Business Office

SARL
January 2008

**GA Department of Economic Development
Small Business & Innovation Division**



- **Governor's Entrepreneur & Small Business Office (ESBO)**
- **Regional Entrepreneur and Small Business Program**
- **Innovation & Technology Office / Centers of Innovation**

Governor's Entrepreneur & Small Business Office (ESBO)



- **GA ESB Coordinating Network**
- **“Entrepreneur Friendly” - EF Phase II**
- **ESB Resource Website www.georgia.org/business/smallbusiness**
- **Small Business Regulatory Reform Initiative (SBRRI)**
- **Governor's Mentor Protégé Program (GMPP)**
- **Minority Partners Outreach**
- **National Promotion / Gatherings / Connections**

Governor's Entrepreneur & Small Business Office



Georgia ESB Coordinating Network

State and federal ESB resource providers assess statewide ESB issues...

- Access to Capital (OneGA ESB Loan Guarantee Program)
- Entrepreneur Education (inventory database-all schools)
- Minority Partnerships (dedicated staff)
- ESB Resource Website / Resource Awareness
- Cross Training / Marketing
- Education for Practitioners (E-Summit hosted by Governor, Network)

March 4-5, 2008 – Perry, GA– You're invited!

Regional Entrepreneur & Small Business

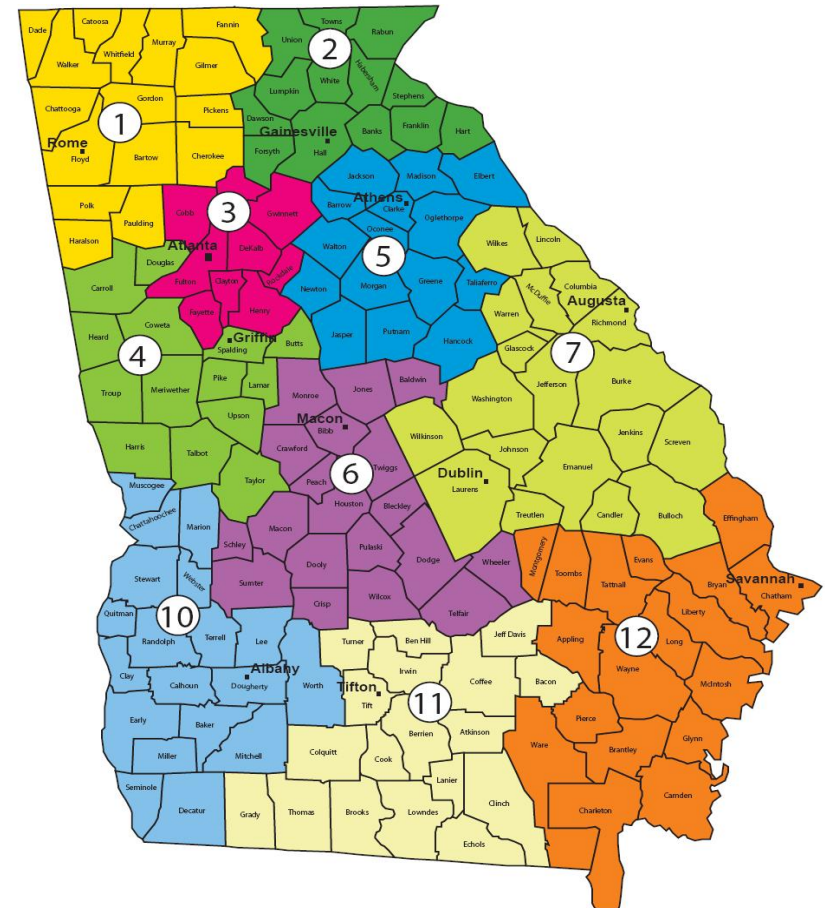


• **Small business call program**

- * 0 – 19 employees
- * Growth companies
- * Strategic industries (agribusiness, logistics/trans, life sciences, energy/environmental, technology/software/multimedia, Advanced Mfg.)
- * Connect to state/fed resources
- * Market Research Data / SBDC partner

• **“Entrepreneur Friendly” initiative**

- * Develop a local culture that supports entrepreneurs and small businesses.
- * Include ESB in local economic development strategic plan.



Entrepreneur Friendly Initiative



Future of “EF” Program



The EF designation opportunity:

June 30, 2007: commit to become EF

August 31, 2008: last date to earn designation

TO DATE: 64 / 159 - 75 in process



“Entrepreneur Friendly” Phase II (EFII)

- **Value-add to “EF” - Identifies entrepreneur innovation/creativity through challenges and opportunities discovered during EF process**
- **Fosters an entrepreneur culture and non-traditional thinking**
- **Strategic planning facilitation for**
 - * post EF designation
 - * anniversary
 - * any time to re-energize
- **Goals: ownership, timelines to add accountability, sustainability**
- **Incorporates ESB strategic plans into a community’s overall economic development strategic plan**
- **Statewide recognition**



EFII includes continuous post-designation support:

- Professional Development for EF communities
- EFIF grant awards & project follow through
- PR
- Best Practices listing and promotion
- Speaking engagements
- 'Hot off the Press' News
- Opportunities for trade missions, marketing events



EFII BEST PRACTICES

- **Customized business courses – seminars / workshops**
- **Resource centers & greater resource awareness**
- **Economic Gardening (market research data)**
- **Improved resource web sites – on line gov't. forms/cooperation**
- **Youth camps / programs**
- **High school “techies”**
- **Mentor programs**
- **Improved tracking methods**
- **Sector focus i.e. arts, tourism - “artrepreneur”**
- **Spanish classes**
- **Business licensing process streamlined**

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Governor's Mentor Protégé Program

- **Pairs industry giants with 3-year old, growth-stage companies**
- **One-on-one mentoring on ANY areas identified by protégé**
- **12-month relationship provides most unique opportunities and access to resources not available in any other way**
- **Mentor sponsors / PR / Community Give Back**
- **Impact tracking**



Small Business Regulatory Reform Initiative

- **Launched February 2007** *“faster – friendlier – easier”*

< < < 877 REGS 4 GA - www.regs4ga.org > > > >

- **Selected state liaisons responsible for responding to each question**
- **Report nature of the call to ESBO for tracking most frequent regulatory concerns, reporting back to Governor**

Governor's Entrepreneur & Small Business Office



Minority Partners Outreach

- **Continuation of former Governor's Small Business Center**
- **Network and connect with Georgia's minority communities through workshops, exhibits, speaking engagements, sponsorships, etc.**
- **Dedicated staff necessary due to large volume of partners**

Governor's Entrepreneur & Small Business Office



- Overall involvement with national entrepreneur organizations to further entrepreneurship efforts
- Efforts and continuously learning of other programs, staying abreast and assisting other states with their ESB efforts

State of Mississippi

IEDC

Economic Gardening

Lowe Foundation

NFIB

Kauffman Foundation

State of South Carolina

State of North Carolina

Upper Peninsula

Legislative Conferences

Delta Region

SARL

Statewide ESB Resources



- East GA College-GREDC
- Centers of Innovation
- GA Dept. Administrative Services
- GA Dept. of Agriculture
- GA Dept. Technical & Adult Education
- GA Dept. of Community Affairs
- GA Dept. of Economic Development
- GA Dept. of Education
- GA Dept. of Labor
- GA Dept. of Revenue
- GA Micro Enterprise Network
- GA Research Alliance
- GA Rural Development Council
- Russell Int'l. Center for Entrepreneurship

- GA Technology Authority
- Advanced Technology Dev. Center
- GA Minority Business Dev. Center
- Governor's Office
- Office of Planning & Budget
- Office of Secretary of State
- OneGeorgia Authority
- Small Business Development Center
- University System of Georgia

Federal ESB Resources:

- Small Business Administration
- USDA Rural Development
- Internal Revenue Service

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*can't find your competitive edge?
be a world-class community for entrepreneurs!*

thank you!

Mary Ellen McClanahan
Director

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www.georgia.org/business/smallbusiness