



2019 ANNUAL REPORT

Maine Small Business Development Centers





ONLY AS GOOD AS OUR PEOPLE.

Not pictured: Anne Lancaster and Brad Swanson

We are proud to present the Maine SBDC team.

Each member of this team – made up of new and familiar faces – works hard every day to guide Maine’s business owners toward success. They help entrepreneurs achieve their goals and dreams of owning and operating thriving small businesses. Each business advisor brings unique expertise and experience that helps strengthen the Maine SBDC program.

Business advisors are experts in:

**Starting a Business | Financial Management
Business Planning | Business Transitions & Acquisitions
Credit & Financing | Marketing & Sales**

This team is committed to providing valuable assistance to Maine’s hardworking entrepreneurs. Business owners can count on our team of professional business advisors, who are here to help Maine’s economy grow.

ACHIEVING SUCCESS IN 2019

MAINE SBDC CLIENTS ARE MORE LIKELY TO SUCCEED!

A recent study of Maine SBDC clients found that more than 72% were still in business after 3 years, higher than national averages.¹

The Maine SBDC helps entrepreneurs with the creation, growth and success of their small businesses.

Business advisors located across Maine provide no cost, confidential business advising and training.

With the guidance and expertise of their business advisors, entrepreneurs develop the skills necessary to run successful businesses.

IN 2019...

133 Businesses Started

600 Jobs Created & Saved

\$26.8 Million Capital Generated

9,230 Hours of Assistance

1,553 Entrepreneurs Assisted

12 Professional Business Advisors

10 Locations Across the State
(with additional outreach locations)

Critical to the Maine SBDC's success are the partner organizations that host our business advisors:



¹ When compared to U.S. data from the U.S. Bureau of Labor Statistics, Business Employment Dynamics Statistics.
https://www.bls.gov/bdm/us_age_naics_00_table7.txt

SMALL BUSINESSES, LARGE ECONOMIC IMPACT

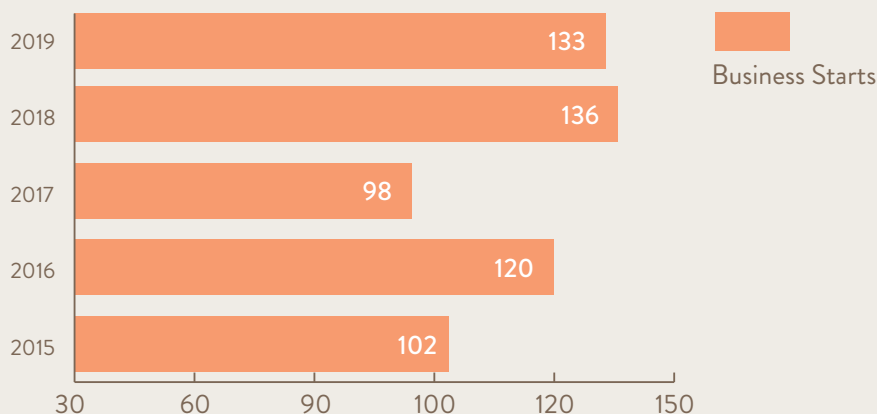
Over 1,500 entrepreneurs turned to the Maine SBDC in 2019 to help navigate the process of starting, managing or growing their businesses.

With the guidance and expertise of business advisors located throughout Maine, these entrepreneurs develop the skills necessary to meet their goals, create successful businesses, and improve the local economies in which they reside.

The program's impressive results year after year stand as proof of the strength of these advisor-client relationships. Certified business advisors met with 1,553 clients to help start 133 businesses, create and save 600 jobs and access \$26.8 million in capital. Over 9,200 hours were spent advising clients towards success.

STARTING SUCCESSFUL BUSINESSES

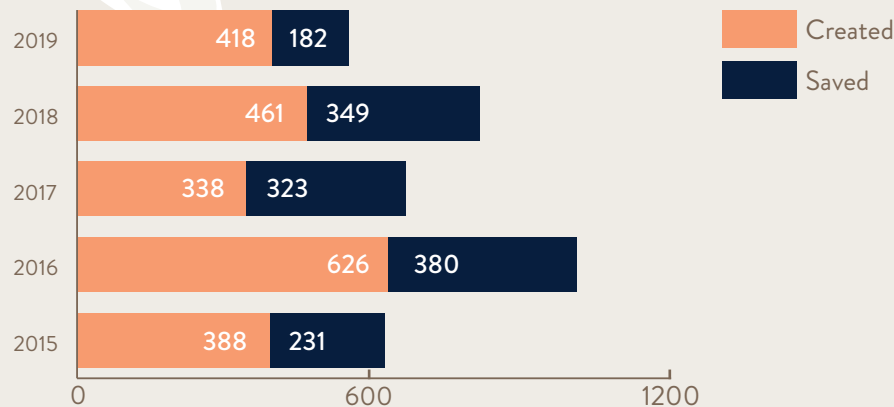
Business advisors worked with clients, partners, and lenders around the state, contributing to the establishment of **133** new sources of employment and incremental tax revenue.





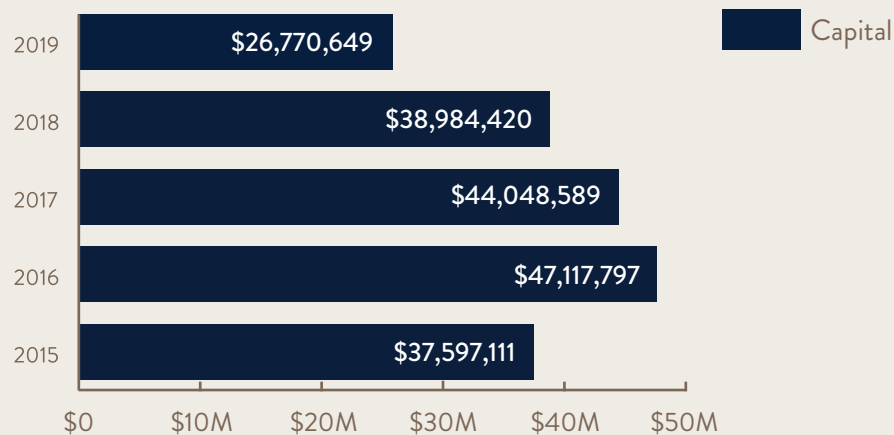
CREATING & SAVING MAINE JOBS

Maine SBDC clients created and saved 600 jobs in 2019.



GENERATING CAPITAL INVESTMENTS

During 2019, Maine SBDC clients accessed \$26,770,649 in capital formation. This includes a compilation of owner investment, lender financing and other capital accessed by Maine SBDC clients.



RETURN ON INVESTMENT

Return on investment for the Maine SBDC is evaluated, analyzed and reviewed annually through an independent study conducted by Dr. James Chrisman at Mississippi State University.

His findings are based on information provided by a survey of clients meeting with a Maine SBDC business advisor for at least five hours. Dr. Chrisman's most recent report indicates that...



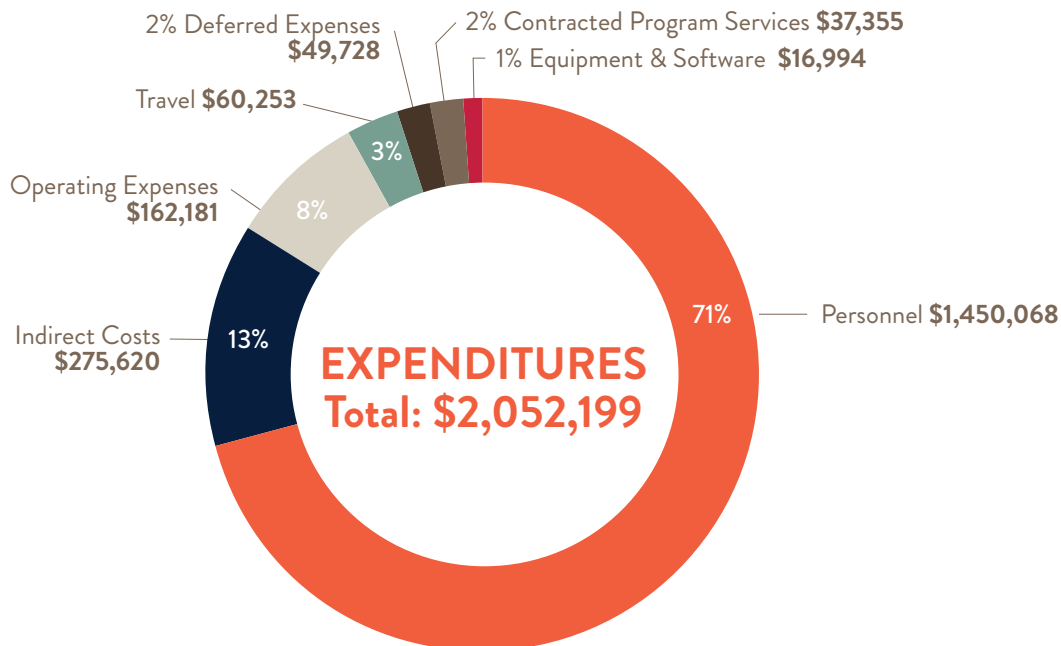
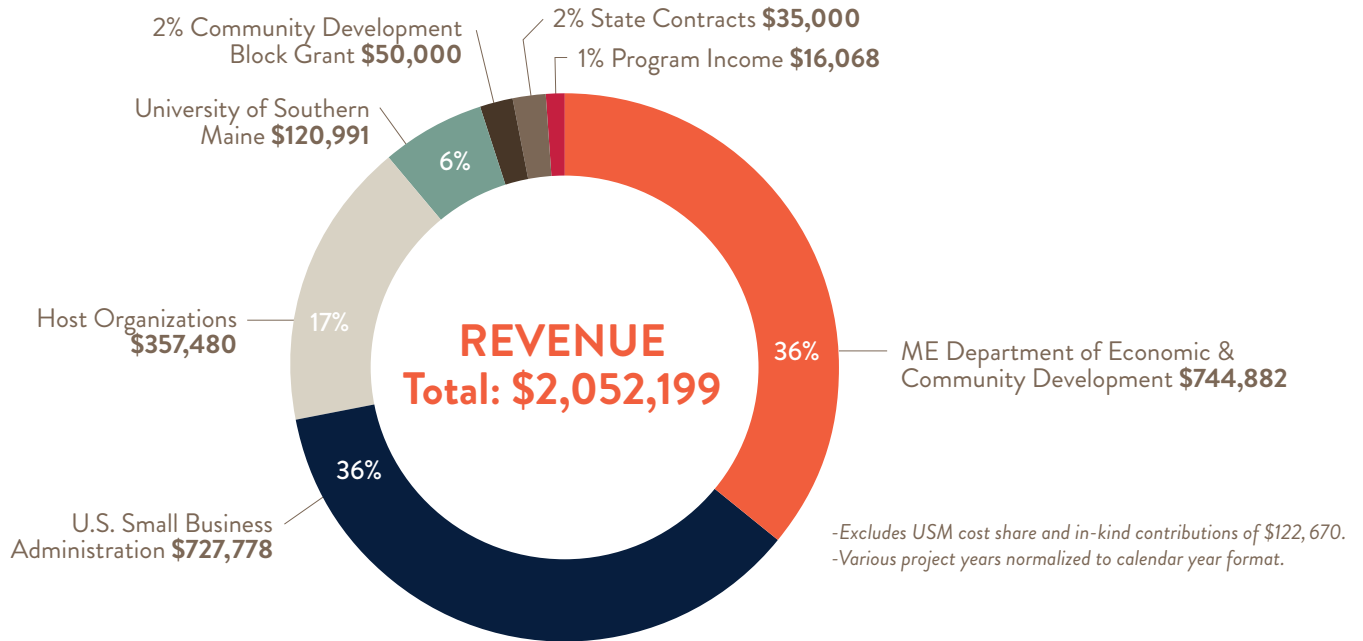
**FOR EVERY DOLLAR
INVESTED IN THE MAINE SBDC**

\$3.18

**WAS RETURNED IN INCREMENTAL
TAX REVENUE**



2019 FINANCIAL OVERVIEW





HIGHLIGHTS OF 2019

Maine SBDC welcomed new business advisors to the team including [1] Lori Allen (Auburn), [2] Susan Desgrosseilliers (Portland), [3] Anne Lancaster (Biddeford), [4] Alison Lane (Bangor), and [5] Raynor Large (Auburn).

Maine SBDC connected with Maine's congressional delegation in 2019. [6] While in Washington D.C., Maine SBDC State Director Mark Delisle met with Maine's representatives including Senator Susan Collins to review the results of the program and discuss key issues facing small businesses in Maine. [7] In addition, Congressman Jared Golden supported the Maine SBDC by sponsoring a bill to reauthorize the SBDC program nationally. Congressman Golden also hosted a roundtable of Maine SBDC clients to hear of their experiences and needs as business owners.

Two Maine SBDC business advisors received awards in 2019. [8] Ann McAlhany was recognized by the America's SBDC as Maine's State Star in 2019. The award, given annually, recognizes a member of the Maine SBDC staff that has shown exemplary performance and a strong commitment to small business success. [9] Business Advisor Josh Nadeau was recognized by Momentum Aroostook as a 2019 Aroostook Achiever.



Maine SBDC was committed to professional growth in 2019. [10] In May, the team attended a professional development conference with other New England SBDCs. [11] The team also attended a professional development conference in September for SBDCs across the country in Long Beach, California.

[12] USM Graduate Assistant Diana Grandoni joined the Maine SBDC to help research the sustainability of businesses that started with the assistance of the Maine SBDC.

Maine SBDC visited and highlighted several client businesses in 2019. [13] To celebrate National SBDC Day in March, the SBDC and SBA toured Wilcox Wellness & Fitness in Brunswick. [14] In November, Maine SBDC, the SBA and several other partners toured downtown Biddeford businesses to promote Small Business Saturday.

[15] Center Director & Business Advisor Peter Harriman joined a group of USM students and professors on an educational trip to Iceland. The trip was part of USM's collaborative partnership with Reykjavik University. Peter provided insight and instruction to students who were able to get a better understanding of the entrepreneurial ecosystem in the tourism industry.

2019 SBDC CLIENT RESULTS BY COUNTY

COUNTY	CLIENTS ADVISED	BUSINESSES STARTED	JOBS CREATED/ SAVED	CAPITAL GENERATED
Androscoggin	145	11	37	\$1,334,150
Aroostook	128	19	92	\$4,376,500
Cumberland	412	29	108	\$5,655,450
Franklin	39	5	19	\$350,406
Hancock	121	15	51	\$1,167,344
Kennebec	98	10	61	\$2,073,276
Knox	30	1	13	\$101,091
Lincoln	39	1	3	\$282,500
Oxford	43	7	28	\$460,350
Penobscot	166	14	43	\$4,303,327
Piscataquis	17	0	0	\$4,250
Sagadahoc	28	3	7	\$914,000
Somerset	38	4	24	\$734,000
Waldo	47	2	30	\$2,770,595
Washington	19	1	2	\$49,460
York	158	11	82	\$2,193,950
Other	25	0	0	\$0
GRAND TOTAL:	1,553	133	600	\$26,770,649

1,553

CLIENTS ADVISED

600

JOBS CREATED/SAVED

133

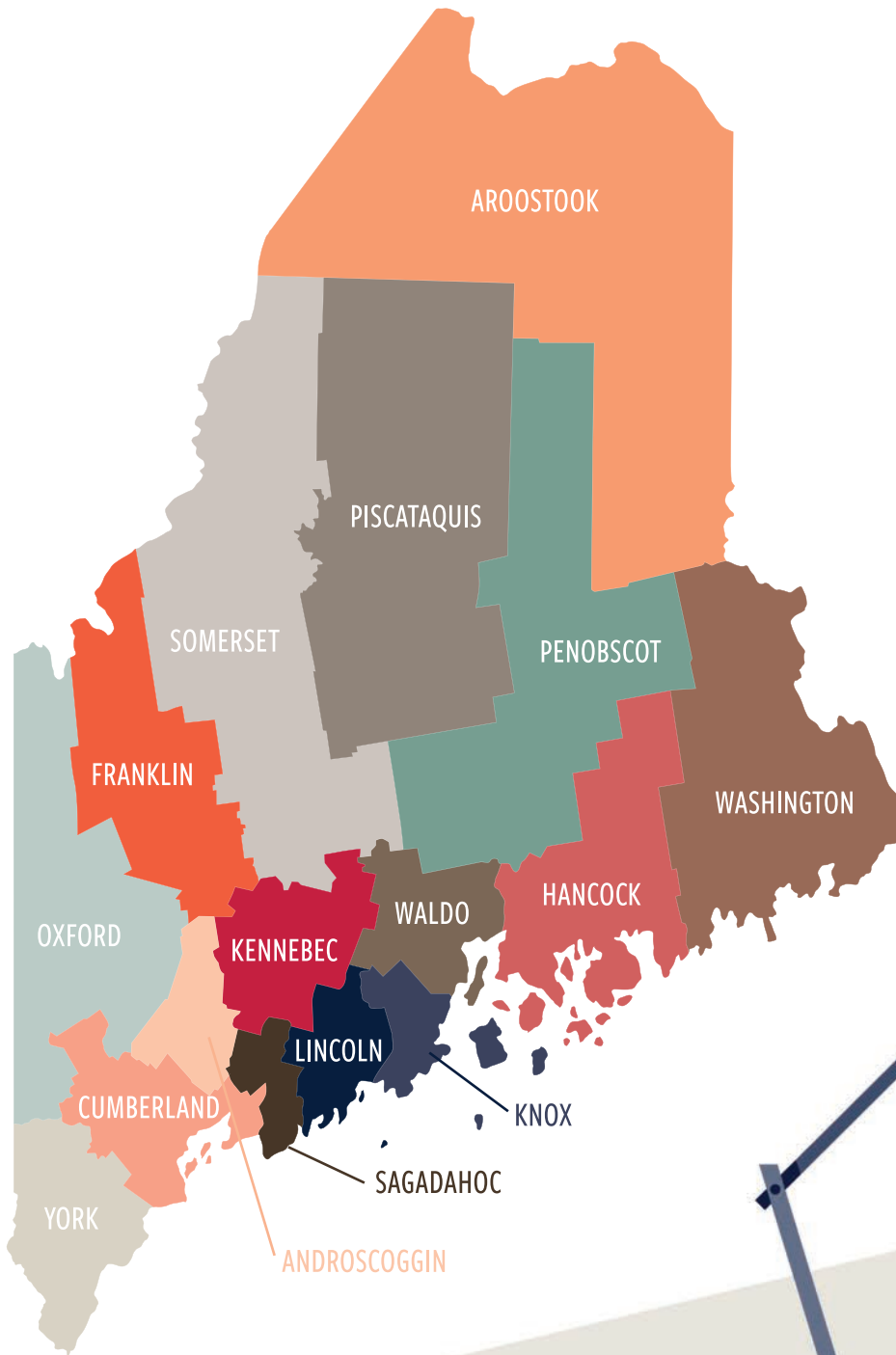
BUSINESSES STARTED

\$26.8M

CAPITAL GENERATED

ON AVERAGE, MAINE SBDC
HELPS START A NEW
BUSINESS EVERY

3 DAYS



CLIENT COMPOSITION

- 21.2% RETAIL
- 14.6% HOME-BASED
- 7.7% MANUFACTURING
- 7.1% AGRICULTURE, FORESTRY,
FISHING, HUNTING
- 6.6% ARTS, RECREATION,
ENTERTAINMENT
- 5.9% PROFESSIONAL, SCIENTIFIC,
TECHNICAL SERVICES
- 5.6% ACCOMMODATIONS,
FOOD SERVICES
- 5.4% HEALTH CARE,
SOCIAL ASSISTANCE
- 4.3% CONSTRUCTION
- 3.6% REAL ESTATE AND
RENTAL AND LEASING

48.5%
WOMEN

7.1%
VETERANS

8.4%
MINORITIES

STARTING NEW BUSINESSES

64.4%

ALREADY IN
BUSINESS

35.6%

37

Total number of
in-person and online
workshops/seminars

607

Total number
of attendees



THE GARRISON

DANDELION CATERING & | YARMOUTH THE GARRISON

Client: Christian & Christine Hayes
Business: Dandelion Catering/The Garrison
Client Since: May 2017
Business Advisor: Brad Swanson
Location: Yarmouth, Cumberland County

For ten years, **Dandelion Catering** has been providing fresh, quality prepared food that celebrates the local resources that Maine and New England have to offer. The business had experienced a surge in growth due to their focus on top shelf service and creative, attractive food offerings. Business owners Christian and Christine Hayes had big plans to scale up the operation and reached out to Brad Swanson, business advisor at the Maine SBDC for guidance.

The first phase of their growth involved the doubling of their production, storage and prep space. Swanson helped the pair navigate through spreadsheets of projections and forecasts, working with them to create a full set of realistic financials that demonstrated that the expansion was not only necessary but would support more sales and higher profits.

After successfully accessing funds to expand their catering kitchen, the Hayes' turned again to Swanson for support in charting their course to financing for the second phase of their growth plan - a 55 seat intimate dining restaurant with bar. The couple envisioned a space, surrounded by the rushing Royal River on both sides, where award winning Chef and Owner Christian Hayes and his team would serve Christian's brand of "thoughtful food" inspired by Mediterranean and Asian cuisine.



Financing a complete redesign and expansion in a location also shared by their catering company took thoughtful spatial and business planning. With financing secured through their local banking partner, they launched **The Garrison**.

Opening in July 2019 and located within the historic Sparhawk Mill in Yarmouth, The Garrison cultivates and inspires through fresh, locally and humanely sourced dishes. The Hayes have created a company that reflects their lives – simple, approachable, and humble, yet very unique.

Christian comments, *"Without Brad's guidance and assistance we would never have been able to move efficiently and confidently towards the risk of scaling up. With his help, we are ready to succeed at all costs."*



FRECKLE SALVAGE COMPANY | WINTHROP

Client: Nicole Stanford
Business: Freckle Salvage Company
Client Since: May 2016
Business Advisor: Raynor Large
Location: Winthrop, Kennebec County

Nicole Stanford is the owner of **Freckle Salvage Company**, a business located in the western Maine foothills that features unique vintage finds mixed with new home goods. Alongside her husband and son, she had been selling her products successfully online and at markets. She decided it was time to expand her business. Her goal was to leave her full-time job and open a retail location in Winthrop, Maine.

To understand her next steps, Nicole reached out to Raynor Large, business advisor at the Maine SBDC. Raynor helped Nicole understand the steps to starting this new venture. He provided information on the different business entities and insurance options. The pair also worked to get a better understanding of the business' finances. They were able to build a set of financial projections that helped her understand how much she would need to sell in order to stay profitable and continue moving forward.

Freckle Salvage Company opened its doors in August 2019. Located at 129 Main Street in Winthrop, the business has received rave reviews. Reviewers comment on the amazing products ("treasures"), the affordable pricing and the friendliness of Nicole and her family with phrases like "incredible shop & lovely owner", "this is what the downtown needs", and "awesome store with awesome finds."



Nicole comments, "After 22 successful years working in retail management, stepping away to run a shop with my own money was scary. Working with Raynor at the Maine SBDC helped give me a sense of accountability. Having someone to double check with, helped reinforce that I was on the right track. Monthly conference calls help me keep my financials in check, as well as giving me a second perspective on my results. I'm able to share my short and long term goals with him. I look forward to working with Raynor and the resources at the Maine SBDC to make those goals a reality."



SCIENCE DOGS OF NEW ENGLAND | ELLSWORTH

Client: Lindsay Ware
Business: Science Dogs of New England
Client Since: January 2018
Business Advisor: Shannon Byers
Location: Ellsworth, Hancock County

Lindsay Ware has a passion for wildlife and conservation. That is why she started **Science Dogs of New England**. This new business creates opportunities and solutions for conservation and environmental research in New England using highly trained dogs for efficient, low-impact data collection and conservation processes.

Lindsay worked with Maine SBDC Business Advisor Shannon Byers to help her think through her idea, understand her market and work through the steps of starting a business. They discussed her branding and marketing message including logo design, website, and attire. They also worked together to review her processes and operations.

Science Dogs of New England officially launched in 2019. They supply scent detection teams to conservation and research organizations such as government agencies, private organizations, and educational institutions. Each highly-trained dog is accompanied by a handler who is not only skilled in working with their canine partner but is also an experienced field biologist.

Their dogs are trained in scent detection and physically primed for fieldwork. Their science dogs can be trained to track and detect live animals, animal scat, egg masses, plants and more. Conservation detection dogs have been repeatedly shown to increase sample size, cover large study areas more efficiently, find small targets, and have a low ecological impact on study areas.



Lorne

LORNE WINE

BIDDEFORD

Client: Erin Sheehan and Carson James

Business: Lorne Wine

Client Since: January 2019

Business Advisor: Susan Desgrosseilliers

Location: Biddeford, York County

Erin Sheehan and her husband Carson James first approached the Maine SBDC with an idea and a draft business plan. They needed help refining their plan and creating financial projections for a new wine bar and retail shop.

Erin and Carson started working with Maine SBDC Business Advisor Susan Desgrosseilliers. Susan helped the pair to understand and create helpful and realistic financial projections. They also worked together to fine-tune their business plan and understand the lenders that could meet their needs. They submitted their application and received the funding they needed to start their business.

Erin and Carson opened **Lorne Wine** in June 2019. Located in the heart of downtown Biddeford, Lorne Wine offers wine, beer, and cider, focusing on wines that are sustainably grown (often using organic, biodynamic, dry-farming, and no-till approaches) and made with minimal intervention to express their place of origin. In addition, they offer a wine club and wine classes.

Erin and Carson comment, “Working with Susan was a game changer for us. She is positive, shows outstanding initiative, great understanding of our market and our idea and has the ability to deliver feedback that is clear and actionable. We will not hesitate to recommend her to other aspiring entrepreneurs in southern Maine and are anxious to continue working with her as our business takes shape and grows.”



GRASSHOPPER ACADEMY | HOULTON

Client: Lacey Clark
Business: Grasshopper Academy
Client Since: August 2018
Business Advisor: Josh Nadeau
Location: Houlton, Aroostook County

Lacey Clark had been a co-owner of a successful daycare in Houlton, Maine for a number of years. From her experience, she understood that childcare in Aroostook County is extremely limited with most providers at 100% capacity. When she saw that another existing daycare across town was going to be closing its doors, she understood what this would mean for families and the community.

Lacey made the decision to leave her business partnership and go out solely on her own. She wanted to purchase this existing daycare and keep the doors open. She turned to Josh Nadeau, business advisor at the Maine SBDC. Josh helped craft a business plan and accompanying financial projections. With seller financing and some owner investment, she was able to purchase the **Grasshopper Academy**. Grasshopper Academy provides childcare for children ages six weeks to twelve years of age.

A few months later, Lacey reached back out to Josh. She wanted to purchase the building where the daycare was currently operating. Josh helped her through the negotiation process with her landlord. He again helped her to refine her business plan and create a set of financial projections in order to obtain a loan. In September 2019, she purchased the



building. Since purchasing the business, Lacey has been able to expand and hire two employees and enroll more children into her center.

Lacey comments, “I can’t thank Josh enough for all his help. He has a great personality and goes above and beyond to help with whatever is needed. While I was still working and trying to purchase a building, Josh and staff would drive to me to get documents and truly made this as easy and non-stressful as this could be. Thank you for making my dream come true!”



Client: Tobey Tozier
Business: Transcapsule
Client Since: February 2019
Business Advisor: Peter Harriman
Location: Gorham, Cumberland County

Tobey Tozier recognized a need in the transgender community. Through personal experience, he has found that this market of 1.4 million transgender adults in the U.S. lacked easy ways to document their transitions and track the effects of Hormone Replacement Therapy (HRT) over time. Changes are usually tracked through photos, video, audio clips, body measurements and journaling on various apps and devices.

As a graphic designer and social entrepreneur, he wanted to create an all-in-one app that allowed users to easily document transitions in a single place. **Transcapsule** will provide a private and secure platform to help people in the trans community find peace and happiness in who they are. It will also provide a way to collect anonymous data that can be shared with medical providers to further research on trans health.

Tobey turned to the Maine SBDC and SCORE for help finding the funding needed for software development and formation of a beta version. At the Maine SBDC, Tobey

worked with Business Advisor Peter Harriman who helped him structure his project into phases. Peter also assisted with business planning, taxes, revenue streams, and funding options. Peter suggested he submit an application to the Libra Future Fund and the Maine Technology Institute. Tobey applied and was awarded funding from both organizations and was able to move his project forward.

Tobey continues to work with Peter as his product gets closer to market. He expects Transcapsule to launch in Summer 2020.





TRUE NORTH BEAUTY | MILO

Client: Heather Lux
Business: True North Beauty
Client Since: October 2018
Business Advisor: Ann McAlhany
Location: Milo, Piscataquis County

Heather Lux was disappointed with the skin care products on the market. She wanted a natural, effective and luxurious product that would help her skin look its best. This is why she created True North Beauty.



True North Beauty is a blossoming skincare and lifestyle brand that utilizes the unique benefits of Chaga, a wild Maine mushroom. Chaga grows on birch trees in cold weather climates and is especially prominent in Northern New England. It is known for its anti-microbial and anti-inflammatory properties, and is dense in antioxidants. True North Beauty utilizes a patent-pending process to extract these diverse properties to create a Chaga Infused Formula™.

Heather reached out to Maine SBDC Business Advisor Ann McAlhany for assistance developing her business plan, creating financial projections and guidance on marketing her products. The pair have worked together extensively over the last year to obtain funding from the Maine Technology Institute for her unique Chaga Infused Formula process. Ann also helped connect Heather to several marketing opportunities.

Heather comments, “Ann’s support and MTI’s grant was instrumental in growing our national wholesale distribution channel.”

What started as a passion project has now grown to four distinct product lines. True North Beauty offers an assortment of beauty products for the face and body. They exist for the person who is looking to build and maintain their confidence and achieve healthy, clear skin. True North Beauty’s messaging and products help people live their life to the fullest and encourages them to discover their “true north” - the point that grounds us - as well as discovering their own natural beauty and confidence.



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