

Colorado SBDC TechSource

How to Refer a Company to the Best-Fit Resource

If the customer is *not* a Technology (Innovate) company, and they are requesting TechSource (Integrate) help, then go to “By Location” to see if the Center closest to the customer has the expertise they requested.

- If it does, then make that referral to the Center.
- If it does not, then go to SmartZone Specialties (attached) to find the SmartZone or Center with the requested expertise, closest to the client’s location. Then make that referral to the SmartZone/Center and cc: the closest Center to the customer as well, so they can later follow up and serve that client in their market area with other assistance.

If the company *is* a Technology (Innovate) company, first go to the Center closest to the customer to see if it matches the customer’s technology industry sector and/or expertise requested.

- If it does, then make that referral to the Center.
- If it does not, then go to SmartZone Specialties (attached) to find the SmartZone that best matches the company’s industry sector, the expertise requested and is closest to the client’s location. Then make that referral to the SmartZone and cc: the closest Center to the customer as well, so they can later follow up and serve that client in their market area with other assistance.

Industry Sector Specialties for Innovate track

- Aerospace and defense: Boulder, Pikes Peak
- Agriculture & Agritourism: East, West Central
- Advanced manufacturing: Boulder, East, North Metro
- Bioscience, Pharma, Medical devices: Boulder, South Metro
- Cleantech and Alternative energy: Boulder, South Metro
- Cybersecurity: Pikes Peak
- Health & Wellness: East
- Information and Communication Technology: Boulder, West Central
- Manufacturing: East, North Metro
- Oil & Gas: East
- Other science & technology sectors: see SmartZone Specialties by Location

[See SmartZone Expertise Specialties - By Location](#)

Colorado SBDC TechSource

Smart Zone Specialties

Boulder Smart Zone:

SBDC TechSource - Innovate Track

- SBIR/STTR and other innovation grant support
- Technology Commercialization - identifying commercial markets, secondary research and market sizing, strategic planning; Go-to-Market strategy
- Intellectual Property Protection
- Access to Capital
- Business Growth and Development

Programs: Technology Venture Series, Colorado Emerging Ventures Breakfast Series, Workshops (all topics above,) SBDC Advanced - Economic Gardening program - Gold and Silver levels, SBIR/STTR Basics and Beyond, Contracting & Procurement

Technology Venture Series: a cohort program that helps accelerate the growth and development of businesses in key Colorado industry growth sectors: bioscience, IT, aerospace, clean tech and advanced manufacturing. This multi-session series combines (1) facilitated peer group format with subject matter experts, where participants share their own experiences and knowledge, develop creative solutions and build a support network in a cohort learning environment, (2) over 20 hours of strategic consulting, customized to your business -- market research, commercialization planning, business development and growth -- customized for your business stage, situation and goals, (3) culminating in a Business Model Canvas exercise with your team to help you build your Strategic Action Plan.

Colorado Emerging Ventures Breakfast Series: Colorado Emerging Ventures (CEV) programs are specifically developed to support businesses with high market potential and high growth goals – including bioscience, IT, aerospace, Cleantech, outdoor and natural products, and other key industries. Topics for these short, interactive, single-topic sessions have included Building Sales and Distribution Channels, Valuation, Access to Capital, How to Pitch an Angel, Building Your Sales Team and more.

SBDC Advanced: an economic gardening program, focused on helping our Colorado companies to grow by providing custom-fit market research and corporate-level tools that might otherwise be out of reach for small to mid-sized businesses. Deliverables provided may include specialized reports in market research, geographic information systems (GIS), financial analysis, marketing and search engine optimization (SEO). The SBDC ADVANCED program taps into corporate-level tools, experienced consultants and their strategic plans.

SBDC TechSource - Integrate Track

- Digital marketing and analytics
- Social media
- SEO
- QuickBooks
- Website development
- E-Commerce
- Market Research

Pikes Peak Smart Zone: Cybersecurity

The Pikes Peak SBDC is creating a cybersecurity program to assist small and medium sized businesses for the State of Colorado Small Business Development Center. The Colorado Springs area is developing the National Cybersecurity Center for the State of Colorado as declared by Governor Hickenlooper. Our local SBDC will be focusing on topics for all levels of business and their needs from cloud computing, security measures using social media, securing all technology to meeting compliance standards in government contracting.

SBDC TechSource - Innovate Track

- SBIR/STTR Training
- Technology Venture Series
- Patents, Copyrights, Trademarks
- Marketing to the Federal Government
- Tech Transfer

SBDC TechSource – Integrate Track

- QuickBooks Desktop
- QuickBooks Online
- SEO
- Website Development
- Software development
- Social Media
- Cloud Computing
- Security Steps for Social Media

Collaborating partners include and will include:

- CiSMB (Cybersecurity for Small and Medium Sized Businesses) nonprofit that is a part of an international cybersecurity firm located in Colorado Springs. This nonprofit is poised and is ready to assist us with consulting and facilitating workshops.
- Colorado PTAC
- Better Business Bureau for the promotion of our program
- Colorado Springs Regional Business Alliance – to be in tune with the latest in cybersecurity legislation
- ASBDC – is working on a piece of legislation to help support cybersecurity programs across the nation. We will be partnering with the ASBDC on any programs that roll out if this legislation is passed.
- Department of Homeland Security
- US Chamber of Commerce
- US Department of Commerce

East Colorado SBDC & UNC BizHub

SBDC TechSource - Innovate Track

- SBIR/STTR and other innovation grant initial support
- Agricultural Innovation Fund Access
- Business Growth and Development

Programs: SBDC Advanced - Economic Gardening program - silver level and market and industry research

Agricultural Innovation Fund (in process): Partnership with UNC BizHub Collaborative, CSU, and Colorado Enterprise Fund and is a revolving loan fund. The Colorado Front Range has emerged as an innovation hub within the agriculture industry. The significant amount of research and IP protected technologies emerging in the last 25 years area a strong indication of the incredible ability for Colorado to provide necessary solutions within the sector. However, agriculture innovators along the Front Range and surrounding areas often find it challenging to access funding. These companies often do not fit well within the traditional banking model during start up, and sometimes growth, of the business. This limits, and sometimes even prevents, innovators from bringing their solution to the market.

The UNC BizHub Collaborative, CSU, Colorado Enterprise Fund, and several other lenders

- Fund Size: \$800,000-\$1,000,000
- Short term loans of \$50,000-\$75,000 will be awarded to entrepreneurs working on ag innovation with the intent that companies will be able to seek long-term financing upon payback of the loan
- Selection will places emphasis on the business model, to be vetted by a committee of agriculture and innovation experts.

SBDC TechSource - Integrate Track

- Digital marketing and analytics
- Social media
- SEO
- Business Plan Writing Service
- LivePlan Business Planning Software
- Market Research: Size Up, ESRI, IBIS World
- GrowthWheel ® Training & Support

The UNC BizHub Collaborative is a virtual Incubator Program. The focus of the incubator is on four industries: Agriculture & Agritourism, Health & Wellness, Manufacturing, and Oil & Gas. If you are currently an SBDC client you also qualify to become an incubator client.

The UNC BizHub Collaborative is the only program to provide virtual incubator services to small businesses focusing on four prevalent industries in Colorado: Agriculture & Agritourism, Health & Wellness, Manufacturing, and Oil & Gas. With many incubators around the state of Colorado there are five key points that make this incubator unique and innovative.

1. Co-Joined with the East Colorado Small Business Development Center
2. Services delivered virtually
3. Collaborative effort with Higher Education, Communities, and Businesses
4. Focusing on Agriculture & Agritourism, Health & Wellness, Manufacturing, and Oil & Gas.
5. Encourage long term, ongoing, relationships

West Central Smart Zone:

SBDC TechSource - Innovate Track

- Technology Commercialization - identifying commercial markets, secondary research and market sizing, strategic planning; Go-to-Market strategy
- Access to Capital
- Business Growth and Development
- Intellectual Property Protection

Programs: ICE (Innovation, Creativity, & Entrepreneurship) Incubator, ICE Accelerator, MountainMakerLab, ICE Speaker Series, TroutTank Pitch Competitions.

SBDC TechSource - Integrate track

- Digital Marketing & Analytics
- Social Media
- SEO/SEO
- UI/UX Design

Aurora-South Metro SBDC

SBDC TechSource - Innovate Track

- Technology Commercialization - identifying commercial markets, secondary research and market sizing, strategic planning; Go-to-Market strategy
- Access to Capital
- Business Growth and Development

Programs: Cleantech Open

The Cleantech Open is a global accelerator for early-stage clean technology startup companies. We find, fund, and foster the most promising Cleantech startups on the planet. We run an annual six-month program to connect startups with the incredible people, resources, and visibility to help them succeed. www.CleantechOpen.com.

While the Cleantech Open is a national organization in the United States, many of the programs and events are operated on a regional basis. We do this to facilitate more local community activities. The Rocky Mountain Region is based in Denver, CO and covers the following states: Arizona, Colorado, New Mexico, Utah, Wyoming, Arkansas, Louisiana, Oklahoma and Texas.

SBDC TechSource – Integrate Track

- Digital marketing and analytics
- Social media
- SEO