



Traci Willett

Director for Veteran's Outreach Business Center
Business Impact NW



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Women's Business Center



ALASKA
Women's Business Center



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FBRC
FINANCIAL BUSINESS RESOURCE CENTER

U.S. SMALL BUSINESS ADMINISTRATION

VBOC

VETERANS BUSINESS OUTREACH CENTERS



SMALL BUSINESS FINANCIAL EMPOWERMENT

Mission Statement & What Business Impact NW Offers

We grow businesses that create jobs in underserved communities

- Provide entrepreneurs & small business owners 1-1 coaching, training, & access to funding such as loan readiness, credit counseling, and more.
- Programs offered both virtually and on-site to enhance accessibility for Alaskans and other entrepreneurs



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History of Business Impact NW in Alaska

- Business Impact has had a footprint in Alaska since 2010, with programs focused on military connected individuals and other marginalized populations for all of Region X, to include WA, ID, & OR
- 2022- Business Impact NW gained licensure to do small business lending in AK
- 2022- Became first SBA Microlender in Alaska



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BusinessImpactNW
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History of Business Impact NW in Alaska



- Theo Ransum, previous VP of lending at Evergreen Business Capital
- Joined Business Impact NW as our Senior Business Lending Officer for Alaska. Business Impact NW, a CDFI, is dedicated to serving disadvantaged entrepreneurs
- Theor@businessimpactnw.org



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History of Business Impact NW in Alaska



- 2022 Business Impact NW selected as host of SBA Program- Alaska Women's Business Center
- Dr. Lisa Nolan, our AWBC Director, has a lengthy and proven history in non-profit, and business services (picture)
- The Alaska Women's Business Center is dedicated to serving Alaskan entrepreneurs from start-up to through successful business growth
- Lisan@businessimpactnw.org



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BusinessImpactNW

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Alaska VBOC Highlights & Overview

2023- Business Impact NW was selected as Center of Excellence and awarded host of the new Alaska VBOC

- Only 28 VBOC's nationally
- Alaska VBOC was chosen as one of only 6 centers selected

Our outreach centers empower active-duty service members, National Guard & Reserve Component members, members of the Coast Guard, transitioning Service Members, Veterans of all eras, Military Spouse to include Gold Star Spouses who are thinking about starting, purchasing, or growing a small business.

We offer training opportunities, one on one coaching, assistance with business plan development, referrals to resource partners, and networking events throughout all of Alaska. While we cover all of Alaska virtually, we do have on-site locations in Anchorage and Fairbanks.



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Alaska VBOC Highlights & Overview

- Since opening on May 1st, the VBOC Team has conducted over 26 Boots to Business classes, with over 300 attendees
- Out of these attendees, we have tracked 54 jobs created/retained, and 3 new business start ups
- Additionally, VBOC has provided over 43 business advising sessions



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VBOC Services

In addition, the Alaskan VBOC provides free assistance.

Services Include:

- One-on-one Business Coaching
- On Demand Training
- Resource Partner Referral
- Outreach Events
- Assistance with writing a business plan
- Credit counseling and Loan Readiness



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Business Impact NW and VBOC Goals

- Increase the number of marginalized and disadvantaged Alaskan owned small businesses
- Maximize Alaskan jobs created by and for those businesses
- Reinforce growth, profit, and value, of each business to expand economic development within Alaskan communities
- Empower and inspire all entrepreneurs to create generational wealth



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Alaska VBOC Programs In-Depth

Boots 2 Business

- Located on military installations
- Available for transitioning service members and their spouses interested in entrepreneurship
- Impact we make (speak about ppl coming in to get out of work and leaving inspired)



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Alaska VBOC Programs In-Depth

Boots 2 Business Reboot

- Located off site
- Available for all Veteran's and Military Spouses (current or prior) interested in entrepreneurship
- Offered quarterly



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Alaska VBOC Programs In-Depth

Operation Entrepreneur

- Networking event hosted by VBOC w/SBA's resource partners, during National Veteran's Small Business Week
- Available for all military connected individuals
- Highlights all entrepreneurs in the Region X VBOC system



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Alaska VBOC Programs In-Depth

IMPACT Pitch

- Annual Pitch Competition, offered on site and virtually to accommodate business owners needs
- Entrepreneurs develop business plans, pitch skills, and marketing tactics
- Present to panels, advancing to different levels
- Winners awarded in Best Start-up Business, Best Early-Stage Business, Best Established Business, and Audience Favorite



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My Personal “Why”

- Owning small business as a MilSpo and not being educated as to where to turn for assistance
- Using the local on base chat forums
- Being an advocate for those to have a piece of ownership in something they enjoy taking a hobby to an actual business
- Transferring their business from location to location when their spouse transfers



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Conclusion

Business Impact NW is here to serve all entrepreneurs, particularly those who are disadvantaged and with an emphasis on working with traditionally underserved populations.

Thank you so much for your time. I am going to link my email, as well as website in the chat.



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VBOC Contact

Email or Visit the **VBOC** webpage for questions, or to register for coaching or trainings:

Website: www.businessimpactnw.org/vboc

Email: vboc@businessimpactnw.org



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