Statewide Impact Report
FY2018- FY2019

Return on Investment

- $51M Capital Formed
- $141M To hold/create a Job
- $244M Government Contracts

2,339 Counseled/Trained
7,351 Jobs Supported
81 Business Starts

Diversity

- 51% Women
- 7% Hispanic
- 48% Minority
- 8% Veterans

46% in rural communities

Awards & Honors

- 2019 SBDC OF THE YEAR
  SBA Region 3
- 2019 Frank Masley Champion Award
- 2019 FISSEA Cyber Security Award
- 2019 Shop Small American Express Best Practice Award

Special thank you to the Annual Report Committee: Denita Henderson (Chair), Sarah Mailloux (Co-Chair), Haley Will (Lead Designer), Jake Blacksten (Technical Design Editor)
Driving Innovation, Building Businesses & Growing the Economy

2019 Review
The Delaware Small Business Development Center (DSBDC) wrapped up a very strong fiscal year with nearly 700 clients served, 70% being women/minorities, and over 40% in rural communities. Supported by a Cooperative Agreement with the U.S. Small Business Administration (SBA), and match-funding from the State of Delaware Division of Small Business, DSBDC helped start 45 new businesses and helped businesses obtain over $28.2 million in capital. 89 events with over 1,200 attendees were facilitated by our team. Topics included: how to start a business, Small Business Innovation Research (SBIR) grants, how to get government contracts, QuickBooks (delivered in Spanish), and cyber security (with a special small business track at the Annual Delaware Technology and Information conference).

The DSBDC team is well balanced with specific expertise to assist in the formation, growth, and sustainment of an array of small businesses across the state. The team and business community-at-large celebrated the retirement of long-time Business Advisor, Robert “Bob” Rausch. Bob was honored by America’s SBDC (ASBDC, our national association) as the Delaware State Star. He now works part-time in our Sussex County office.

DSBDC’s “small but mighty” organization also received regional and national recognition, as follows:
- DSBDC was named SBA’s 2019 Region 3 SBDC of the Year
- DSBDC State Director earned Delaware SBA’s 2019 Champion Award
- DSBDC completed its 5-year ASBDC Accreditation Peer Review, receiving several commendations
- DSBDC’s Data Assured cyber security program was recognized as a best-practice by the national America’s SBDC network and the Federal Information Systems Security Educators’ Association

DSBDC continued its commitment to providing experiential learning for UD students via our Lerner College small business course; specifically, in FY2019 over 60 students helped more than a dozen businesses solve real-world business challenges.

Looking Towards 2020
The outlook for the Delaware SBDC is promising. I am looking forward to:

- Expansion of Delaware’s cyber security program as a core to the national ASBDC’s program
- Close coordination with the Delaware Prosperity Partnership and Division of Small Business, to promote job growth in Delaware
- Working with Discover Bank, UD, and Delaware Technology Park on the planned FinTech Building at STAR Campus as our new home

As always, the Delaware SBDC could not succeed without its many valued partners, advisors, and supporters. Thank you for your contributions to extend DSBDC’s outreach to the communities and businesses of our economy.

J. Michael Bowman
State Director
Innovation in Motion
Client Spotlight

It is well established that amazing things happen in laboratories and other research spaces. But no one ever predicted that a University of Delaware SBDC Client could accomplish what many believed was just plain impossible. It helped to produce a “smart” sports bra — a sports bra engineered to actually do its job.

The bra in question, the one developed with UD scientists and engineers, is Reebok’s PureMove bra and it sits now on Time magazine’s list of 50 Best Inventions of 2018 and Popular Science’s list of 100 Greatest Innovations of 2018.

No such thing was ever on the radar screen when UD Professor Norm Wagner and UD alum Eric Wetzel invented shear thickening fluid (STF). It was not in the business plan five years ago either, when Wagner and UD alum Rich Dombrowski started their business, STF Technologies. But you just never know where discoveries might lead. This one somehow found its way to Reebok, the global athletic footwear and apparel company.

According to Reebok, half of the women who exercise experience breast pain, and 70% are wearing the wrong size garment. One in five women says this problem is an obstacle to regular exercise for them. Reebok wanted to see if science and engineering might have a remedy.

Enter shear thickening fluid. This almost-magical substance—which gets stronger when under pressure—was designed for body armor, puncture resistance and protective purposes. “If you had said that the first product launched using this technology was going to be a sports bra, I don’t know that I would have believed you,” Dombrowski says.

“The University of Delaware and Rich and Norm and STF have been incredible, incredible partners,” a Reebok exec said, “...and to get such a strong positive response from the consumers is really exciting.”

SBDC State Director Mike Bowman recalls his long association with the founders of STF. Since 2009, STF has had the full benefit of the resources offered by UD’s OEIP, particularly the SBDC unit which provided nearly 700 hours of advising. OEIP’s Technology Transfer team helped STF with intellectual property. STF was also accepted into OEIP’s Spin In Program engaging a student team to work on a product.

Early on, STF was awarded SBIR grants from NSF and NASA for applications of their protective coating material. To conduct R & D, STF was one of the first tenants in DTP@STAR incubator. Recently, they expanded to larger space in Newark.

For Wagner, the Reebok deal is evidence of the power of diversity, collaboration and real partnership. “This is a partnership between a small business, a university and a major industry—and it works,” Wagner said. “It’s possible to take intellectual property and turn it into a meaningful, societally relevant product, not just a gizmo but something that addresses a real issue that has been overlooked in women’s health.”

This story was adapted from an article that appeared in UDaily (Beth Miller, Author, January 2, 2020). The story was part of a series of conversations in the UD Research Magazine, the theme was UD Disruptors. Photo courtesy of Reebok.
Innovation & Technology

The Delaware SBDC Technology Team continued to deliver expert technical assistance and quality training in 2019. The following data summarizes the technology program’s outcomes over the last year.

2019 Trainings:
- DOE Phase II
- NIH Phase I
- SBIR 101 (all three counties)
- Inspiring Women in STEM
- Commercialization Strategies (Delivered by Dawnbreaker)
- LaunchPad: Two 6-week cohorts for 18 innovators delivered in conjunction with Delaware Founders Initiative & Horn Entrepreneurship

SBIRResource & iDEa Lab
In 2020 the SBDC Technology will:

1. Continue to deliver the SBIRResource Program to help generate more SBIR/STTR wins in the State of Delaware.

2. Launch the iDEa Lab (Ideate-Discover-Execute-Accelerate), an ideation and discovery program to help innovators refine their concepts and craft viable commercialization strategies. Over a 6-9 week period, the iDEa Lab uses the “So What? Who Cares? Why You?” accelerator methodology, an internationally approved process used by the European Space Agency, the Air Force Research Lab, and multinational corporations as a way to vet a concept and initiate a new product or business. The methodology transcends traditional lectures and customer discovery methods, and immerses small businesses in hands-on workshops that emphasize “learning-by-doing” in nine easy steps.

Counseled
84 Clients
over 410 Counseling Hours

Reviewed & Facilitated
41 SBIR & Grant Applications

Gifted
27 Grants
for Consulting & Conference

86% of all SBIR grant funds in Delaware awarded to DSBDC clients (since 2016)

$2.1M
SBIRs & Grants

60% Women & Minorities

8 out of all 10 STEM EDGE Grant Winners are SBDC Clients
A novel attraction for kids from 5 to 12, this “restaurant” in Lewes serves no meals but a menu of science projects to pique young minds. Enter, be seated and order your bill of fare — anything from robotics to microscopes to slime. Call it food for thought. Activities to amuse and challenge scientists of all ages can be found at the Great STEMporium.

SBDC clients, Cari Miller and David Stobie, launched the venture so kids and families can explore science, technology, engineering and math, known as STEM, through hands-on projects and experiments. “We like to sneak in education with fun,” Miller told the Cape Gazette in August 2019, shortly after the Great STEMporium’s opening. “We liked the concept and thought it would work. It’s been great to see the kids’ faces light up.”

Visitors to the STEMporium are escorted into a high-ceilinged space housing tables and booths. Once seated, children select an activity from a menu of appetizers, main courses, sides, desserts or carry-out options; prices range from $2 to $16 per activity. Appetizers are warm-up experiments, such as making 3D fart molecules or slime, to get the creative juices flowing. Main courses, like building a robot or erupting volcano, allow children more time to explore a challenge or build a project. A smorgasbord of slime side projects blends polymers, ions, and molecules for a messy good time. Miller said children can also create projects, such as a binary necklace or wooden fidget ships, to take home.

“I have to say, I never dreamed I’d get to open a business,” Miller said, “let alone one that’s this fun!” According to Miller, “Since opening, we’ve seen thousands of kids light up when they explore science with their parents, grandparents, aunts, uncles. In addition, we’ve entered 3 teams into an international robotics competition. We’ve delivered 20+ field trips. We’ve facilitated 60+ Girl Scout STEM badges. We’re hosting over 100 kids for Odyssey of the Mind spontaneous practice challenges. We have a whole series of library programs launching. We’ve donated over $1,000 to local charities in support of schools, children, and families. And we’re just getting started.”

The Great STEMporium’s unique concept has generated publicity both locally and in the Baltimore Sun, which highlighted the business in a summer beach preview in May 2019. Walk-ins are welcome; reservations are suggested for groups of seven or more. Party packages are also available.

When asked about working with the Delaware SBDC, Miller noted, “the SBDC’s help, support, coaching, and tools have been invaluable! Any questions or worries I have — no matter how simple or complex—they have answers, ideas, support, and extremely good resources for us to lean on. Everyone I’ve encountered at the SBDC understands how hard it is to start a business, and their concern for our success is more than genuine — it’s personal.”

The Great STEMporium is at 18388 Coastal Highway in the Coastal Plaza shopping center between Lewes and Rehoboth along Route 1, beside Go Brit! and Verizon.

Go to greatstem.com.
In 2019, the Delaware SBDC was a key contributor and collaborator on:

- the Delaware Department of Technology & Information’s Secure Delaware conference, which had over 500 attendees
- the University of Delaware’s Cyber Scholars Conference which boasted over 40 attendees in its inaugural year this past October
- the Delaware Business Times Cybersecurity Roundtable which brought trained professionals in this industry together to discuss the effects of cybersecurity on small businesses. The Business Times Article can be found at: https://delawaresbdc.org/sponsored-industry-roundtable-cybersecurity/

Community Collaborations

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EPSCoR: Advancing Water Security

DSBDC is developing cybersecurity training for the National Science Foundation’s Established Program to Stimulate Competitive Research (EPSCoR) program. UD’s ESPCoR program provides an infrastructure of knowledge focused on the quantity, quality and security of Delaware’s water supply systems with the purpose of enabling Delaware’s water supply companies to embark on individual paths of continuous improvement.
Innovation & Entrepreneurship
The Small Business Development Center supports various initiatives campus-wide to promote innovation and entrepreneurship. Specifically, the SBDC supports the following UD programs:

Horn Entrepreneurship
- SBDC mentors participants in Startup Village and Summer Founders programs
- SBDC judges provides pitch preparation and judge support for Hen Hatch
- SBDC co-sponsored the Startup Launch Pad

Cyber Security Initiatives
- SBDC lent its expertise to support the Cyber Scholars and EPSCoR initiatives
- SBDC co-organized the first Cyber Scholars conference

Technology Commercialization
- SBDC advises countless faculty and students about how to access America’s Largest Seed Fund, the Small Business Innovation Research (SBIR) program.
- SBDC sits on the University’s Technology Commercialization and CAT Grant committees to provide support to research

Inclusive Excellence
Each year, the SBDC works with our Procurement Technical Assistance Center (PTAC) to organize the University’s Vendor Diversity Breakfast.

The event helps small and local businesses:
- Connect with UD departments and procurement professionals
- Learn how to navigate UD’s procurement system
- Identify resources and opportunities to grow and expand

Over 120 Attendees in 2019
Student Link
The SBDC organizes its student engagement efforts under its Student Link umbrella. Specifically, the SBDC Student Link program engages and educates UD students through a number of campus collaborations, including Spin In, Department of Art & Design, and Lerner College. In 2019, the SBDC delivered a 3-part No Starving Artists series for 18 Junior Seminar art students, focusing on entrepreneurial and business management skills. The SBDC also collaborates with Lerner College by supporting the following: MBA Internships & Service Learning Opportunities, Marketing Club, Finance, MIS, & Hospitality.

The flagship program is the SBDC’s Lerner College Student Management Course. The course, taught by SBDC advisors in the fall and spring, pairs student groups with small business to craft solutions for real business challenges.

Student Management Results Since 2009:

- 700 Students Trained
- 138 Businesses Served
- 2,500 Hours Student Consulting
Mountain Consulting, Inc. (MC), is an engineering and design build firm, founded in 2003 by Kim and Troy Adams to fulfill a lifelong dream of helping to create career opportunities for the local community. MC’s mission is to provide quality and reliable services to clients at the right price, at the right time, for the right reasons.

MC is the first African American Woman Owned Small Business to receive HUBZone certification in the history of Delaware. MC is certified with the SBA as an 8(a), Woman Owned, and HUBZone Small Business Concern. In the States of Delaware, Maryland, Pennsylvania, DC, South Carolina, and Virginia, MC is also recognized as a Minority Woman Owned DBE. MC received the Delaware 2018 Small Business Administration (SBA) Award of the Year with the owners being recognized as Delaware’s 2018 Small Business Person(s) of the Year.

Kim remembers fondly the advising and training she received over the years from the Small Business Development Center, Procurement Technical Assistance Center, and the U.S. Small Business Administration.

According to Kim, “It takes a village to grow a successful business. The SBDC was an essential partner and resource in our early days. They helped us get the business off the ground with a line of credit and sound advice. We also worked with PTAC, attending trainings to learn how to navigate the government contracting arena. The SBA District Office has also been in our corner every step of the way, helping us secure federal certifications.” MC is continually expanding and improving to meet and exceed client needs, and has developed a solid performance record in the Federal, State, and Commercial market segments of the engineering and design build industry.

According to Kim, “We are constantly searching for government contracting opportunities, and continue to rely on such resources as PTAC’s Bid Match Service. The combined experience we have acquired through our team and business alliances on federal, state, and commercial contracts gives us great confidence in our ability to deliver quality and successfully complete projects.”

“The SBDC was an essential partner and resource in our early days.”

“...we continue to rely on such resources as PTAC’s Bid Match Service.”
The Delaware Procurement Technical Assistance Center (PTAC) helps businesses seeking to compete successfully in federal, state, and local government contracting. Since inception, Delaware PTAC has helped its clients secure over $1BN in government contract awards.

**Growing the Economy**

PTAC engaged a group of stakeholders to help spread the word about a new opportunity for Delaware growers. Specifically, PTAC developed a program to help local farmers grow their businesses by selling produce to the U.S. Military, and helping to feed our troops around the world.

**Growing your business**

Calling Delaware Farmers to Feed Our Troops!

Work with a FREE Advisor to:
- Sell your produce to the US Military
- Become part of a national food supplier network
- Access resources to support & grow your business

Take the first steps today! Register for Free Advising

Contact the Delaware Procurement Technical Assistance Center (PTAC)

P: (302) 831-0781
W: www.delawareptac.org
E: info@delawareptac.org

**PTAC performance outcomes since 2016**

- 400 Clients on average per year
- 4,008 hours of Advising
- 232 Trainings

**2,876 Government Contract Awards**

Totaling: $357,091,002 from all awards
The Power of Partnerships

Supporting Economic Development In Communities Around the State

Each year, resource and economic development organizations across the state call upon the SBDC team to provide technical assistance and training. The following narrative highlights several programs delivered in FY2019.

Hispanic Business Development: Statewide Bilingual QuickBooks Program

In January 2019, the Delaware SBDC created and launched a comprehensive initiative in partnership with the Delaware Division of Libraries and $tand by Me Negocios to deliver bilingual training to 27 businesses owners.

The trainings addressed how to:
- read and interpret financial statements
- set up a company and chart of accounts in QuickBooks
- use QuickBooks for management and reporting

DSBDC delivered a five-day series of courses at library locations in all three counties. The program also included 1-on-1 advising and hands-on support to help clients setup and use QuickBooks. 100% of the participants indicated that they would recommend the courses to others.

Since 2017:

100+ Clients 45 Jobs Created $2.27 Million in Capital 500 Hours Counseling

How to Start a Business

The SBDC delivers a How to Start a Business course once a month in each county to help pre-venture entrepreneurs explore:
- Is owning a business a good fit?
- Is the business concept viable?
- How to create a solid business plan?
- What resources are available?

Since 2016:

871 Attendees 2353 Hours Counseling 45 New Business Starts
New Castle County

- Hosted 4 Family Business Series events for over 200 business leaders with Delaware Business Times
- Co-organized the Millennial Summit and the 2nd Annual Entrepreneurial Summit (in conjunction with the Emerging Enterprise Center), drawing over 1,000 attendees
- Mentored diverse founders in the inaugural 12-week NCC Innovates First Founders Accelerator
- Sponsored & delivered training in the City of Wilmington for the 8-week Small Business Success Series and the 3-week No Starving Artists program, serving over 40 trainees
- Sponsored Goldey-Beacom’s Startup Grind events; provided support and education for Goldey-Beacom’s Entrepreneurship Club
- Presented SBIR 101 workshop at UD’s Venture Development Center

Kent County

- Supported Delaware State University programs, including:
  - Night Shift program: educated 45 students on entrepreneurship
  - Women’s Entrepreneurship Week: conference presentation
- Exhibit & network at Central Delaware Chamber of Commerce’s Monthly Open for Business program
- Provide office hours at Downtown Dover Partnership the first Thursday of every month
- Train veterans through the SBA’s Boots to Business program at Dover Air Force Base, offered 6 times throughout the year
- Presented SBIR 101 workshop at the Milford Public Library

Sussex County

- Organized 10 Digital Compass social media and ecommerce training sessions for 156 attendees
- Earned a national American Express Shop Small Award for leading-edge marketing education
- Hosted a Resiliency Workshop to help business plan and protect against outside threats
- Participated in the state’s Agribusiness Coalition
- Co-sponsored a Rural Lender Forum with the USDA and SBA, with almost 40 attendees
- Presented SBIR 101 workshop at the UD Lewes Campus
Who We Are

The University of Delaware’s Office of Economic Innovation and Partnerships (OEIP) is a team guided by a singular purpose to drive the University and the State’s entrepreneurial, technology, and business community to new heights of economic development. Using a unique model centered on long term, productive partnerships, OEIP facilitates access to space, capital, counsel and connections that empower entrepreneurs and innovators to accelerate their ideas to market, grow their business, and form partnerships of their own. Hosted by OEIP, the Delaware Small Business Development Center (SBDC) is OEIP’s business advisory service. Founded in 1984, SBDC is dedicated to helping new and scaling businesses grow and prosper within Delaware and the region by providing no or low-cost advisory and training services. By capitalizing on our position within OEIP as well as our network of other public and private partners, SBDC’s expert services are focused on, but are not limited to identifying/accessing capital, targeting/developing markets, business continuation, and assessing/improving strategic and operational performance. SBDC also has its own Procurement Technical Assistance Center (PTAC) to help existing businesses break into and make sense of government procurement by identifying and preparing bids on contracts with all levels of government as well as prime contractors. In particular, PTAC’s expertise lies in subcontracting opportunities and information, researching buying habits of specific agencies, interpreting government regulations, and electronic bid matching.

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