



BizLaunch

A Small Business Briefing

Presentation to Alexandria/Arlington Regional Workforce Council

Tara Palacios
September 27, 2018

History of BizLaunch

- Launched February 2002 & Founded by Tara Palacios;
- “Small Business Hub” based on Canadian Case Study – Dr. Terry Holzheimer;
- SBIC: Small Business Information Center & Propulsion Lab;
- Current staffing: 1 1/2 FTEs, (BizLaunch & BizLaunch en Español), 4 SCORE Volunteer Counselors.



**PROGRAM
BUDGET =
\$20,000**

We What we Do!



50,000+

Entrepreneurs Assisted



BizLaunch, Arlington's Small Business Assistance Network



We  entrepreneurs!

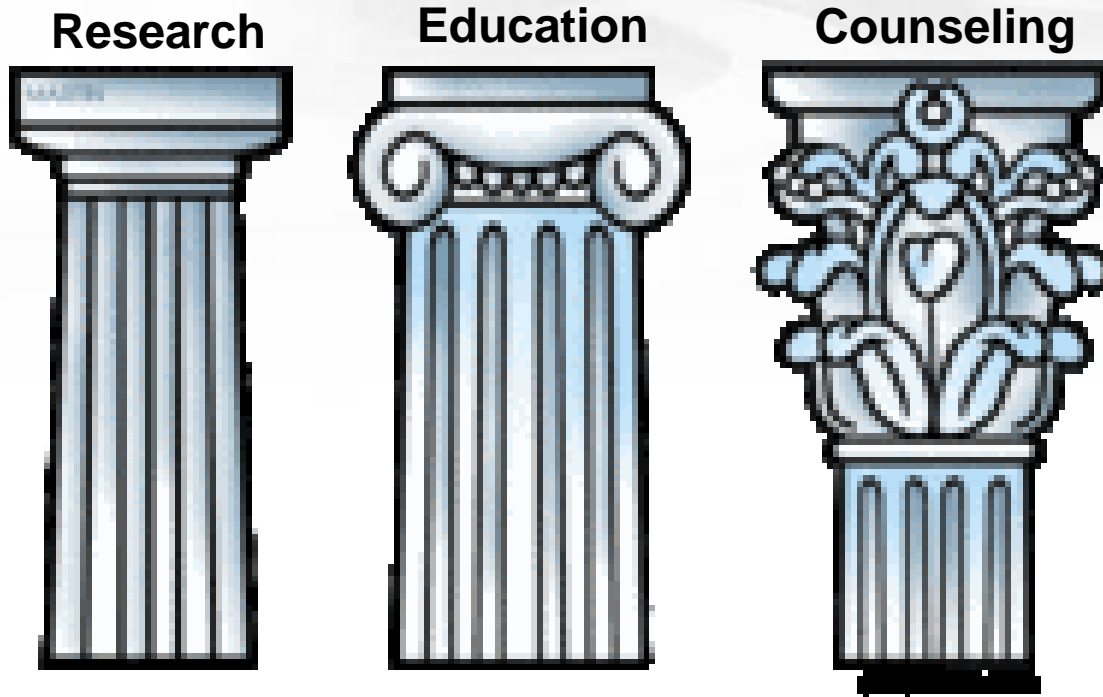
Networking, Training & Resources



BizLaunch Goals

- Provide value to business owners by aiding in building capacity;
- 80% of entrepreneurs fail in the US within first five years of operation – build foundation so don't fail;
- Healthy businesses = healthy community (taxes) = healthy economy;
- Value to Small Businesses = Accurate information and business intelligence.

BizLaunch: 3 Pillars



Original Partners: Libraries, GMU, SBA and the EDC;

BizLaunch Components

- Educational Seminars (FREE)
- Business Counseling (FREE)
- Access to Business Intelligence (FREE)
- Market Research Data (FREE)
- Training on specific topics of interest to entrepreneurs
- Interactive Web site
- Networking
- BizLaunch en Español



BizTeam: Cross Departmental Team

- Cross-departmental Arlington County team which works closely with entrepreneurs who have space needs (Commercial/Retail Use);
- Members include: AED, Health Department, Planning, Building Inspections, Zoning, Commissioner of Revenue and more;
- Work with entrepreneurs before they submit plans to ensure positive outcome.

Educational Seminars

- 80+ seminars each year;
- Topics range from marketing, social media, financing (+ crowdfunding), business planning and starting a business;
- Average 40 participants each session;
- Examples: Home Shopping Network (HSN), Emerging Leaders, Access to Capital Academy



Business Counseling

- 6 Counselors whose expertise range in business development
- 4 SCORE counselors
- 1 Spanish-language business specialist
- BizLaunch Director
- Examples: Business Plan Review, Lease Review, Marketing Plan Review

Business Intelligence/ Market Research

- Complimentary Business Databases
- Co-licensed with Public Library
- Statistics by industry sector
- Marketing Research (foot traffic, competitive markets, target markets etc)
- And More!

BizLaunch en Español

- Launched in 2004
- Collaboration between the Greater Washington Hispanic Chamber of Commerce (GWHCC) and AED
- From FY2004 – FY2016 BizLaunch en Español has conducted 152 workshops, and provided 1,008 one-on-one business consultations with a grand outreach total of 13,179 participants.

A Snapshot of BizLaunch Statistics

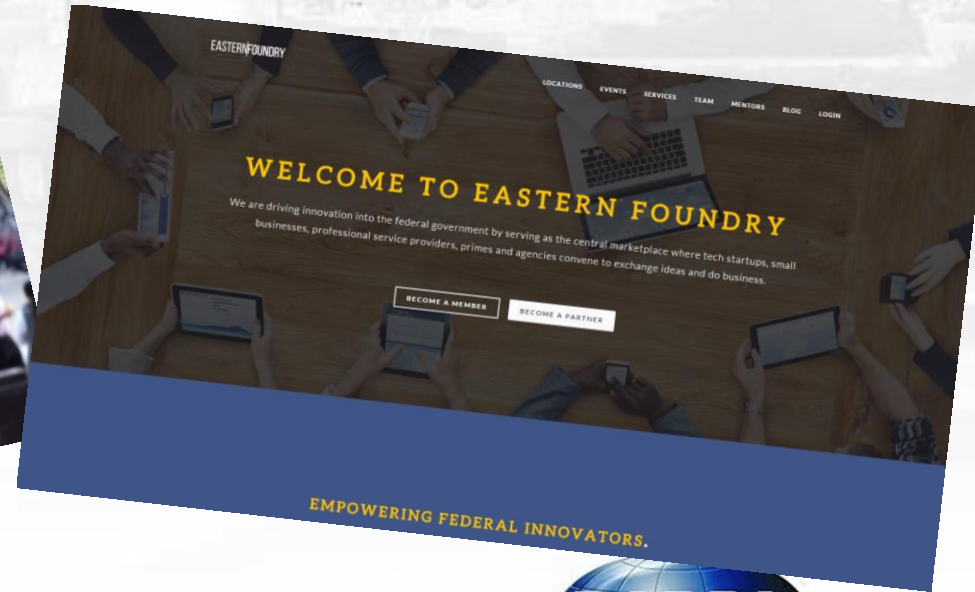
FY2018 <small>*As of 5/2018</small>	English	English/Spanish (Simul Trans)	Spanish	SCORE	Total
Workshops	49	5	12	38	102
Workshop Participants	2,530	169/92	895	693	4,359
Counseling	149	---	174	359	682
*Outreach Totals	2,679	261	1,027	1,032	5,041

BizLaunch Statistics

- Since 2002 BizLaunch has counseled over **8,000+** entrepreneurs and has had over **50,000+** participants in its workshops;
- Over 40 formal and informal partnerships: US Small Business Administration (SBA), Internal Revenue Service, SCORE, GWHCC, Municipal and State agencies.

****Created 150,000+ jobs since 2002***

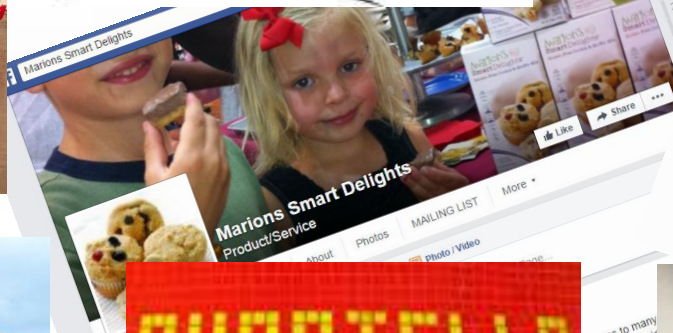
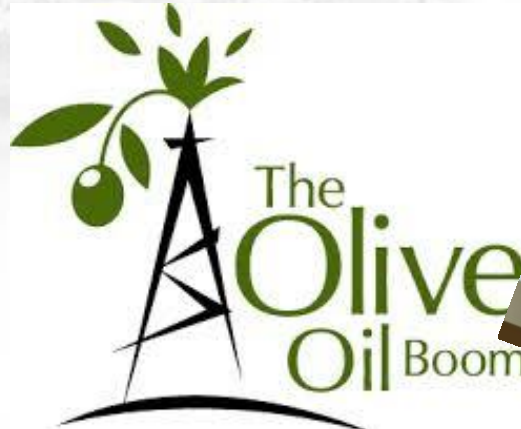
BizLaunch, Arlington's Small Business Assistance Network



IMAGINE A PLACE WHERE
EV CHARGING STATIONS ARE UBIQUITOUS.
NOW LET'S MAKE THAT YOUR CITY.



BizLaunch, Arlington's Small Business Assistance Network



BizLaunch, Arlington's Small Business Assistance Network

we make tiny
masterpieces.

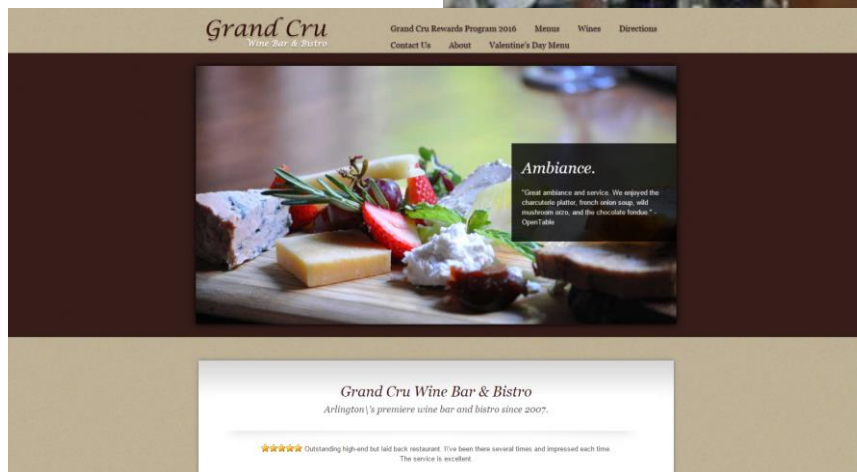
check out our latest flavors!



**COMMON
WEALTH
JOE**
VIRGINIA ROASTED COFFEE



NEW DISTRICT
— BREWING CO. —



BizLaunch, Arlington's Small Business Assistance Network



Funshine Preschool

[Home](#)
[Giving Back](#)
[Mission](#)
[Learn More](#)



Where learning and fun are one!

Enrollment

Fill out our contact form under "learn more" for enrollment information. Our staff is available to answer your questions.

Let's Move!

We are part of Let's Move! It is a comprehensive initiative, launched by the First Lady, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Sure, this is an ambitious goal. But with your help, we can do it. Learn more

Tours





Full Circle Montessori School

To instill a love of learning in our children.

[HOME](#)
[ABOUT F.C.M.S.](#)
[MONTESSORI PHILOSOPHY](#)
[PROGRAMS](#)
[ADMISSION](#)
[STAFF](#)
[PARENTS](#)
[COMMUNITY](#)
[CALENDAR](#)
[CONTACT F.C.M.S.](#)

Welcome to Full Circle Montessori School! With four locations in Arlington, Virginia, F.C.M.S. is a Toddler level (ages 15 to 36 months), Primary level (ages 2 1/2 - 6), and Elementary level (ages 6 - 12) Montessori school that follows Dr. Maria Montessori's ideas as upheld through the [Association Montessori Internationale \(AMI\)](#).

At F.C.M.S., we embrace what is at the heart of the Montessori philosophy: following the child and aiding him with the preparation for real life. As educators and human development experts, we support children as they follow their natural curiosities and inclinations to find their own interests, weaknesses and strengths. Children thrive when given independence (accompanied by clear, consistent boundaries) while engaging in purposeful work (don't we all?). The social and intellectual confidence - the opportunity to practice and prepare for real life - developed at Full Circle Montessori School will serve them throughout their lives.

To ensure that Full Circle offers the school experience your family seeks, it is important to do some investigating. We encourage you to:

- Become a student of the Montessori philosophy.
 - Explore the [resource section](#).
 - Educate yourself by watching the videos and scanning the websites we recommend.
- Attend Full Circle's open house, come for a tour, call us to chat!


In addition, we recommend that you visit other schools - both Montessori and non-Montessori. To compare, take along AMI's [Classroom Checklist](#) and consider your family's answers to the following questions:

- Why are the pre-school years so important?
- What should an elementary experience look like?
- What do I really want for my child?
- How much of a role do I want to play at my child's school?
- Is the school child or adult centered?
- What should a school provide in order to meet our family's hopes and dreams for our child, now and in the future?
- What purpose do schools serve in the year 2013?

As you read, watch, observe, and learn, we are certain that you will delight in the process. Research that at first may have seemed overwhelming—even cumbersome—has turned out to be informative and fun. By searching for an educational path that is best for your child, you may even get some insight and clarity on your own childhood and education and how it affects your life today.



If your interest is piqued, please get in touch - we look forward to sharing what we do with you!





Maria Teresa's Babies Early Enrichment Center/Daycare

A HOME AWAY FROM HOME

Thank You!

BizLaunch

www.arlingtoneconomicdevelopment.com/bizlaunch

[@AEDBizLaunch](https://www.facebook.com/aedbizlaunch)

www.facebook.com/aedbizlaunch

<https://www.linkedin.com/in/tarapalacios>

