

Small Business ARC

Newsletter of Business Solutions

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Assessment: Performance Driven Business

Now in its 2nd year, the AUCC/UCDC CommUniversity Small Business ARC has provided south-west Atlanta small business entrepreneurs and owners professional expertise, technical assistance, hands-on training and array of business tools to help them succeed in the marketplace.

We have certificated 14 graduates in the ARC program including 2 AUC campus students serving as financial literacy ambassadors and paid interns. The alignment of the program to connect these young college entrepreneurs with current established business owners in the south-west end of Atlanta has created synergy that increases the possibility of both being more successful in years to come. During the 6 scheduled classes and final "ARC Tank" closing event, both groups had the opportunity to share their knowledge, past challenges and solid business plans for sustained growth. The pitch made by each at the "ARC Tank" allowed participants to experience the kind of business plan questions they should expect from business professionals and local financiers who could provide the financial backing for launching and expanding their business. Critical questions on profitability, start-up costs, personal commitment, use of time, and current market trends allowed these selected business owners to do a deep dive on what data it takes to move from a concept paper to a performance driven business.

An article online in Small Business CEO (www.smbceo.com, Paul Roetzer 11/6/14) stated: "Every smart company knows that it's not the data itself that's important — it's how you bring structure and meaning to those numbers. With today's seemingly endless bank of knowledge and tools, accessing and collecting data about a company's visitors, leads, and customers is easier than ever. Yet many companies aren't optimizing their marketing and sales based on that data. According to Adobe's Digital Distress study, while 76 percent of marketers believe that data measurement is important, only 29% of them feel that they use the data effectively."

Here are four key indicators of a performance-driven company:

They're culture- and talent-focused through emphasis on unique cultures and purposes to differentiate themselves and recruit top talent.

They're driven by measurements by consistently assessing their marketing teams based on specific metrics and compensate with incentives when they hit their targets.

They take integrated approaches by using all the data tools at their disposal including email service providers, to gather information on analytics, content marketing, digital advertising, mobile, web searches, social media, and PR.

They're motivated to transform by taking action now!

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Resources: These websites will assist you with continued development of your business plan

- ◆ **25 Best Apps for Small Business Owners in 2017**
www.nerdwallet.com/blog/small-business/20-apps
- ◆ **Small Biz Toolkit for Budding Women Entrepreneurs**
<http://www.onlinedigitalpubs.com>
- ◆ **Entrepreneurship-Small Business Guide**
www.bizfilings.com/toolkit/sbg/startup/entrepreneurship.aspx
- ◆ **Five Awesome Crowdfunding Sites for Entrepreneurs**
www.blackenterprise.com/event/crowdfunding-sites-entrepreneurs

Consultation: Tools that improve Customer Service



- ◆ www.regions.com/Insights/Small Business
- ◆ www.smbceo

For more information or to apply contact :

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AUCC Small Business ARC Program Certifies New Participants

Six small business owners and entrepreneurs from west Atlanta communities were selected to participate in the AUCC/UCDC COMMUNIVERSITY Small Business ARC program from January – May 2017. The program was extended to include AUC campus students and focused on marketing, social media, business expansion, access to capital, and finances. Complementing the seven weeks of training included a formal business assessment, development of a business plan, consultation with industry and financial experts to increase business success and \$1,000.00 in technical assistance for a priority project. Pictured from left to right at the recent “ARC Tank” event at IWII Fresh Garden Day Spa are: (Standing back row)

Anthony Otey, AUCC Communiversity Coordinator

Tamala Fortson, AUCC Associate Director

Imani Bey, Spelman College Economics Major, Co-owner Turning Tables Food Truck

Tedra Colzie, Owner, All Tails R Waggin

J. R. Murphy, Owner, Joy and Reflect Gardens

Leah Hernandez, CAU Business Major, Owner, Purposeful Millennials Publishing

Tammy and Charlie Holloman, Owner, Ask Us

Tiffany Kirk, Community Affairs Manager, VP, Regions Bank, a Communiversity co-sponsor

Wayne Goodwin, Commercial Relationship Manager, Regions Bank

(Seated Front Row Panelists):

Franklyn Simmons, Past Chair-WEMC, Sr. Financial Representative, Foresters Financial Services, Inc.

Carol L. Williams, VP Commercial Banking, Regions Financial Services

Lonnie Saboor, Director, Small Business Development, Invest Atlanta

Rita Gibson, Interim Executive Director, UCDC