# NORTHLAND

## SMALL BUSINESS DEVELOPMENT CENTER

### High-Impact Tools for the Future of Microbusiness Advising

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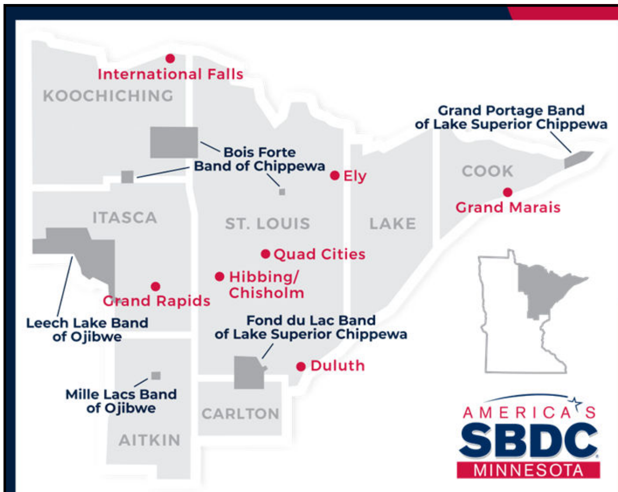
## NORTHLAND SBDC SNAPSHOT




Population: 325,000
Geographic Size: Same as West Virginia
Largest Population Center: Duluth
Advisor Model: 3 Employee Consultants, 16 Part-time Contractors
Highest Rates of Poverty in MN

**2024 Impacts:**

- ✓ 958 Clients Served
- ✓ $82 Million Capital Raised
- ✓ 79 New Businesses
- ✓ 4.7 Hours per Client

Pre-venture: 33% of hours, 39% of clients served
In-business: 67% of hours, 61% of clients served

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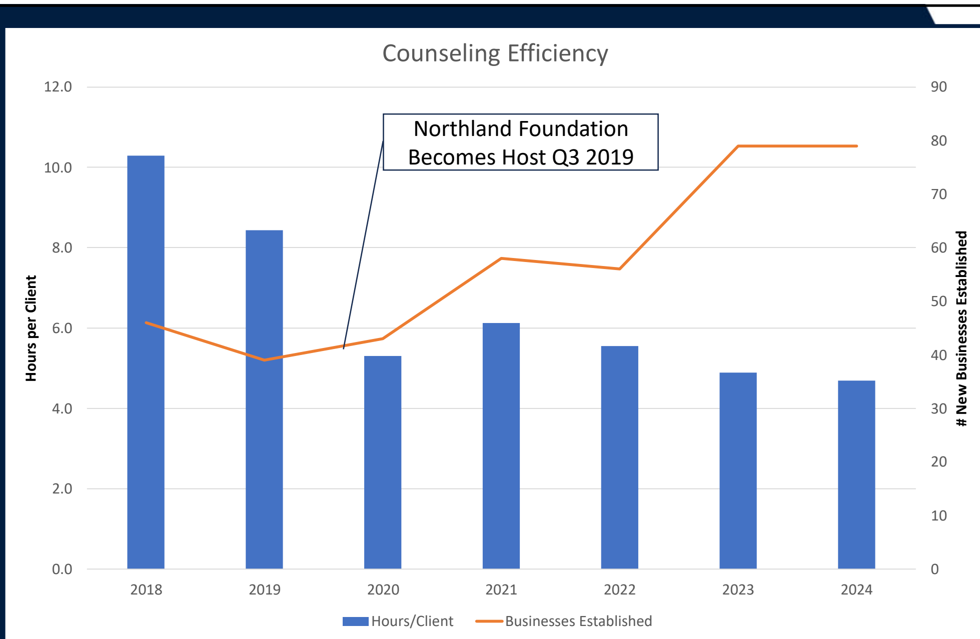


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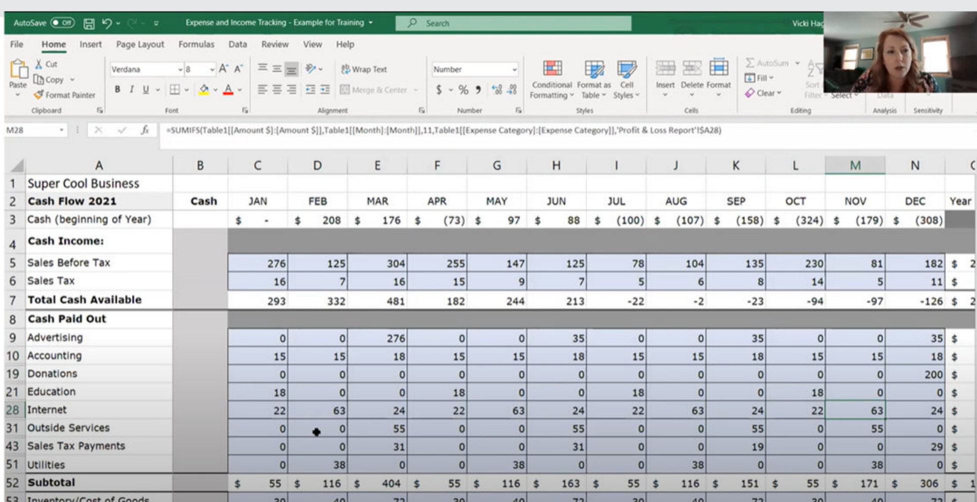
# Tools by Advisors for Advisors



=SUMIFS(Table1[[Amount $]:[Amount $]],Table1[[Month]:[Month]],11,Table1[[Expense Category]:[Expense Category]],'Profit & Loss Report'!$A28)

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | Year |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Super Cool Business | | | | | | | | | | | | | | |
| 2 | Cash Flow 2021 | Cash | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Year |
| 3 | Cash (beginning of Year) | | $ - | $ 208 | $ 176 | $ (73) | $ 97 | $ 88 | $ (100) | $ (107) | $ (158) | $ (324) | $ (179) | $ (308) | |
| 4 | Cash Income: | | | | | | | | | | | | | | |
| 5 | Sales Before Tax | | 276 | 125 | 304 | 255 | 147 | 125 | 78 | 104 | 135 | 230 | 81 | 182 | $ 2 |
| 6 | Sales Tax | | 16 | 7 | 16 | 15 | 9 | 7 | 5 | 6 | 8 | 14 | 5 | 11 | $ |
| 7 | Total Cash Available | | 293 | 332 | 481 | 182 | 244 | 213 | -22 | -2 | -23 | -94 | -97 | -126 | $ 2 |
| 8 | Cash Paid Out | | | | | | | | | | | | | | |
| 9 | Advertising | | 0 | 0 | 276 | 0 | 0 | 35 | 0 | 0 | 35 | 0 | 0 | 35 | $ |
| 10 | Accounting | | 15 | 15 | 18 | 15 | 15 | 18 | 15 | 15 | 18 | 15 | 15 | 18 | $ |
| 19 | Donations | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 200 | $ |
| 21 | Education | | 18 | 0 | 0 | 18 | 0 | 0 | 18 | 0 | 0 | 18 | 0 | 0 | $ |
| 28 | Internet | | 22 | 63 | 24 | 22 | 63 | 24 | 22 | 63 | 24 | 22 | 63 | 24 | $ |
| 31 | Outside Services | | 0 | 0 | 55 | 0 | 0 | 55 | 0 | 0 | 55 | 0 | 55 | 0 | $ |
| 43 | Sales Tax Payments | | 0 | 0 | 31 | 0 | 0 | 31 | 0 | 0 | 19 | 0 | 0 | 29 | $ |
| 51 | Utilities | | 0 | 38 | 0 | 0 | 38 | 0 | 0 | 38 | 0 | 0 | 38 | 0 | $ |
| 52 | Subtotal | | $ 55 | $ 116 | $ 404 | $ 55 | $ 116 | $ 163 | $ 55 | $ 116 | $ 151 | $ 55 | $ 171 | $ 306 | $ 1 |
| 53 | Inventory/Cost of Goods | | 30 | 40 | 72 | 30 | 40 | 72 | 30 | 40 | 72 | 30 | 40 | 72 | $ |

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# Microbusiness Toolkit

- 1-Page Business Plan Template
- Easy Expense and Income Tracker
- Simple Cash Flow Projections

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## One Page Business Plan Template

**Advantages:** Work through with a client in one session; Approachable; Visual

**Not a fit:** Clients requiring bank financing or more rigorous non-profit/EDA lending; Clients in early-stage ideation

**Case Study:** An individual is currently working in the County's road maintenance division. He's interested in taking a leave of absence over the summer and starting a business hauling earthwork for local road contractors as an independent contractor. He has most of the funding saved for a used haul truck and will apply to a low-barrier veteran's loan program for $20,000 of start-up capital.

Live Demo!

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## One Page Business Plan Template

**Value-add approaches:**

1. Use this as a teaching tool in 2-year Trades programs and communications courses as practical writing skills building
2. Partner with a local EDA or non-profit lender as a tool for their microloan program

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## Easy Expense and Income Tracker What it DOESN'T Do

Give Tax Advice

Track Inventory or A/R

Reconcile Accounts

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# Easy Expense and Income Tracker
# What it DOES Do

Get Organized

Understand Cash Flow

Prep for Taxes

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# Easy Expense and Income Tracker

**Advantages**: No-cost; Easy to learn; Drop-down expense categories; Integrated reporting; Customizable

**Not a fit**: Clients requiring inventory or invoicing tracking; Clients that want automatic categorization or transaction downloads

**Case Study**: An entrepreneur has a part-time business running events for local wineries and breweries including sip-and-paint and other craft events. They want to eventually grow into their own hosted space but need to understand their cash flow better first.

Live Demo!

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## Easy Expense and Income Tracker

**Value-add approaches:**

1. Spreadsheet-savvy consultants can program the expense tab to automatically import data from a bank statement tab.
2. Customize or simplify reporting or expense categories for your clients

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## Cash Flow Projection Tool
## Simple Cash-Basis Projections

- Sources and Uses
- Loan Calculator
- Years 1 to 3 Projections

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## Cash Flow Projection Tool

**Advantages**: No-cost; Use only the tabs you need; Good for small projects (<$100k); Pre-filled typical expense categories to help facilitate client expense research

**Not a fit**: Clients needing to understand profitability of different product lines; Clients requiring a balance sheet or accrual basis projections;

**Case Study**: An entrepreneur wants to buy a used food trailer for their specialty marshmallow business. They have saved $20k of the $35k cost (trailer and lettering/wrap).

Live Demo!

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## Cash Flow Projection Tool

**Value-add approaches:**

1. Quickly evaluate the impact of different loan terms and rates
2. Check how seasonality will affect clients' working capital levels

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## Implementation Framework

Very Small Projects – 1 Page Bus Plan

Gig/Service Business Success – Easy Tracker

Small Startups – Cash Flow Projection

AMERICA'S SBDC MINNESOTA
POWERED BY SBA U.S. Small Business Administration

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Download Toolkit:
www.northlandsbdc.org/asbdc-2025

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# THANK YOU!

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