



# Impact Report 2025



Tim & Sue Willson, Founders  
Client since 2022

*Potter's House Bakery & Café  
Rochester, NH*  
Ed Miles, NH SBDC

*Strengthening New Hampshire's economy one small business at a time*

# Letter from the State Director

**NH SBDC provides the resources small businesses need to thrive.**

As I reflect on 2025 at the New Hampshire Small Business Development Center, I am deeply proud of the impact our small but mighty team continues to make for entrepreneurs and communities across the Granite State. Our advisors and staff are the heart of this organization. They show up every day with energy, expertise, and a genuine commitment to helping businesses start, grow, and thrive in an increasingly complex environment.

A strong statewide presence remains central to our work. From the North Country to the Seacoast and everywhere in between, our advisors meet businesses where they are. You may have seen our team speaking on panels, leading workshops, attending chamber events, or touring manufacturing facilities.

We deepened our impact through initiatives such as the LeAF program, which has now supported more than 300 clients, the launch of our Disability Resource Guide for Small Businesses, and expanded outreach to entrepreneurs navigating economic uncertainty.

None of this work happens in isolation. Our impact is amplified through strong relationships and partnerships across the state. Together with our partners, we cohosted our Annual

Cybersecurity Summit and NH Small Business Matchmaker, and launched our second NH Export Accelerator cohort.

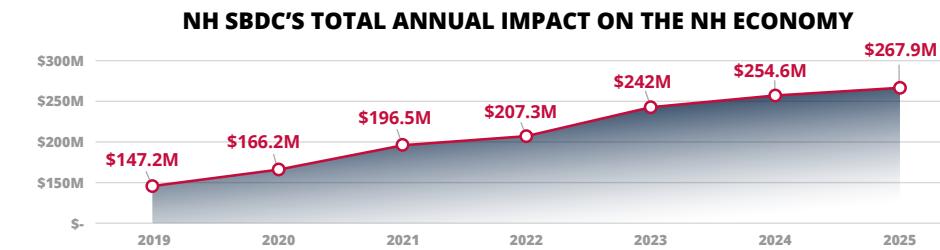
2025 also marked a period of thoughtful growth and evolution for NH SBDC as an organization. As part of this evolution, we began integrating AI into select internal processes and client services. Our team went through hundreds of hours of learning, hands on use, and pursuing individual AI training certifications. While we remain focused on preserving the personalized, human-centered approach our clients value, we also recognize the importance of ongoing professional development. Staying current with advancements in technology strengthens our advising and overall capabilities.

Thank you for your continued support of The NH SBDC and the small businesses we are proud to serve.

Sincerely,



**Liz Gray**  
State Director  
NH Small Business Development Center



**\$267.9M** Total Annual Economic Impact

## 2025 by the Numbers

### SBDC ASSISTANCE



**3,265**

Advised & Trained Clients

### CLIENT IMPACT



**83**

Business Starts



**5,024**

Jobs Supported



**\$23.67M**

New Capital Raised



**98.1%**

Client Satisfaction Rate

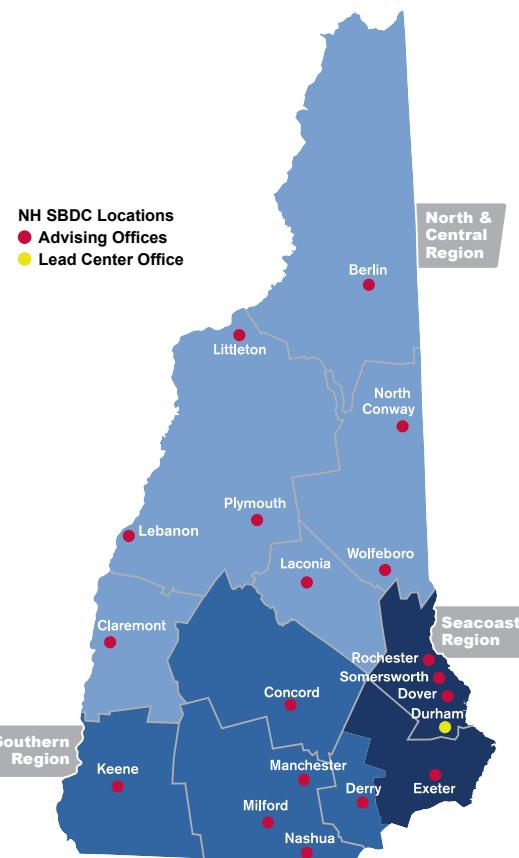


**\$745M**

Client Annual Sales

## Our Locations

NH SBDC has business advising offices that cover the state, from the towns along the Connecticut River to the Seacoast, North Country, and every point in between.



NH SBDC's total annual economic impact, prepared by a UNH Peter T. Paul College economist, is calculated using SBDC validated impact (10 year averages of Jobs Created, Jobs Retained, Client Sales Increases, and Capital Infusion), average NH employee wage data, and the most recent New Hampshire employment multiplier.

# Cooperative Agreement Partners

*Thank you to all our partners who have supported the NH Small Business Development Center throughout our 41 years. We look forward to continued collaboration in the years ahead.*



**Amy K. Bassett**

*District Director, NH District Office, U.S. Small Business Administration*

The NH Small Business Development Center is a valued partner of NH SBA, and our team enjoyed a close and productive working relationship with its staff last year. The high-caliber business advising and programming delivered by NH SBDC's dedicated team are extremely impactful to small business owners and entrepreneurs throughout the State of New Hampshire. We continue to hear from its clients how vital the NH SBDC is to their continued success in starting and growing thriving businesses in the Granite State.



**James Key-Wallace**

*Interim Commissioner, Department of Business and Economic Affairs*

NH SBDC has been a strong partner for businesses across the state. Small businesses are critical to the health and vitality of New Hampshire, and NH SBDC offers expert technical knowledge and assistance to these businesses. Together with NH SBDC, the Department of Business and Economic Affairs helps ensure that our small businesses thrive, grow, and prosper in the Granite State.

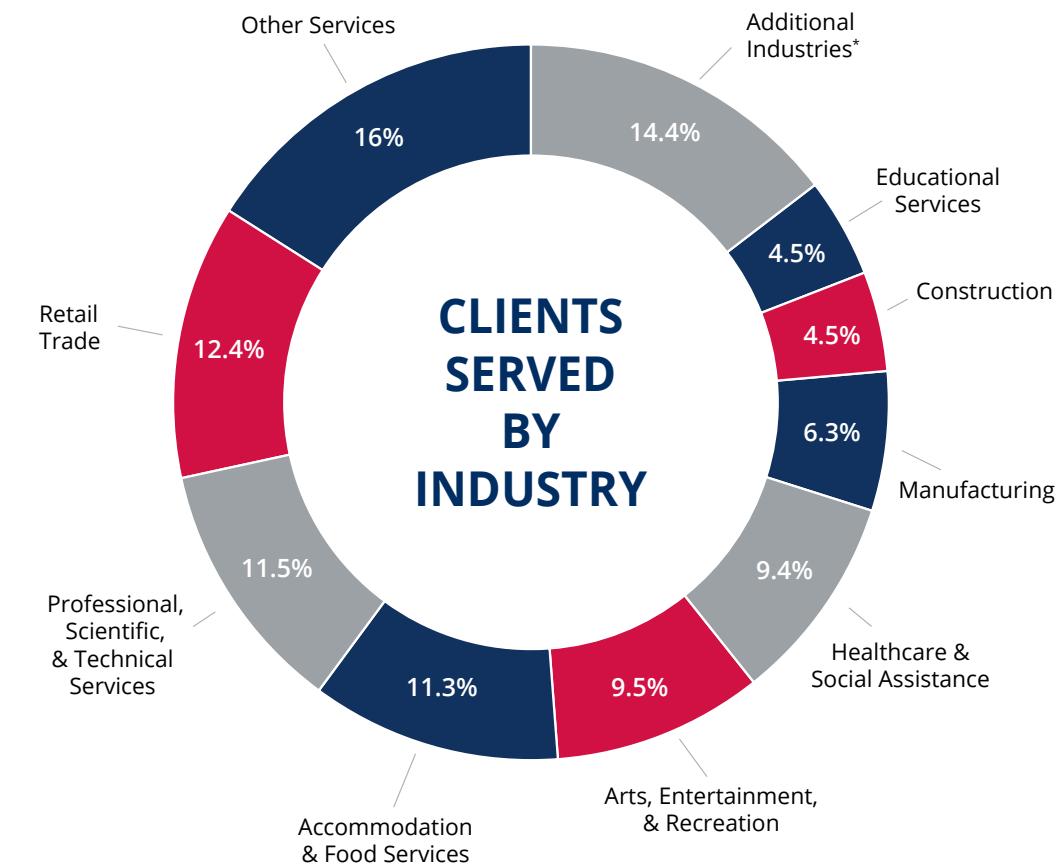


**Elizabeth S. Chilton**

*President, University of New Hampshire*

The University of New Hampshire is proud of our collaborations with the state's small business community. Our longstanding partnership with the NH Small Business Development Center is a primary example of how we embody our mission to provide scholarship and expertise to support the Granite State. The NH SBDC team provides invaluable support to Granite State entrepreneurs and small business leaders who are critical to the state's economy and wellbeing. UNH is honored to serve as the host institution for the NH SBDC, and we look forward to many more years of strong collaboration and partnership.

# 2025 Client Demographics



## ADDITIONAL INDUSTRIES\*

Agriculture, Forestry, Fishing & Hunting	3.0%	Administrative & Support	1.0%
Real Estate and Rental & Leasing	2.3%	Finance & Insurance	0.9%
Wholesale Trade	2.3%	Management of Companies & Enterprises	0.6%
Information	2.2%	Utilities	0.4%
Transportation & Warehousing	1.5%	Public Administration	0.2%

# Snapshot of Clients

## SEX

**54%**  
Female



**46%**  
Male



## VETERANS

**9.3%**  
Veterans & Spouses of Military Members



## RURAL

**71%**



The U.S. Small Business Administration (SBA) defines rural areas as any part of a state that is not a city or town with a population over 50,000, including adjacent urbanized towns. In NH, urban areas include the greater Nashua and greater Manchester areas.

# Featured Programs & Services



## Business Advising and Education

NH SBDC's team of certified business advisors delivers confidential, one-on-one expert advising and practical education to New Hampshire small businesses with 500 or fewer employees, across all industries. During the year, our team worked with more than 3,200 small businesses at every stage of the business lifecycle, providing customized guidance on business planning, growth and scaling strategies, and succession or exit planning.

Our advisors work collaboratively, drawing on a broad range of specialized expertise to deliver well-rounded, strategic support. This team-based approach is especially effective in helping clients navigate complex challenges, including exit planning, capital acquisition, workforce development, brand management, and other evolving business needs.

NH SBDC also offers a wide array of educational programs designed to empower entrepreneurs and small business owners statewide. Online courses provide timely, actionable learning for both new and established businesses, covering topics such as Starting a Business, Exporting, and Cybersecurity for Government Contractors. These offerings are made possible through the strong support and collaboration of valued partners.



## Legal, Accounting, and Financial Services (LeAF)

NH SBDC's Legal, Accounting, and Financial Services (LeAF) program provides targeted support to eligible New Hampshire small businesses. Through this program, professional consultants assist entrepreneurs with business entity formation, contract review, and financial analysis.

To date, more than 300 businesses have participated in LeAF, benefiting from one-on-one guidance that helps reduce risk, increase confidence, and support informed decision-making at critical stages of growth. LeAF consultants work hand in hand with each client's SBDC business advisor, expanding and strengthening the overall support available to entrepreneurs.



## NH SBDC & Voice Z Digital Partnership – 100 Clients Served

A collaborative partnership between Voice Z Digital, the University of New Hampshire's first student-run digital marketing agency and the NH SBDC has grown into a statewide initiative that strengthens small businesses while developing student talent across the Granite State.

This year, the program reached a significant milestone by serving its 100th client. The achievement represents 100 New Hampshire small businesses supported through the combined efforts of skilled UNH students and experienced NH SBDC business advisors.



## Disability Resource Guide

NH SBDC developed a Disability Resource Guide for Small Businesses to help entrepreneurs better understand and implement accessibility in the workplace and customer experience. The guide emphasizes that accessibility extends beyond regulatory compliance and can serve as a catalyst for innovation, stronger employee engagement, and expanded customer reach.

The e-book provides practical, actionable guidance. It includes step-by-step recommendations and checklists, resources to support the hiring and retention of employees with disabilities, and an overview of a business's responsibilities under the Americans with Disabilities Act (ADA).

Designed to support business owners, the Disability Resource Guide offers clear starting points and achievable next steps for building more inclusive, welcoming workplaces and communities across New Hampshire.



## NH Small Business Matchmaker

The NH Small Business Matchmaker was held at Rivier University in Nashua and successfully convened 161 small businesses with 30 federal agencies and prime contractors in a high-impact networking environment. The event provided participating businesses with direct, face-to-face access to government procurement officials and prime contractors—connections that are often difficult to establish through traditional procurement processes.

In advance of the event, NH SBDC hosted a series of online preparatory workshops covering essential topics for small business suppliers, helping participants maximize the value of their Matchmaker experience. BAE Systems served as the Platinum Supporter, and the Federal Laboratory Consortium participated as a Gold Supporter, contributing to the event's continued success.



## Artificial Intelligence Integration

NH SBDC advanced the responsible use of artificial intelligence to strengthen both client services and internal operations. Staff participated in America's SBDC AI University training, building foundational knowledge in AI tools, ethics, and practical applications. This investment enabled advisors to confidently incorporate AI into client education while improving efficiency in advising and reporting.

AI was integrated into daily workflows through tools such as Microsoft Copilot, significantly reducing administrative time and increasing consistency in client documentation. Advisors also introduced AI-supported methods into client training, helping small businesses conduct market research, develop business plans, analyze competitive landscapes, and explore growth strategies more efficiently.

NH SBDC further developed proprietary AI tools, including Finch, a virtual assistant designed to help advisors and clients evaluate early-stage business ideas through structured feasibility analysis. Together, these efforts reflect NH SBDC's commitment to using AI as a complement to human expertise—enhancing productivity while maintaining personalized, ethical, and effective advising.

# Client Profiles

*Owning a small business is challenging. Growing it can be complex. SBDC has helped thousands of businesses – here are a few inspirational stories from 2025.*



**SBDC CLIENT**  
Lauren & Joseph Getts

**SMALL BUSINESS**  
DogHop®

**LOCATION**  
Manchester, NH



**SBDC CLIENT**  
Phebe Higgins

**SMALL BUSINESS**  
Felt the Food

**LOCATION**  
Salem, NH

## DOGHOP®

Founded in 2021, DogHop was born from a personal challenge Lauren and Joseph Getts faced while trying to safely bring home a new puppy during the pandemic. Recognizing a gap in the market, they built a company centered on compassionate, sustainable pet travel. DogHop offers private, door-to-door ground service in fully electric vehicles, along with a flight companion option for smaller pets, serving clients across the U.S. and Canada. Designed with both pets and people in mind, the company prioritizes comfort,

transparency, and peace of mind. As they scale nationally, Lauren and Joseph remain committed to ethical growth, environmental responsibility, and delivering a better experience for pets and the people who love them.

*"The NH SBDC has saved us time, money, and given us confidence in the steps we're taking."*

— Lauren Getts, Co-Founder, DogHop

**SBDC ASSISTANCE:** Strategy, Operations, Industry, Legal

## FELT THE FOOD

Founded in 2023, Felt the Food is a Salem, NH-based creative business bringing learning and imagination to life through DIY felt food kits. Created by Phebe Higgins, the company was inspired by childhood memories of imaginative play and a desire to help her young son learn through hands-on creativity. Each kit includes pre-cut felt pieces and crafting essentials, making sewing accessible for beginners, families, educators, and caregivers. What began as a personal project quickly gained national attention through social media, reaching hundreds of thousands and inspiring thousands of adults to start sewing. As

demand grew, Felt the Food evolved into a scalable business rooted in creativity, learning, and play—helping families connect through meaningful, handmade experiences.

*"Having a small business often feels like you are piloting the ship alone," says Phebe. "Andrea gave me a copilot. "I do truly feel like she's sitting next to me, guiding me, helping me. She wants me to win. She wants me to be a success story."*

— Phebe Higgins

**SBDC ASSISTANCE:** Strategy, Operations, Industry, Legal



**SBDC CLIENT**  
Caleb & Tonia Gingras

**SMALL BUSINESS**  
Gingras Designs

**LOCATION**  
Whitefield, NH

## GINGRAS DESIGNS

Founded in 2023, Gingras Designs is a family-owned creative business based in Whitefield, NH. Started by Caleb and Tonia Gingras, the company specializes in handcrafted wood signs, personalized décor, apparel, gifts, and custom pieces that reflect each customer's unique vision. Blending Caleb's woodworking skills with Tonia's family history in T-shirt design, Gingras Designs offers both small-batch items and larger custom projects, including storefront signage and furniture. While creating came naturally, building a business required navigating regulations, planning, and decision-making. With support from the NH SBDC, Gingras Designs

**SBDC ASSISTANCE:** Strategy, Planning, Compliance, Growth

established a strong foundation and is now well-positioned for continued growth—allowing creativity, craftsmanship, and entrepreneurship to thrive together in New Hampshire's Great North Woods.

*"If you're worried about starting a business because you don't understand all the outside stuff, but you know how to do your skill for your business, the NH SBDC has your back."*

— Caleb & Tonia Gingras

**SBDC CLIENT** since 2024



**SBDC CLIENT**  
Julie & Dick Hurley

**SMALL BUSINESS**  
New England Ovis

**LOCATION**  
Rollinsford, NH

## NEW ENGLAND OVIS

Many baa-rilliant business ideas are born from a pressing need, and New England Ovis (NEO) is no exception. Founded by board-certified veterinarians Julie and Dick Hurley, NEO delivers disease-free, research-ready sheep that are transforming preclinical medical research. By pioneering a bio-secure breeding and rearing process, NEO eliminated more than 50 pathogens, resulting in healthier animals, reduced stress, and cleaner, more reliable research data. Today, NEO sheep are in high demand nationwide and contribute to breakthroughs in cardiovascular, orthopedic, neurologic, and regenerative medicine. Built entirely through word-of-mouth and

**SBDC ASSISTANCE:** Strategy, Market, Capital, Connections

an unwavering commitment to animal welfare, NEO's mission-driven approach supports life-saving innovation while setting a new gold standard for laboratory animal care.

*"It's easy to get caught up in the day-to-day operations and lose sight of the bigger picture. We're veterinarians, scientists, and medical people. Not businesspeople. That's where John at the NH SBDC came in."*

— Dick Hurley, Co-owner, New England Ovis

**SBDC CLIENT** since 2024



## POTTER'S GREEN & GIFT

Located in Dover, New Hampshire, Potter's Green & Gift is a botanical boutique offering curated houseplants, decorative planters, and thoughtfully selected gifts for home and heart. Rooted in a love of nature and intentional living, the shop blends lush greenery with beautifully crafted goods, many sourced from local artisans. Potter's Green & Gift helps customers create calming spaces and meaningful moments, whether they're refreshing their home, celebrating a milestone, or sharing a heartfelt gift. With an emphasis on personalization, quality, and connection, the boutique provides a welcoming experience that inspires creativity and joy.

**SBDC CLIENT**  
Raymond Pillsbury

**SMALL BUSINESS**  
Potter's Green & Gift

**LOCATION**  
Dover, NH

By bringing together plants, design, and community, Potter's Green & Gift invites customers to slow down, nurture beauty, and grow something meaningful.

*"The NH SBDC has provided steady guidance and invaluable encouragement at every stage of the launch of my retail plant business. I'm grateful for their expertise and commitment to supporting local entrepreneurs!"*

— Raymond Pillsbury

**SBDC ASSISTANCE:** Planning, Accounting, Funding

**SBDC CLIENT** since 2025



## STRAZ COMPONENTS

Founded in 2024, Straz Components turns a common cycling frustration into a smart, rider-tested solution. Created by Tim Straz, the company designs and manufactures an innovative funnel that simplifies adding sealant to tubeless bicycle tires—eliminating mess, wasted product, and frustration. Drawing on years of experience in manufacturing and product development, Tim used advanced 3D-printing technology to prototype, test, and refine his design with fellow cyclists and bike shops. Now sold direct-to-consumer online, Straz Components products are shipping worldwide and serving mountain

bikers, gravel riders, and adventure cyclists. Built in rural New Hampshire and fueled by curiosity and problem-solving, the business proves that a simple idea—executed well—can scale from a personal pain point to global demand.

*Tim's advice to those considering working with the NH SBDC is not to hesitate! They offer a personalized approach and will help find the unique fit for you."*



## SOLDIER SYSTEMS D-MIL

Based in Gilsum, NH, Soldier Systems D-Mil is a veteran-owned, SBA-certified manufacturer tackling a critical national supply-chain challenge. Founded by John Solomonides and Rob Winkler, the company specializes in reclaiming and recycling Germanium—an essential material used in thermal imaging, optics, semiconductors, and defense technologies. With only two U.S. facilities capable of refining Germanium, Soldier Systems stands at the forefront of this highly specialized industry. Their state-of-the-art, ITAR-compliant process is uniquely 100% green and recovers more than 99% of the material, dramatically

reducing waste. Serving defense, medical, and commercial sectors, Soldier Systems is strengthening U.S. manufacturing resilience while helping secure a vital resource for national defense and advanced technologies.

*"The exposure gained and connections we've made thus far through the NH SBDC have been nothing short of extraordinary."*

— John Solomonides, Co-Founder, Soldier Systems

**SBDC CLIENT**  
John Solomonides & Rob Winkler

**SMALL BUSINESS**  
Soldier Systems D-Mil

**LOCATION**  
Gilsum, NH

**SBDC ASSISTANCE:** Strategy, Funding, Partnerships, Messaging

**SBDC CLIENT** since 2018



## TBD LIGHTING & ENERGY

After 16 years in the U.S. Army, Deb Kravitz continues her mission through TBD Lighting, LLC, a Service-Disabled Veteran-and Woman-Owned Small Business. Using the skills and experience she gained in the military, Deb helps organizations nationwide reduce energy use, lower costs, and improve workplace environments. TBD Lighting provides comprehensive home energy audits and advanced lighting solutions that can deliver up to 50% cost savings while enhancing productivity, focus, and well-being. Serving schools, commercial buildings, and government facilities, the company's impact extends

far beyond efficiency metrics. Built on service, resilience, and purpose, TBD Lighting proves that smart energy solutions can transform spaces—and that veterans continue to serve long after their military careers end.

*"If my business advisor, Julie, doesn't know the answer, she finds someone who does!"*

— Deb Kravitz, Founder, TBD Lighting, LLC

**SBDC ASSISTANCE:** Planning, Finance, Contracting, Growth

**SBDC CLIENT** since 2017



**Marcel Labonville Jr. &  
Monica Labonville, Owners  
Clients since 2022**

**Pro Cut CNC Machine Inc.  
Hooksett, NH  
Julie Glosner, NH SBDC**

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SBDC<sup>®</sup>  
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**B E A**  
New Hampshire Department of  
BUSINESS AND  
ECONOMIC AFFAIRS

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