

2016 YEAR IN REVIEW

Building businesses for New Hampshire's future.



2016 – The Numbers

- 698 in-person advised clients*
- Approx. 6,330 advising hours*

Here's what our clients have accomplished, with our help:

- \$29,922,416 in capital infusion**
- \$22,440,858 in revenue increases**
- 55 business starts*
- 173 new jobs created, 33 retained
- NH SBDC clients successfully won \$100,000 in cash and in-kind support through business plan competitions!

*2nd only to 2014

**~\$5M higher than any of the past 5 years

NH Small Business



Success in Matchmaking

The 2016 NH Small Business Matchmaker, on December 2, featured:

- 239 small business attendees
- 26 federal agency and prime contractor exhibitors
- 11 small business resources available onsite
- 3 partners: U.S. SBA, NH GovCon (part of DRED), & NH SBDC, with 25 staff on-hand
- 98% participant satisfaction level



Popzup - a pioneer in popcorn

Julie and Marty Lapham are the husband and wife team behind Popzup, a company that is pioneering a reusable microwave air-popped popper, engineered to pop chemical-free popcorn - no oils, no flavorings, no questionable paper products.

After launching a successful \$17,000 Kickstarter campaign in November 2015, the Laphams had the capital they needed to move and install automation equipment at 1 Washington Street in Dover, where they work with the non-profit Community Partners to employ people with disabilities who help with packaging.

Julie and her husband have decades of experience in business, marketing and product development, but they still sought advice

when they decided to take Popzup to market. NH SBDC advisors collaborated and helped Julie and Marty on pricing the product, financing, and distribution plans - Popzup is now in Whole Foods and other regional grocery stores - and coached them for their first-place \$30,000 cash and in-kind services win in the Seacoast Start-up Challenge in November 2016. Popzup was also awarded New Hampshire



Magazine's 2016 Best of NH.

"I just feel so lucky that I was able to find the SBDC and that they had somebody to work with me, like having a personal advisor," Julie said. "I'm very thankful for what they've done and for this opportunity."

Fast Growth

Excell Mobile Distributors of Nashua sells phones and tablets to businesses in the U.S., exports abroad, and sells directly to consumers online. Excell has been named the #1 fastest-growing company in New Hampshire in 2015, and #24 among the top 100 private companies in the state, by Business New Hampshire Magazine. The company also made the 2015 Inc. 5000 list.

"...we were seeking more funding, more capital. We reached out to the NH SBDC and asked if they could help us in our uncharted growth," Amber Logue, head of operations at Excell said. "In our very first meeting...we found great contacts to jump from."

Amber says, "We're working with NH SBDC to grow the foundation of this company and to make better use of the space we have."



gets an update

In 2016, 1,041 individuals took 1,519 NH SBDC e-Learning for Entrepreneurs free online courses. Currently we have 40 free e-courses, of which *Starting a Business in New Hampshire* is the most-taken. That course and *Financing a Business in New Hampshire* were launched in 2010, so we completely re-designed and updated the courses for launch in early 2017.

The new versions of *Starting* and *Financing* are now live, and we are working on a *Starting a Business in NH* e-course in French, as many New Americans in New Hampshire are from French-speaking African countries, the Ivory Coast, and Quebec.