



DIGITAL TRANSFORMATION

Small Business

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AIS COVID-19 Digitization Leaders Meeting, June 5 2020
Organized by Eleanor Loiacono and Alan Dennis

IBIT INSTITUTE FOR BUSINESS AND
INFORMATION TECHNOLOGY

S B D C | F O X
Small Business Development Center
TEMPLE UNIVERSITY

About IBIT

Research & Education

Industry projects

The IBIT Report

National IS Job Index

Corporate education

Digital Innovation Foundry

Conferences & Events

CIO Symposium

Digital Business Innovation

Analytics

Cyber-security

IT career fair

IT awards

Challenges

Temple Analytics Challenge

National Analytics Challenge

Cyber Analyst Challenge

Advisory board

16 senior executives

IBIT MEMBERS



Small Business Development Center



RESULTS ACROSS THE COUNTRY

+ JOBS +

99,194
new jobs created

A new job every 5.3 minutes

+ SALES +

\$7 billion
in new sales

\$100,000
in new sales
every 8 minutes

JOB GROWTH

1.5%
national average

17.7%
average
SBDC client

↑ SALES GROWTH ↑

5.6%
national average
annual
sales growth

18%
average SBDC
client annual
sales growth

Temple Minimum Deliverable Expectations FY 2020

Period: 10/1/2019 to 9/30/2020



SBDC National Economic Impact

Check out their national economic impact

Businesses that partner with America's SBDCs get started, create jobs, access capital, grow sales and prosper.

\$5.6 billion
in financing



**EVERY
FEDERAL
DOLLAR**

\$2.16
Federal Revenue

\$2.81
State Revenue

\$45.47
in new capital

\$100,000
in capital every 9.4 minutes

RETURN ON INVESTMENT
Cost vs. Revenue Generated by SBDCs

Federal Appropriation (*fiscal 2018*):
\$123.5 MILLION

Federal Revenues Generated:
\$267 MILLION

State Revenues Generated:
\$346 MILLION

+ CREATE NEW BUSINESSES +

66.7%
of pre-venture
SBDC in-depth
clients start
new businesses

16,499
new businesses
started by
in-depth clients
between 2017-2018

A new business every 32 minutes

America's SBDCs play a critical role in the health of small businesses: helping access capital, providing advice on regulations, preparing for changes in the economy, and technology, and responding when disaster strikes.

WOMEN, MINORITIES, VETERANS



51% women
28% minorities
6% veterans

LEARN MORE ABOUT HOW SBDCS
HELP SMALL BUSINESSES
START, GROW AND THRIVE.

www.AmericasSBDC.org

IBIT and SBDC Partnership: Covid-19 - How can we help?

Problems

- Small Business
 - Self-fund through revenue
 - Limited access to capital
- Urban more acute
 - Poverty rate
 - Digital divide

Solutions

- Training is insufficient
- Offer digitalization service

Screening

FIT

- Can we make a difference?
- Do their needs fit our capabilities?

COMPLEXITY

- How challenging is the problem?
- How complex is the potential technology solution?

CLEAR NEEDS

- Are the client needs clear?
- How focused is the client?

SUSTAINABLE SOLUTION

- Will our solution stick over time?
- Will the solution be useful? (assess at the end)

Digital Triage Model

Focus on problems (and solutions) that generate or preserve income, sustain critical operations, or save costs

Two-week agile sprint consisting of 4-6 meetings with the client, and about 10 days of work.

Each project is limited to one advisor and one to two students

Status

60 Legitimate requests

5 Just Applied

13 Alternative or Pass

19 Accepted or Contacted

11 In progress or Scoping

12 Completed

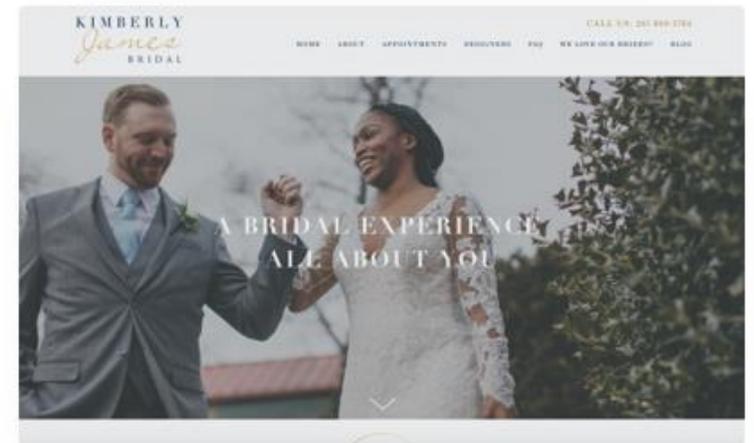
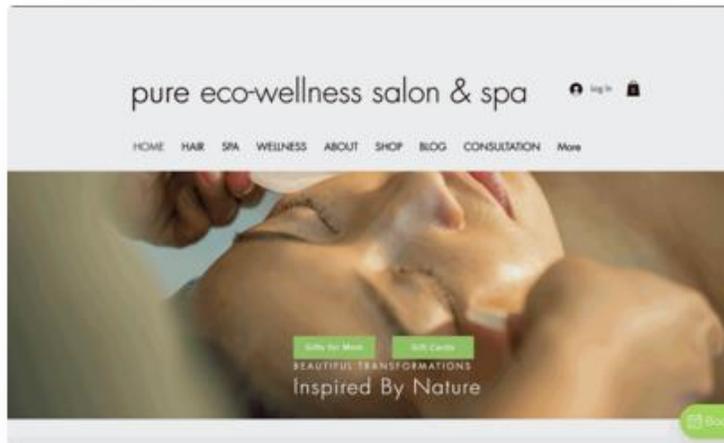
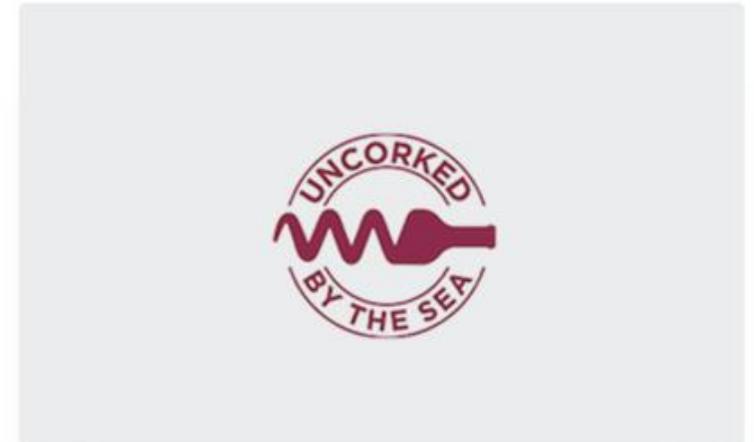
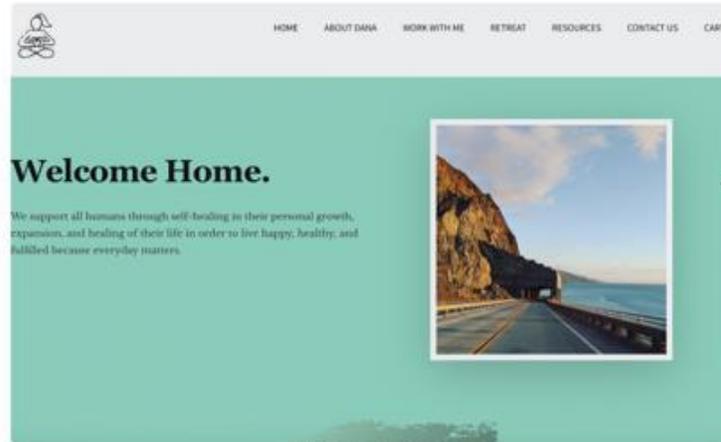
Intake

1	Source	Date Rec	Company Name	Short name	Current status	Note	Project Advisor	Student 1 Assign	Student 2 Assign
2	TUSBDC	3/30/2020			Completed	Go live 5/1	Richard Flanagan	Kunal Duggal	n/a
3	TUSBDC	4/2/2020			Pass		n/a	n/a	n/a
4	TUSBDC	4/7/2020			Completed		Munir Mandviwalla	Kevin Dang	n/a
5	Maureen M	4/7/2020			Alternative	Community app possiblity	Munir Mandviwalla	n/a	n/a
6	Rich Flanagan	4/10/2020			Completed		Richard Flanagan	Rich Wagner	n/a
7	IBIT site	4/10/2020			Alternative	Digital Foundry?	n/a	n/a	n/a
8	IBIT site	4/10/2020			Pass	Interesting but too complex	n/a	n/a	n/a
9	IBIT site	4/10/2020			Completed	Alternative	Amy Lavin	n/a	n/a
10	IBIT site	4/10/2020			Completed	Difficulty taking over	Amy Lavin	Carly Krzywicki	Sean Boyer
11	IBIT site	4/10/2020			Alternative	Provide intern now, defer rest	Munir Mandviwalla	n/a	n/a
12	IBIT site	4/10/2020			Pass	Did not respond	n/a	n/a	n/a
13	IBIT site	4/13/2020			Completed		Taha Havakor	Nick Gentile	Jason Mays
14	IBIT site	4/13/2020			Completed		Richard Flanagan	Kunal Duggal	Nicole Kish
15	IBIT site	4/13/2020			Completed		Mart Doyle	Sofia Spadotto	n/a
16	IBIT site	4/14/2020			Alternative	Munir to confirm status?	n/a	n/a	n/a
17	IBIT site	4/14/2020			Completed		Manoj Chacko	Sam Sinha	n/a
18	IBIT site	4/14/2020			Pass	Client asked to hold off	Munir Mandviwalla	n/a	n/a
19	IBIT site	4/15/2020			Completed		Alison Ebbecke	Kelsey Gallagher	n/a
20	TUSBDC	4/15/2020			In Progress		Konstantin Bauman	n/a	n/a

Process

1	Priority	Fit	Complexity	Clear Need	Sustainable	# of FT Emp	# of PT Emp	Zip Code	Date Started	Date Finishes	Final URL	Contract	TU agreement sig	Type (Profit/Non)	In State/Out State
2	High	High	Medium		Medium	8	7	19067	4/10/2020	5/13/2020	http://www.	SBDC	Yes	For-Profit	In-State
3	Low	Low	Low			5	12	19144	n/a	n/a	n/a	n/a	n/a	For-Profit	In-State
4						1	0	19118	4/7/2020	5/5/2020	https://bries	SBDC	Yes	For-Profit	In-State
5	Low	High	High												
6	High	High	High	High	High	2	4	28461	4/15/2020	5/19/2020	uncorkedbyt	IBIT	Yes	For-Profit	Out-of-State
7						1	7	19146						Non-Profit	In-State
8	Low	Low	High			25	21	19131	n/a	n/a	n/a	n/a	n/a	Non-Profit	In-State
9	Medium	Medium	High	High		71	60	19123				IBIT	Yes	Non-Profit	In-State
10		High	Medium	Medium	Low	2	0	19120			https://gibso	SBDC	Yes	For-Profit	
11	Low	Low	High	High		50	50	19110						Non-Profit	In-State
12	High	High	Low						n/a	n/a	n/a	n/a	n/a		
13		Medium	High	Medium		12	6	19119		5/19/2020	https://quee	SBDC		For-Profit	In-State
14		High	Low	Medium		1	0	19118		5/14/2020	https://www	SBDC	Yes	For-Profit	In-State
15		High	Low	High		1	0	19118			https://www	SBDC	Yes	For-Profit	In-State
16						0	0	19146						Non-Profit	In-State
17		Medium	High			1	3	19132		6/2/2020	https://najnc	SBDC	Yes	For-Profit	In-State
18									n/a	n/a	n/a	n/a	n/a		
19						1	0	19139		5/27/2020	https://www	SBDC	Yes	For-Profit	In-State
20	Medium	High	High	Medium										For-Profit	
21	High	High	Medium			1	1	19143						For-Profit	In-State
22						1	0	19129						For-Profit	In-State
23	High	High	Low	Low		1	0	19038		5/13/2020	https://proje	SBDC	Yes	For-Profit	In-State
24	Low	Low	Low			3	2	19446	n/a	n/a	n/a	n/a	n/a	For-Profit	In-State
25	Medium	High	Medium			8	2	19063		5/27/2020	n/a	SBDC	Yes	For-Profit	In-State
26	High	Medium	High	Low									Yes	For-Profit	
27		High	Medium	High		1	0	19146				SBDC		For-Profit	In-State
28		High	Low	High		1	0	19148						For-Profit	In-State

Sample Projects



Evaluate

1	Project	Business Problem	Project Results	Done Well	Could Improve
2	Uncorked	Uncorked by the Sea is a small wine shop located in Southport, North Carolina. The onset of the Corona Virus forced Uncorked to explore new ways to provide additional ordering options for it's customers. We recently overhauled our website and recognized the need to add an online store to complete project. Uncorked did not have the financial resources to hire a contractor to develop the online store. Rich Flanagan contacted Uncorked about an initiative that Temple University was launching to help small business's develop online stores. As the owners of Uncorked we embraced the opportunity to work with Temple to set up our online store.	Thanks to Temple's Rich Flanagan and student Rich Wagner Uncorked now has a fully functional online store. We launched Uncorked's store on Wednesday May 13th and have been delighted with our customer's response. We are receiving daily orders via the store and also gaining new opportunities through the option to place special orders.	During the process of setting up the store Temple provided outstanding guidance, market research and clear objectives. Over the course of 4 weeks Temple initiated twice weekly online conference calls to facilitate the development of the store. Temple's project manager's were accessible and were able to design the store to Uncorked's vision.	We hope that Temple will be able to provide a tutorial to assist us in daily maintenance of the store. It would be helpful to have access to Rich Wagner on an as needed basis to answer questions we may have moving forward.
3	Pure Eco	I was in need of a professional to help me complete and launch my new website, including an online store to diversify my business and create a new revenue stream. The online store and creating a new revenue stream was especially important as a result of being closed for business due to Covid19.	he SBA connected me with Richard and Kunal and I couldn't be more thrilled with the results. They both offered valuable information and direction on the store layout, categories and uploading product data in an organized fashion that would translate to a positive consumer experience. In addition, it was very important for me to update / redesign my online consultation form that new clients submit to assist with scheduling properly. Kunal listened to my needs and ideas and then translated them perfectly into a client friendly consult that helps to raise our standards and project a more high end, professional image. Lastly, Kunal helped redesign the layout of my service menu to better fit the clean image we were striving for while easily giving guests the ability to schedule on line.	My overall experience with Richard and Kunal was exceptional. Myself and my staff are thrilled with our new site!!	
5	Boutique	My business problems were my business website and marketing issues. I received assistance with redesigning my website, marketing tips and creating an Etsy Store.	Services were delivered as promised and it's helping. The multiple Zoom video meetings were extremely helpful as a teaching tool on how to work with GoDaddy and Etsy.	I am very pleased with my website and the helped I received from Kevin. So having a student to assist with projects is definitely beneficial. Also receiving marketing tips on which platforms to promote my business was a plus.	One thing that comes to mind is create a check off list for new clients to show what they are working on and the time frame to complete the project.

Engaging with your local Small Business Center

Structure

- Location centric
- Funding model – government funded

Metric driven

- Business starts
- Number served
- Jobs supported
- Capital access and connections
- Revenue

International

- Central and South American

The Center of Digital Transformation for Small Business

No cost digital services to small businesses

[See Our Services](#)

Next steps

- New Center of Digital Transformation for Small Business
- University wide

Mission

- Training
- Projects
- Advanced Projects (Digital Innovation Foundry)

Funding

- \$319,000 SBA Grant
- \$100,000 IBIT

For more information

Contact Munir Mandviwalla at mandviwa@temple.edu