SMALL BUSINESS
RESOURCE GUIDE

SACRAMENTO EDITION 2019

CONFIDENTLY MEET INVESTORS
We Empower Entrepreneurs Through Coaching, Connectivity, and Access to Capital.

COACH. CONNECT. CAPITALIZE.

Our Founders

Evolution’s primary mission is to engage and accelerate high-quality seed stage MVBs from across the Globe with a concentration on Northern California. While we have several internal infrastructure reporting flows to help produce the most effective and efficient programming, all actions are carried out with one goal in mind - accelerate our companies to the next level of liquidity confident and fully prepared.

We enlist the best available subject matter experts to help mentor our cohorts. With the help of other key partners such as COWO Campus, we are also able to ensure that our entrepreneurs have the world-class resources and human capital that will help advance them to the next level of financing, while on their way to creating game-changing success.
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Entrepreneur Checklist

What sort of characteristics distinguishes those who do from those who don’t want to start a business?

The Small Business Administration points out, though, that these are likely to be advantages only “for the right person.” And how do you know if you’re one of the “right people”? The SBA suggests that you assess your strengths and weaknesses by asking yourself a few relevant questions:

- **Am I a self-starter?**
  You’ll need to develop and follow through on your ideas. You’ll need to be able to organize your time.

- **How well do I get along with different personalities?**
  You’ll need to develop working relationships with a variety of people, including unreliable vendors and sometimes cranky customers.

- **How good am I at making decisions?**
  You’ll be making decisions constantly—often under pressure.

- **Do I have the physical and emotional stamina?**
  Can you handle six or seven workdays of as long as twelve hours every week?

- **How well do I plan and organize?**
  If you can’t stay organized, you’ll get swamped by the details. In fact, poor planning is the culprit in most business failures.

- **Is my drive strong enough?**
  You’ll need to be highly motivated to withstand bad periods in your business, and simply being responsible for your business’s success can cause you to burn out.

- **Is my drive strong enough?**
  Family members need to know what to expect before you begin a business venture, such as financial difficulties and a more modest standard of living.
Evolution Accelerator 2019 Kick Off Event

Jerry Woodall & Tom Rowley
Local inventor of the red LED technology, Jerry Woodall, made an appearance speaking about his experience as an entrepreneur and inventor.

Tom Rowley is a serial entrepreneur who specializes in the commercialization of new technologies.

Sacramento Kings Capitalize Pitch Event

Peter Bell, co-founder, and Shawn Headley, head of sales, both with Aluminum Oxide, pitch at the Sacramento Kings Capitalize contest at Golden 1 Center.

Who Else Attended?

Local Events

SVP Fast Pitch Competition

Alumni Samantha Contreras and Christy Serrato - the PairAnything power team who recently advanced to Round 2 of the UC Davis Big Bang! Business Competition.

Startup Sac Happy Hour

Featured guest this month will be Eric Knopf, co-founder of Webconnex.

Webconnex has over 30,000 customers including some of the most recognizable brands in the world that are putting their logo on Webconnex’s software to power their events and charitable fundraising.

Finalist Include:
LEAN STARTUP METHODOLOGY

A quick way for entrepreneurs to start their business with as little capital as possible. Created by Alex Osterwalder, the Business Model Canvas is one of the most well-known.

**Customer Segments**
Whom do you create value for? Do you have a niche marketing, multi-sized market, mass market, segmented market, or a diversified market?

**Value Proposition**
Each customer segment should have its own value proposition. What sets you apart from competitors?

**Customer Channels**
Your channels are customer touch points that play an important role in the customer experience.

**Customer Relationships**
What type of relationship does EACH customer segment expect to have with you in order to maintain a relationship?

**Revenue Streams**
Do you have revenue streams for each customer segment as pricing mechanisms may differ.

**Key Activities & Resources, Partners**
What physical, human, financial, and intellectual property does your business have?

**Cost Structure**
Include fixed and variable costs. Which key resources & activities are most expensive?
5 Free Business Tools for Startups

Do you ever wonder what business tools other companies use to help make them so successful?

Royalty Free Pictures
Pixabay offers over 1 million free photos, illustrations, vectors and videos. All images and videos on Pixabay are released under the Creative Commons CC0. Thus, they may be used freely for almost any purpose - even commercially and in printed format.

High Quality Backlinks
When a webpage links to any other page, it's called a backlink. High quality backlinks are the only way to go. Do not spend time or money acquiring backlinks from lesser known websites as it will actually harm your search engine results rather than help.

A high quality backlink would be from a business that has a decent page ranking and has been in business for awhile.

Yext offers a free scan tool that allows you to type your business name in and see what websites your business is listed on and if any of the information is incorrect.

Graphic Design Software
Canva is a graphic-design tool website, founded in 2012. It uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

URL Shortening Service
Bitly helps you get the most out of your social and online marketing efforts; track individual link analytics all in real-time.

Use a URL shortener when you need to track the efforts of a social post or campaign. This is worthwhile when a link is sending traffic to your site, but especially when it’s not.

Don’t use a URL Shortener when:

* When linking from one page of your own site to another.
* When sending an email or chat message to friends.
How Markets Are Segmented

Different factors influence consumers to buy certain things. Many of the same factors can also be used to segment customers.

Common Ways of Segmenting Buyers
A firm will often use multiple segmentation bases, or criteria to classify buyers, to get a fuller picture of its customers and create real value for them. Each variable adds a layer of information.

Geographic Segmentation
Where are our customers located, and how can we reach them? What products do they buy based on their locations? Geographic segmentation divides the market into areas based on location and explains why the checkout clerks at stores sometimes ask for your zip code.

Psychographic Segmentation
What do our customers think about and value? How do they live their lives? Psychographic information is frequently gathered via extensive surveys that ask people about their activities, interests, opinion, attitudes, values, and lifestyles.

Behavioral Segmentation
What benefits do customers want, and how do they use our product? Behavioral segmentation divides people and organization into groups according to how they behave with or act toward products.

Demographic Segmentation
How do the ages, races, and ethnic backgrounds of our customers affect what they buy? Segmenting buyers by personal characteristics such as age, income, ethnicity and nationality, education, occupation, religion, social class, and family size is called demographic.

B2B Segmentation
B2B sellers frequently divide their customers based on their product usage rates. Customers that order many goods and services from a seller often receive special deals and are served by salespeople who call on them in person.

Segmentation bases are criteria used to classify buyers. Marketing professionals develop consumer insight when they gather both quantitative and qualitative information about their customers. Many of the same bases used to segment consumer markets are used to segment business-to-business (B2B) markets.
Organizing Small Businesses for 30 Years!
www.andcable.com

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2 Meeting Rooms
Event Spaces

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SACRAMENTO ACCELERATOR PROGRAM

RECRUITING NOW FOR OUR NEXT COHORT!

EVOLUTIONACCELERATION.COM
1. Help Google Find Your Content
   The best way to do that is to submit a sitemap.

2. Tell Google Which Pages NOT To Crawl
   For non-sensitive information, block unwanted crawling by using robots.txt

3. Create Unique, Accurate Page Titles
   A <title> tag tells both users and search engines what the topic of a particular page is. The <title> tag should be placed within the <head> element of the HTML document. You should create a unique title for each page on your site.

4. Use The “Description” Meta Tag
   A page's description meta tag gives Google and other search engines a summary of what the page is about.

5. Use Heading Tags To Emphasize Important Text
   Multiple heading sizes used in order create a hierarchical structure for your content, making it easier for users to navigate through your document.

6. Add Structured Data Markup
   Search engines can use this understanding to display your content in useful (and eye-catching!) ways in search results.

7. Organize Your Site Hierachy
   The navigation of a website is important in helping visitors quickly find the content they want.

8. Use ‘Breadcrumb Lists’
   A breadcrumb is a row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the root page.

9. Use The “Alt” Attribute
   Provide a descriptive filename and alt attribute description for images. The "alt" attribute allows you to specify alternative text for the image if it cannot be displayed for some reason.

10. Create A Mobile Friendly Site
    The world is mobile today. Most people are searching on Google using a mobile device. The desktop version of a site might be difficult to view and use on a mobile device.
SACRAMENTO FUNDING PROGRAMS

Opening Doors
1111 Howe Avve. Ste 125
(916) 492-2591
opeingdoorsinc.org

3CORE
1430 E. Ave Ste 4A Chico, Ca
(530) 893-8732
3coreedc.org

California Capital Access Program (CalCAP)
Emily Jarrett
(916) 654-6061
treasurer.ca.gov/cpcfa/calcap

Grow America Fund
Diana L. Sasser
(209) 483-9863
dsasser@ndconline.org
ndconline.org

CalRecycle
(916) 341-6497
calrecycle.ca.gov

California Statewide CDC
426 D St. Davis, Ca
(800) 348-6258

Veteran Launch
Mike McGrane
(916) 365-8297

Veterans Advantage
4010 Foothools Blvd. Ste 103-16
Roseville, Ca
(916) 300-3470

EVOLUTION Accelerator

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EVOLUTION
Accelerator

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<th>Content</th>
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<td>Mission Statement</td>
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<td>Objectives</td>
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<td>Value Proposition</td>
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<td>Elevator Pitch</td>
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# CUSTOMER STRATEGY

Use this document to communicate your customer strategy quickly and easily with other team members.

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Use this document to communicate your marketing strategy quickly and easily with other team members.

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**TOP PRIORITIES**

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**TASK LIST**

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**Grateful For**

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