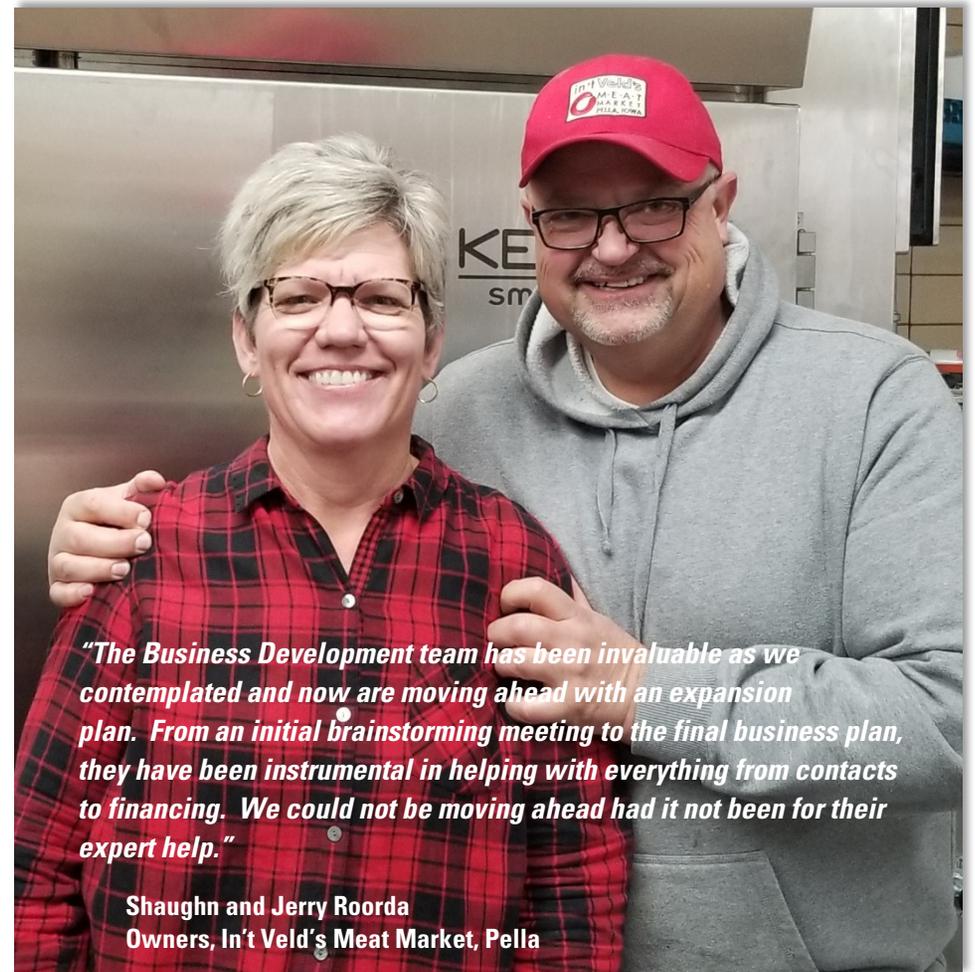
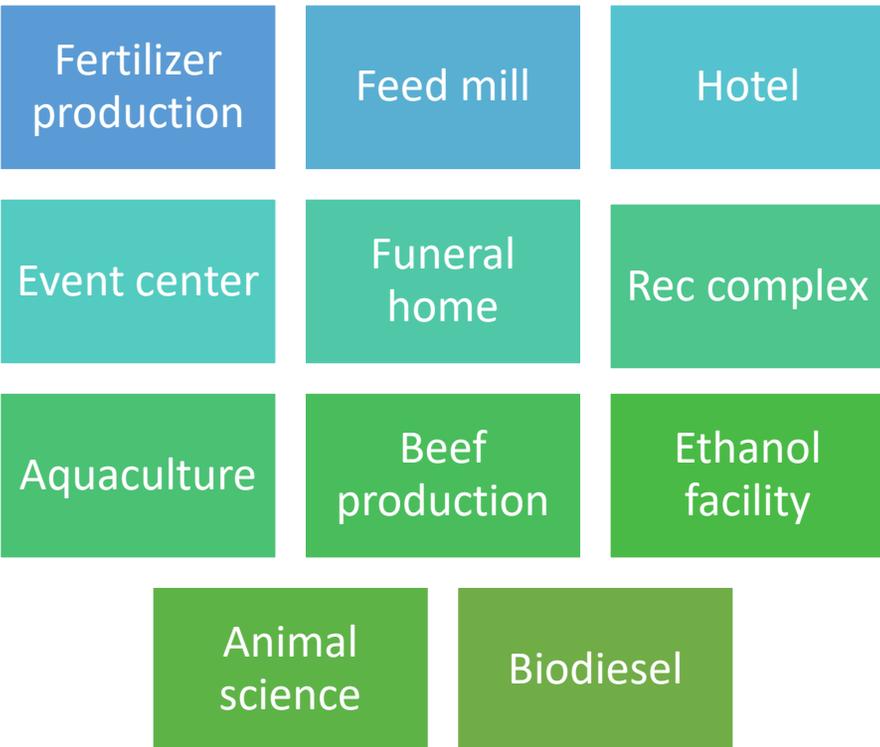


## Business Development and Entrepreneurship: Our Clients

Our team has assisted a wide variety of clients to help them reach their business goals.



*"The Business Development team has been invaluable as we contemplated and now are moving ahead with an expansion plan. From an initial brainstorming meeting to the final business plan, they have been instrumental in helping with everything from contacts to financing. We could not be moving ahead had it not been for their expert help."*

Shaughn and Jerry Roorda  
Owners, In't Veld's Meat Market, Pella

## Business Development and Entrepreneurship: Our Services



### ***Business Feasibility Study***

We provide review and compilation of a business feasibility study for startups, new product development, or businesses wanting to diversify into another product or marketplace. Includes a contract for services with the business and an identified scope of work and deliverables. This study typically is conducted prior to developing a business plan, and in many cases serves as a foundation for development of the business plan.

### ***Entrepreneurship Training***

We have initiated an entrepreneurship training program called LaunchU which incorporates business plan feasibility into a formal business plan when the course is completed. This program covers 11 chapters: Communications, Feasibility Research, Products and Services, Market Analysis (industry and Competition, Market Segments and Strategies), Price and Profitability (Pricing, Breakeven, Sales, Operating Costs, Cash Flow), Legal Structures, and Feasibility – Business Plan Document.

### ***Business Plan Development***

The team also assists with food or ag business plan development for clients. We use LivePlan® and BizMiner with clients face to face and remotely through the software. These business plans also include a pitch section which can be presented to traditional and non-traditional financial sources.

### ***Business Feasibility Analysis***

The final program element is Business Feasibility Analysis. This fee service provides a client with a completed business plan including three years of financial projections and a formal analysis documenting any issues with the business and/or economic models. We typically provide an overall statement of our review as well as an Executive Summary, Market Analysis, Technical Review, Economic Impact, Management Review, and Financial Analysis. An appendix provides resources and a projected profit and loss statement, balance sheet, and cash flow analysis.

### ***Integration***

This program integrates with other service providers as appropriate. Our food systems team may provide broad food industry research in a community or region or type of food product; the small farms team may provide research on a specific niche within the food industry or trends with small farm production. Externally, we work with the Small Business Development Centers, USDA Rural Development, the Iowa Area Development Group, Iowa Institute for Cooperatives, Iowa Bankers Association, Iowa Finance Authority, Professional Developers of Iowa, and others.



**Contact:** Brian Tapp  
Business Development and Finance Specialist  
ISU Extension and Outreach  
2625 N. Loop Drive, Ste. 2430, Ames, IA 50010  
btapp@iastate.edu, (515) 294-4417

