



FOR THE LIFE OF YOUR BUSINESS

NE Massachusetts



The Goal of this Presentation?

To help You understand more about SCORE's mission

- What is “SCORE”?
- NE MASS SCORE
- Who and how we help
- Our counselors
- Our services
- Client successes
- How to contact us
- Getting started

We Coach Small Businesses

SCORE is a non-profit resource partner
of the United States
Small Business Administration



Small Business... Huge Impact

SCORE nationally has

- **364 chapters**
- **13,000 counselors**

In 2011, SCORE helped our clients create

- **58,637 new businesses**
 - **47% are women-owned**
 - **12% are veteran-owned**
 - **46% are minority-owned**
- **Over 71,500 jobs**

“What does SCORE stand for?”

We stand for helping small businesses realize goals and win.

To Win the Game You have to Score



It's true in sports... it's true in business

How do our Clients Win?

SCORE provides Experienced Coaching

- Sound business planning
- Product and service review
- Financial insights
- Marketing and promotion
- Resource planning
- Choosing & negotiating with vendors
- Customer care



SCORE stands for: Helping Local People Win in Business



May we Help You Score Your Goals?

Who Do We Help?

research &
planning



Pre-
Startups

opening



Startups

growth



Firms in
business
for a year
or more

We're chartered to serve firms with up to 500 employees



Number of People in Most Firms we Counsel



Our typical charge for coaching a client in planning and starting a successful business.....

\$0.00

There is no cost to the client.

SCORE Counselors Volunteer to Help



**Our volunteers
know the road
to success
in local and
global markets**

FACT: over 90% of SCORE counselors have successfully managed businesses large and small



NE MASS SCORE

- **36 counselors**
- **Over 556 new clients***
- **20 Workshops***
- **Conducted 1897 counseling sessions***
- **Helped create 946 jobs***

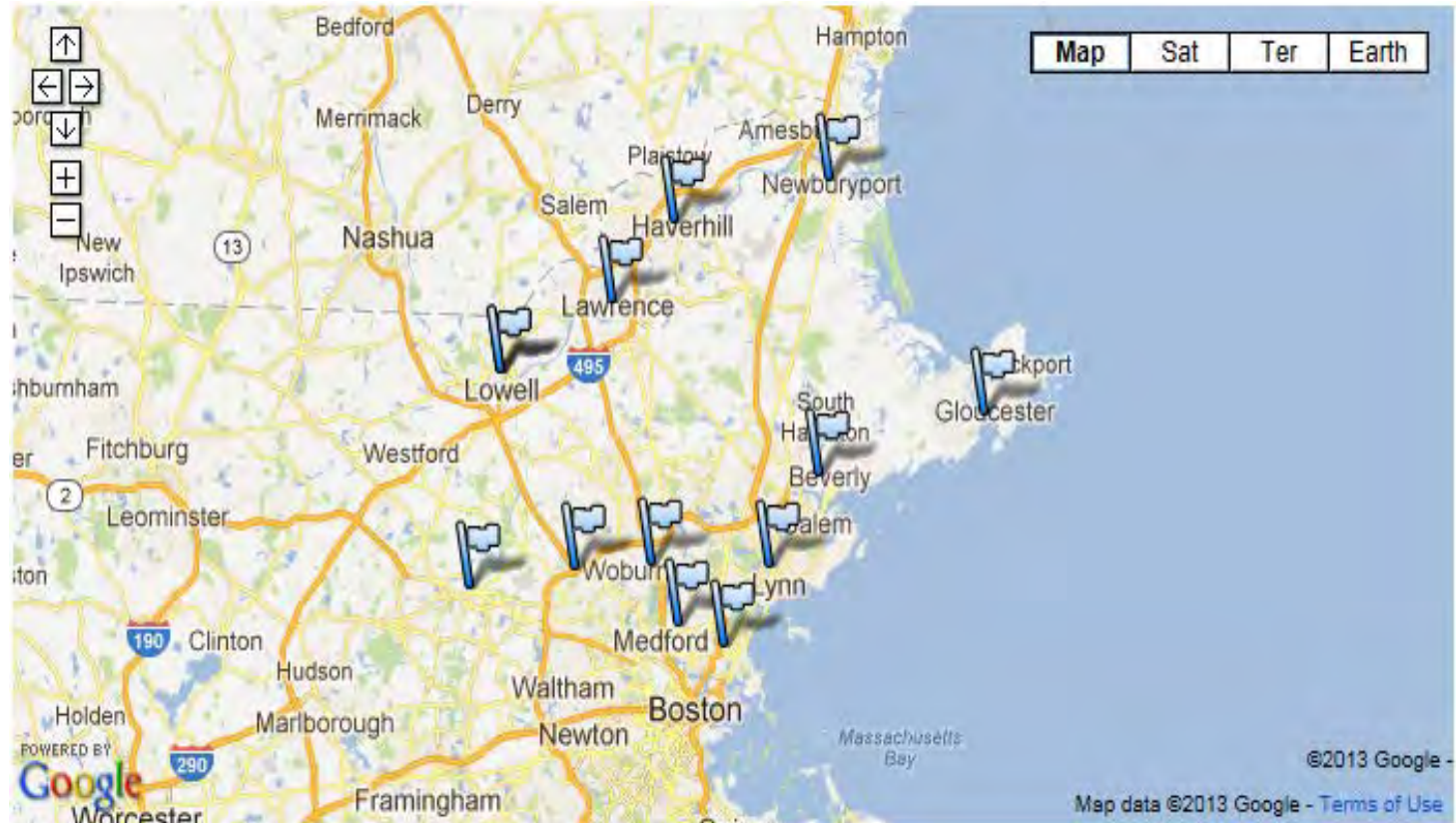


* In 2011.

NE MASS SCORE

Counselors in

- Beverly
- Burlington
- Concord
- Gloucester
- Haverhill
- Lawrence
- Lowell
- Lynn
- Malden
- Newburyport
- Revere
- Stoneham



A Team with Diverse Backgrounds

Our Counselors come from many industries...



Counseling that Meets Your Needs

- One-time
- Short-term
- Long-term
- In one of our offices
- In your community
- Online
- Workshops

**It's FREE &
CONFIDENTIAL!**



Counselors Steve DeSalvo and Bob Curtin meet with Nate Seyler of Shady Oaks Organics.

How Business Counselors Help You

If you are in the pre-start up, or start up phases

- Confidentially review your business ideas
- Explain how to apply for licenses, etc.
- Provide info on finding legal and CPA services
- Help you create a detailed business plan
- Advise you on business negotiations
- Coach you through pre-finance preparations



SCORE counselors
often work in teams
to meet all your
needs

Are You in Business Now?

Counselors can help prepare you for new growth

- Confidentially review your business situation
- Analyze your served markets vs new markets
- Identify opportunities to improve margins



- Assess product portfolio
- Assist with SWOT analysis
- Identify business options
- Develop your growth strategies
- Act as Advisory Council

May We Help You?

Please contact us...

Leave a voicemail at:

978.922.9441

Email: info@scorenemass.org

Website: www.scorenemass.org



■ If you are a potential client

■ If you are interested in a counselor role

Think Big. Start Small.

Go with Experience on Your side

