

Small Business Week  
Cathedral City, CA  
12/3/2024







About  
Ca10SBA

01

# CalOSBA Mission

SUPPORT CALIFORNIA'S DREAMERS **TO START, SCALE & SUCCEED** AS  
SMALL BUSINESS OWNERS, EMPLOYERS & DRIVERS OF THE ECONOMY

1. Administer the Governor's direct grant relief supporting small businesses
2. Fund and oversee a network of small business support centers
3. Increase pipeline of loans to our smallest and most vulnerable small businesses
4. Advance the resiliency of our small businesses through disaster awareness and preparation
5. Represent and elevate the voices of CA's small business-owners

**FUN FACT!**

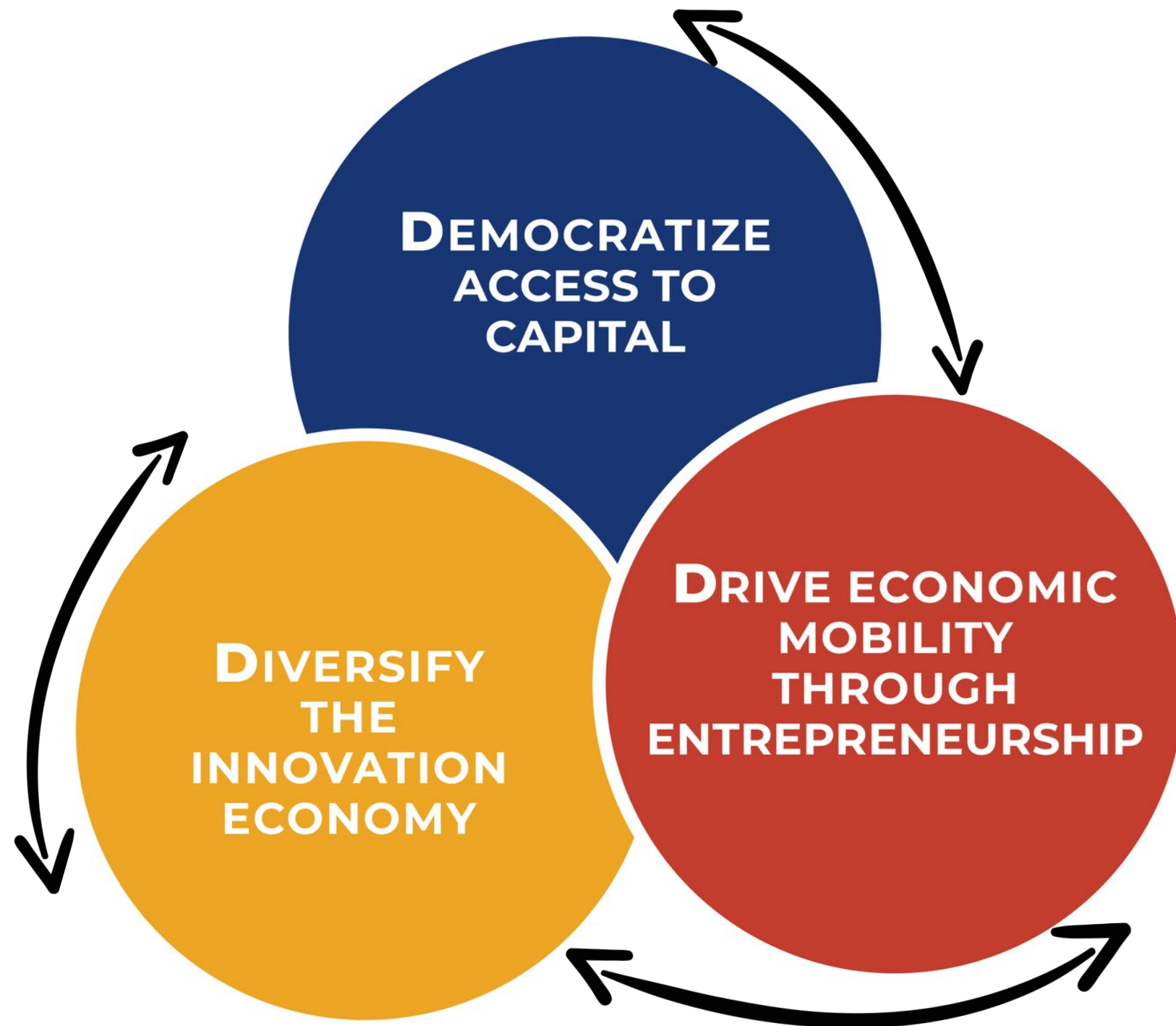
NUMBER **1** REASON  
PEOPLE SAY THEY WANT  
TO START THEIR OWN  
BUSINESS...

**BE THEIR OWN BOSS!**





# CalOSBA Vision



# Who We Serve





02

The State  
of Small  
Businesses  
in California



5th largest economy  
in the world

Number of Small Businesses in CA

4.1 million

Share of all CA businesses  
that are small business

99%

98%

Share of CA small  
businesses with fewer  
than 20 employees

Jobs Created by Small Business

7.5 million

CA has most small  
businesses in U.S.

#1

2 of 3

Net New  
Jobs

50%

of Private  
Sector Jobs



Small  
Business  
Support  
Network

03



SUCCESS | CAPITAL ACCESS | LEADERSHIP FOR ENTREPRENEURS





- Let us connect you to a trusted business advisor ready to support your dream
  - No-cost 1:1 advising and a pathway to funding
  - Low-cost training for every aspect of your business
- Start here to find a small business center that can help your business SCALE
- Don't go it alone!**





# From Bright Idea to Successful Exit



Advisors ready to help in 150+ centers across the state



Find an advisor who speaks your language, knows your community



Specialized support for veterans, women, government contracting and more

- Small Business Development Centers
- Women's Business Centers
- Apex Accelerators
- Veterans Business Outreach Centers
- Access new markets & procurement opportunities with Apex Accelerators
- Plus dozens of non-profit business support organizations & preferred capital providers across the state

[Get Help For Your Business](#)



California's Small Business Support Network

Use these fields to find the best center for your needs:

Where I run my business:

What's special about me is:

My preferred language:

[Location Radius](#)

All services low-cost or no-cost. Create a relationship with an advisor who cares about your business (almost!) as much as you do. When you're ready for capital, your advisor can match you with the right lender with the right loan for you.

☐ Map ☐ Satellite

Keyboard shortcuts | Map data ©2024 Google, INEGI | Terms

1 2 3 4 5 6 7 8 9 10 ... 14 15 Total Search Results: 114

**AnewAmerica Women's Business Center, San Jose**  
210 N 4th St ste 205, San Jose, CA 95112, USA  
AnewAmerica Women's Business Center – San Jose provides training, counseling and other support services to help women entrepreneurs start and successfully grow their businesses. In addition, the center supports women business owners. The office is currently located near downtown San Jose.

**Renaissance Entrepreneurship Center**  
275 5th Street, San Francisco, CA 94103, USA  
Renaissance Entrepreneurship Center transforms lives and communities through entrepreneurship. Our mission is to empower and increase the entrepreneurial capacities of socially and economically diverse individuals and thereby strengthen our communities through the creation of sustainable new businesses, new jobs, and financial self-sufficiency.

**American Indian Chamber Education Fund APEX**  
Online Resource  
The American Indian Chamber APEX Accelerator (AICEF APEX) works with Native American businesses and Tribal enterprises to help businesses pursue and perform under contracts with the Department of Defense, other federal agencies, state and local governments and with government prime contractors.





2/3 of small business owners report that they will seek capital over next 12 months

## Ready to SCALE: an Entrepreneur's JOURNEY

A small business-owner seeks capital



Works their personal network and checks the Internet



Lands here and fills out a quick SCALE intake form

Referred to a trusted advisor



Works with their advisor to create a solid financial strategy and hone their skills



With the help of their advisor, connects to a lender and negotiates a good deal



Funded! This small business is ready to SCALE!







Programs &  
Resources

04





# ACCELERATE CALIFORNIA

INCLUSIVE INNOVATION HUBS

DIVERSIFY  
THE  
INNOVATION  
ECONOMY

13

Inclusive Innovation Hubs or iHubs

1st

State to invest directly in the success of  
diverse-owned innovation businesses.

\$ 10 0 k

Accelerator Grants for a business  
cultivated in one of the 13 iHubs

\$ 16.5m

Program Investment in iHubs







# ACCELERATE CALIFORNIA

INCLUSIVE INNOVATION HUBS

[Learn more about Accelerate California](#) 

What's an IHub? A small business incubator built on 5 pillars:

1. \$ OF EQUITY INVESTMENTS
2. \$ OF TOTAL CAPITAL RAISED
3. # OF EQUITY INVESTMENTS
4. # OF TRAINING ATTENDEES
5. # OF TRAINING EVENTS

- **Technical Assistance** – 1:1 advising/mentorship and educational training.
- **Capital Access** – Pathways for innovators to access and obtain capital. Non-dilutive funding (SBIR/STTR/Grants), Debt Funding, Angel and Venture Capital
- **Subject matter experts and industry expertise access** – A hub should provide connectivity to regional assets at a University Laboratory (Tech Transfer & Commercialization), National/Federal Laboratory (SBIR & STTR) and local private industry experts
- **Resource Provider Network** – A conduit to a network of regional resource providers that can support innovators through the life cycle of their ventures. (Legal, accounting, financial, HR and other resource providers)
- **Physical Space** – Each Hub should be leveraging a physical space within the region to spur collaboration and communication between entrepreneurs.. (Entrepreneurial resource centers, co-working spaces, etc)





# Everything Gets Made in California!

[Learn more about Made in California](#) 

Windmills and wine, soap and shoes and solar panels, cars and airplanes and bikes and drones and rockets, furniture and clothing and art and jewelry, machine parts and machines to make other machines, and, of course, everything electronic imaginable.



## #1 State in the Country

California is the center of manufacturing businesses and jobs in the U.S., with output now topping \$394 Billion, an increase of 73% since 2010.<sup>1</sup>



## 1.28 Million Good Jobs

Eight percent of the state's workforce is employed by the state's 34,360 manufacturing firms with an average annual compensation of \$134,356.<sup>2</sup>



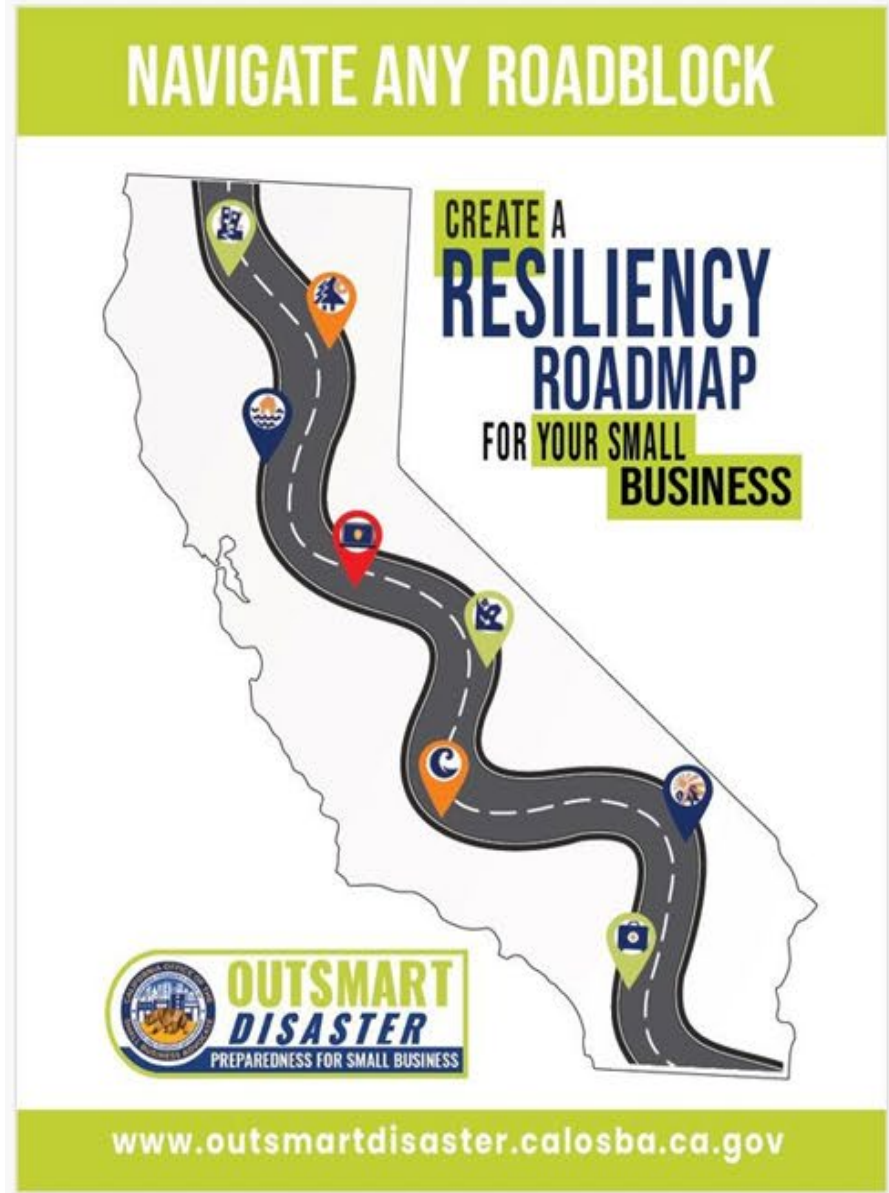
## Not Just Computers

Electronics still top the list, but Pharmaceuticals and Aerospace lead in emerging sectors, as well as Medical Equipment, Food & Beverages, and Motor Vehicles.

**DIVERSIFY  
THE  
INNOVATION  
ECONOMY**







Information and where to find key resources

KEY RESOURCES	
Hazard Information Sheets (FEMA)	Provides guidance on actions your business can take to prepare for 17 different types of hazards
Listos California (CalOES)	Provides Californian families and households with disaster readiness tools and resources in 24 different languages
Hazard Mitigation Planning Unit (CalOES)	Helps you find your local Hazard Mitigation Plan
Natural Risk Index (FEMA)	Interactive mapping tool to assess the likelihood of 18 different types of natural hazards in your community
MyHazards (CalOES)	Discover hazards in your area and learn steps to reduce personal risk
Know Your Alerts & Warnings (FEMA)	Lists of common alerts in multiple languages
CalAlerts	How to sign up for emergency notifications in your county
MyShake App	Keeps you informed about earthquakes in real time using data from your phone's sensors
Ready.Gov Crisis Communications Plans	Review this resource to better understand how your business can respond promptly, accurately, and confidently during an emergency and, days that follow
Emergency Call Tree Template	Review this example to see how you and your employees can stay connected during an emergency

Forms to document critical information

THREATS	PROBABILITY (0-5)	SEVERITY (0-5)	TOTAL (0-25)
Determine which threats could affect your business functions and processes. Add additional threats under "Other".	Assign each threat with a score of 0 to 5 to indicate the likelihood it will occur in your area.	Assign each threat with a score of 0 to 5 to indicate the amount of damage it could cause your business.	Multiply Probability with Severity and enter the total. Plan NOW for the highest ranking threats. (Total 17-25)

PROBABILITY x SEVERITY = TOTAL RISK

THREATS	PROBABILITY (0-5)	SEVERITY (0-5)	TOTAL (0-25)
Geological Hazards			
Landslide			
Earthquake			
Mudslide			
Tsunami			
Volcano			
Subsidence			

NAME OF EQUIPMENT

Related Business Process:

Brief Description of Item:

Quantity:

Equipment Operator:

Make / Manufacturer:

Purchase/Lease Date:

Model Number:

Asset Tag Number:

Price Paid:

Serial Number:

REPAIR/MAINTENANCE

Warranty / Service Contract Info:

Employee Responsible for Maintenance/Repair:

Are Spare Parts Available: ☐ YES ☐ NO If so, explain:

Maintenance History:

EQUIPMENT REPLACEMENT

Can This Equipment Be Replaced: ☐ YES ☐ NO How Long Will the Replacement Take:

Is vendor/manufacturer installation required?

If equipment is not replaceable, what are your options? (Use an alternate model or vendor, have equipment custom-made, etc.):

VENDORS

Name of Primary Supplier/Vendor:

Name of Backup Supplier/Vendor:

ATTACH

☐ Equipment Photographs ☐ Equipment Manual ☐ Warranty Information

The Outsmart Disaster Resiliency Team :

- hosts free preparedness training both online and in-person training webinars
- bespoke in-person training event for small-business owners in your community



NOTA:

Toda la capacitación y los materiales de Outsmart Disaster también están disponibles en español





DRIVE  
ECONOMIC  
MOBILITY  
THROUGH  
ENTREPRENEURSHIP

# Equity in Procurement (AB2019)

[Doing Business with the State \(ca.gov\)](https://www.ca.gov/doing-business-with-the-state/)



- Under AB 2019, 25% of all State contracts must be awarded to small businesses
- In 2022, AB 2019 turned California's long-standing small business participation goals into a mandate: a minimum of 25% of all contracts from each state agency must now be assigned to certified small businesses and 3% to Disabled Veteran Business Enterprises
  - Step towards making California's procurement opportunities more inclusive and equitable



# Performing Arts Equitable Payroll Fund (SB 1116)

“The creative arts industry was amongst the hardest hit by the impacts of the Covid-19 pandemic. I am proud of the economic and cultural contributions that our arts workers provide to California, and support industry-led efforts to improve their ability to succeed and continue to enhance our communities.” **Governor Newsom**

- Reimburses payroll for eligible nonprofits; encourages them to convert contract labor to W2 employees
- CalOSBA to choose community partner through competitive application process in Sept. 2024 with funds available in early 2025
- Uses \$12 million in unexpended funds in the Nonprofit Performing Arts Grants program to launch a pilot

**DRIVE  
ECONOMIC  
MOBILITY  
THROUGH  
ENTREPRENEURSHIP**

**Art work is  
real work...**





07

Connect  
with  
Ca10SBA



# Every month in your inbox...

- Success stories like this one from around the state
- CalOSBA program updates
- Director's column, From the Advocate
- Tips on how to Outsmart Disaster
- Other useful information to help you Start, Manage & Grow your business

[Subscribe to CalOSBA newsletter](#)



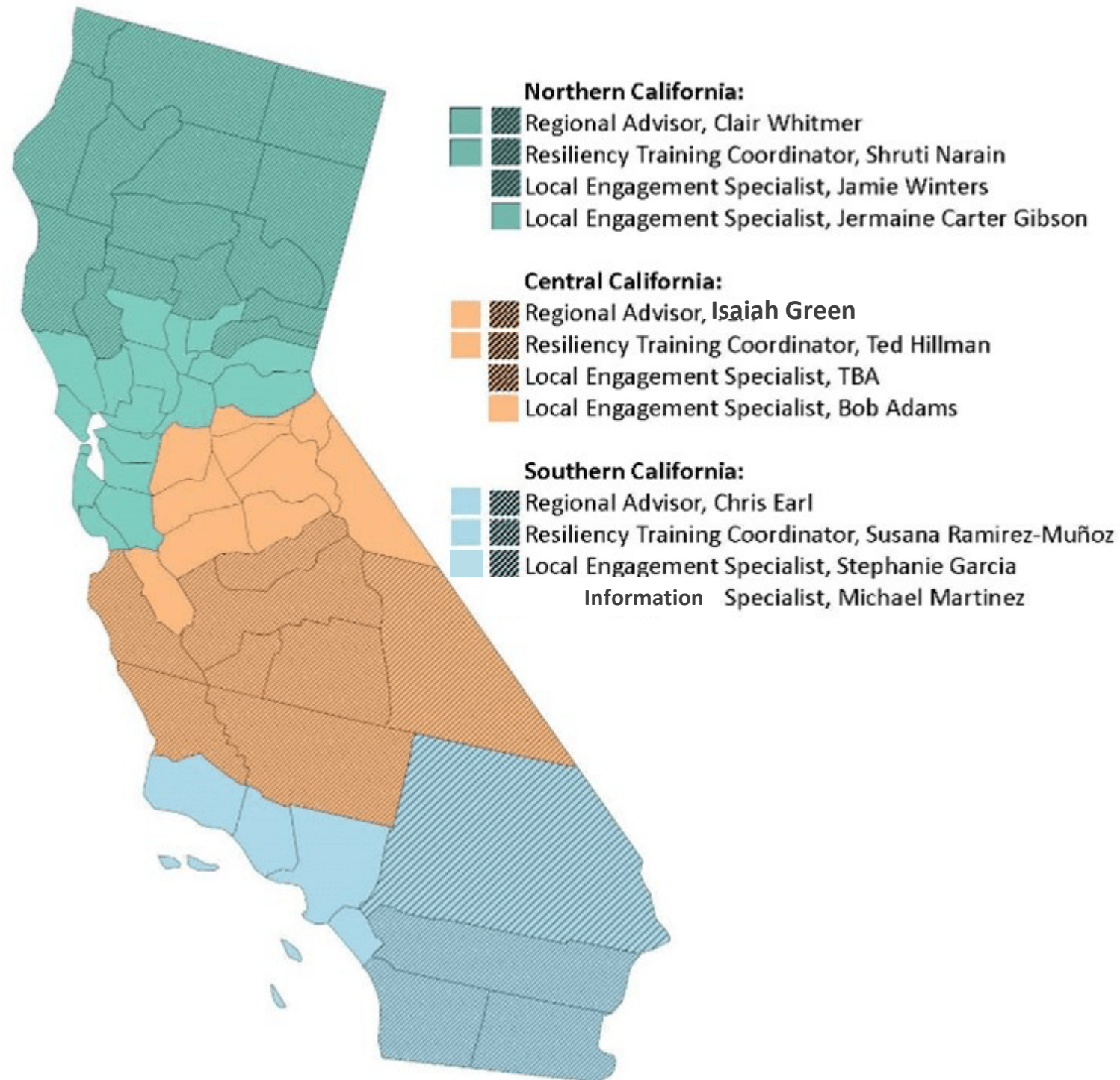
Meet Salomon & Carmela Silva – The New  
Owners of Coastsides Baking Co.



# Meet the Team

## California Office of the Small Business Advocate

### Regional Economic Engagement Teams



### Southern California Team



Chris Earl



Michael Martinez



Stephanie Garcia



Susana Ramirez-Muñoz

## Stephanie L. Garcia

Southern California Local Engagement Specialist

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Hablo español



# Thank you!



VISIT US



FOLLOW US

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X (formerly Twitter)  
@californiaOSBA

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@californiaOSBA

Instagram  
@californiaOSBA

NextDoor  
CaIOSBA

