



U.S. Small Business  
Administration

## **Empower to Grow (E2G) Program Training and One- on-One Counseling**

**High-quality, free support  
for 8(a)-certified and other  
eligible small businesses**



**Navigating the federal marketplace can be daunting. If you are an eligible small business, you can get free expert training and one-on-one counseling through the SBA's Empower to Grow (E2G) Program.**

E2G is designed for businesses just like yours that are ready to scale up. E2G offers free, hands-on training and executive education that is tailored specifically for eligible small businesses. Grow your business by leveling up with new skills! E2G gives you access to approachable, inclusive, and customized training and technical assistance. It can help entrepreneurs like you start, grow, and sustain your business and compete for federal contracts and other business opportunities.

**E2G is your one-stop shop to help your business succeed!**



## What does E2G offer?

**Expert business coaching and personal guidance.** One-on-one counseling from designated technical assistance providers is available to eligible small businesses based on their SBA servicing region.

Through a nationwide network of Resource Partners and technical assistance providers, training and technical assistance is offered covering a wide range of topics, including:

- Finding, bidding, and completing government contracts
- Strategic and operational planning
- Business development
- Accounting
- Marketing
- Financial analysis
- Compliance
- Cybersecurity and ecommerce
- Business-related software/technology

### WHAT ARE THE BENEFITS OF E2G TRAINING?

- Customized one-on-one training tailored to small business needs
- Networking and matchmaking events with agencies and prime contractors
- A federal contractor master class with new tools and techniques for small business bidding, including Sources Sought and Request for Information requirements
- New tools for 8(a) firms to access \$2 trillion in state and local bid opportunities

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### WHO IS ELIGIBLE?

To be eligible for the E2G program, a small business must be one or more of the following:

- Located in underserved areas of high unemployment or low income
- Owned by low-income individuals
- Certified as an 8(a) participant, HUBZone small business, or economically disadvantaged women-owned small business

Whether you are still getting your business off the ground or have been in operation for years, E2G provides concrete ways for you to build or expand upon your operational infrastructure, increase revenue, and navigate the federal contracting marketplace.

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### HOW DO I GET STARTED?

If you are eligible for E2G, work with your local SBA District Office or SBA Business Opportunity Specialist to discuss the training that will help you grow your business and thrive.



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**TO FIND OUT MORE VISIT** <http://www.sba.gov/e2g>

All SBA Programs and services are extended to the public on a nondiscriminatory basis.