



## U. S. SMALL BUSINESS ADMINISTRATION

FRESNO DISTRICT OFFICE  
801 R Street, Suite 201  
FRESNO, CALIFORNIA 93721  
559-487-5791 • 559-487-5636 (FAX)

February 4, 2013

Dear Entrepreneur/ Partner:

The Fresno SBA district office has been funded again to host another year of our acclaimed **e200/ Emerging 200 mini MBA-type business development curriculum program**. In 2011 SBA, a member of the federal Strong Cities, Strong Communities initiative in Fresno, inaugurated the program in collaboration with several local partners. Since then we have graduated approximately 24 of the most talented and dedicated business owners in the Valley and the outcomes with respect to growth and job creation has simply exceeded our expectations. These businesses are now poised and prepared for growth, and are making a tremendous impact as the result of taking this growth-proven copyrighted business development curriculum.

**We are currently accepting applications for our 2013 class which will start in mid April.** We have included information regarding the program and ask that you consider applying for this training program. In addition, please let your clients, customer and community contacts know that SBA is currently enrolling business owners in our 2013 program which will be offered again totally without any cost to the participant.

The goal of the program is to identify 15 businesses in Fresno that show a high potential for growth and to provide them with the networks, resources and motivation required to build a sustainable business of size and scale. The program's business model follows a growth-proven curriculum called *StreetWise Steps*<sup>™</sup> which has interactive learning and networking components. The curriculum is owned and taught by Interise, a prominent non-profit out of Boston. Small businesses located within the City of Fresno are especially encouraged to apply.

***As a reminder, our eligibility criteria include:***

- ✓ In business for at least 3 years
- ✓ Between \$400,000 and \$10 million in annual revenue
- ✓ At least one full time employee besides the owner
- ✓ Interested in growth
- ✓ The business is in good financial shape and does not face tax, legal or other significant challenges

We look forward to identifying another class of high-growth firms that will contribute to this Region's economy. **Deadline for application submission is March 22, 2013.** Should you have any questions please contact Lupe Cota, e200 Coordinator or me at 559/ 487-5791.

Sincerely,

Carlos G. Mendoza  
District Director  
Fresno District Office



## Q & A

1. **What is e200?** SBA, a federal partner under the Strong Cities, Strong Communities initiative, will offer again its e200 Curriculum to about 15 small businesses in Fresno. The curriculum is based under a copyrighted program called the StreetWise Steps to Small Business Growth™. The curriculum gives small business owners an opportunity to gain knowledge and experience through a combination of 1) academic developed curriculum; 2) practical tips based on “real-life” business experience, and; 3) advice from business leaders that can be readily applied. Interise a prominent non-profit out of Boston owns the program and its instructors will teach the class.
2. **Is e200 offered in all SBA district offices?** E200 is currently offered in only 17 urban host cities including Fresno. Fresno is the only urban community in California to offer e200 to the general small business population.
3. **What will the StreetWise Steps Curriculum™ cover?** There are five modules that will be covered in class. Module 1: Business and Strategy Assessment. Module 2: Financials. Module 3: Marketing and Sales. Module 4: Resources- People, Accessing Capital and Government Contracting. Module 5: Putting it all together- Strategic Growth Plan Presentations.
4. **Is there a cost?** Program is offered totally free by SBA to the participating small businesses. Please note that the same curriculum is currently being offered to Boston area businesses for several thousand dollars by the same non-profit. Again, there is no cost to take the program in Fresno.
5. **What are a Small Business’ Commitments to e200?** The educational program will begin in mid April 2013 and end in November 2013. Participants will be in class for 40 hours of instruction time, divided over 13 class sessions. Classes are typically held every other week. Participants will also spend at least 12 hours in self-directed CEO mentoring groups. Out-of-class pre-sessions preparation will be at least 40 hours. All instructional approaches-classes, CEO Mentoring Groups and self paced learning are interconnected and of equal importance. In total, each participant can expect to commit approximately 100 hours during the training.
6. **How many classes can entrepreneurs miss and still get a certificate?** To receive a certificate students can miss no more than two classroom sessions. If a participant misses more than two classes, they will be encouraged to continue to attend the classes for learning, but may not receive a certificate for completing e200.
7. **What will the Small Business get out of e200?** There are no guarantees, but the statistics of those businesses completing the curriculum speak for themselves. A survey was conducted of 2008-2010 executives and the following were the results.
  - Respondents grew their revenues by 60%
  - Respondents created 275 net new jobs in 2010 with an average job creation rate of .87 jobs/business.
  - Nearly half of the participants secured federal, state, local and tribal contracts with a cumulative total of \$287 million.
  - Participants accessed over \$7.2 million in new financing.
8. **What are the timeframes?** Applications are due to SBA no later than March 22, 2013. Applications are reviewed for eligibility as they are received. An interview will be scheduled. Finalists will be selected by April 1<sup>st</sup>. E200 classes will begin in mid April. Venue for training is SBA’s district office at 801 R Street, Fresno.
9. **I have additional questions, who shall I contact?** Contact SBA as follows.
  - Lupe Cota at 559/487-5791 ext 2702 [lupe.cota@sba.gov](mailto:lupe.cota@sba.gov)
  - Carlos Mendoza at 559/487-5791 ext 2710 [carlos.mendoza@sba.gov](mailto:carlos.mendoza@sba.gov)
  - Dawn Golik at 559/487-5791 ext 2705 [dawn.golik@sba.gov](mailto:dawn.golik@sba.gov)



## *I'm interested in being an e200 Emerging Leaders participant!*

Please complete the on-line application at <http://www.interise.org/sbae200> (preferred method) or submit a copy of the following application to SBA by March 22, 2013. If submitting a copy directly to SBA please email it to [lupe.cota@sba.gov](mailto:lupe.cota@sba.gov) or fax it to 559.487.5636 and request confirmation of receipt of application.

## I'm interested in being an e200 Emerging Leaders participant!

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Location: \*

First Name: \*

Last Name: \*

Email Address: \*

Phone Number (daytime): \*

Business website:

Company Name: \*

Job Title: \*

Business street address: \*

City: \*

State: \*

Zip Code: \*

Select the industry that best describes your business: \*

This business began in (year): \*

Numbers only please

Number of employees in 2012

Full time: \*

Numbers only please

Part time:

Numbers only please

Total Revenue in 2012: \* \$

Numbers only please

Please describe your interest in the e200 Emerging Leaders initiative: \*



Completion of this form is an indication of your interest in the e200 Emerging Leaders program and does not guarantee that your firm will be an e200 Emerging Leaders participant. Space is limited and offered on a first come, first served basis.

For more information regarding the e200 initiative, please go to [www.sba.gov/e200](http://www.sba.gov/e200) or email [e200@sba.gov](mailto:e200@sba.gov). To learn more about the curriculum utilized in the e200 initiative, please go to [www.interise.org/streetwise\\_steps](http://www.interise.org/streetwise_steps).

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Bottom of Form

When completing the “type of industry” question found above please select from the following categories.

**Accommodation and Food Services**

Agriculture, Forestry, Fishing, and Hunting

Arts, Entertainment, and Recreation

Construction and Extraction

Educational Services

Finance and Insurance

Healthcare and Social Assistance

Information (broadcasting, video, publishing, telecommunications, etc.)

Manufacturing

Professional, Scientific, and Technical Services (design, architectural, engineering, etc.)

Real Estate and Rental/Leasing

Retail Trade

Transportation and Warehousing

Waste Management and Remediation Services

Wholesale Trade

Other

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**For Questions please contact SBA at 559/487-5791 ext 2702 or via EMAIL at [lupe.cota@sba.gov](mailto:lupe.cota@sba.gov)**