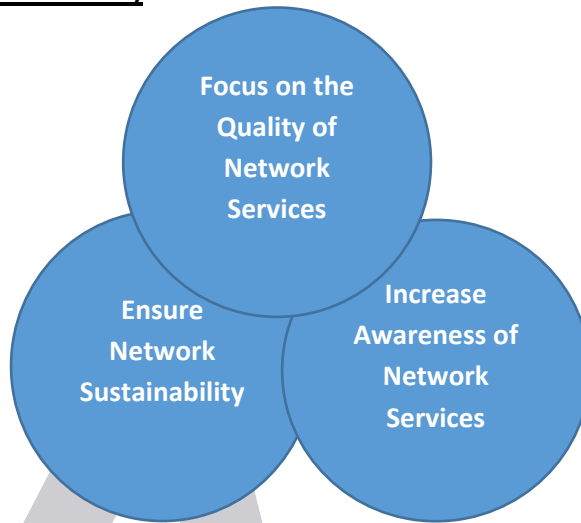


Strategic Priorities (Lead Center)



Values

Integrity
Quality
Client Centric
Team
Professional

Mission

To develop skilled entrepreneurs and strong businesses.

Vision

To be the most effective economic development organization in New Mexico and be recognized as such.

Wildly Important Goals

1. Counsel and train entrepreneurs to start new businesses, grow existing businesses and stay in business.
2. Ensure the value of the NMSBDC Program is demonstrated to stakeholders, partners, clients and the community through awareness and quality of the services we provide.

Measures

The following outcomes of counseling and training are measured to move towards Wildly Important Goal (WIG) 1:

- Cost per jobs created or saved (benchmarked) (NM)
- Number of Clients Advised (benchmarked) (SBA)
- Number of New Business Starts (benchmarked) (SBA)
- Number of Capital Infusion Transactions (benchmarked) (SBA)
- Number of small businesses which receive counseling and/or training on innovation & intellectual property protection (benchmarked) (SBA)



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The following outcomes are measured to move towards Wildly Important Goal (WIG) 2:

- Number of legislative visits
- Number of third party endorsements
- Number of media exposures
- Number of community presentations
- NMSBDC Client satisfaction level for counseling and training

Key Services

To develop skilled entrepreneurs and strong businesses the NMSBDC Network delivers technical assistance in the form of customized counseling and training to clients:

- *Counseling* - We provide high quality business counseling that meets clients' specific needs and aligns with our values and mission.
- *Training* – We provide high quality training that meets clients' needs and aligns with our values and mission.

Client Segments

While the NMSBDC Network provides services to all planned or existing small businesses in New Mexico, we strategically align our key services, training, and counseling, to engage and develop skilled entrepreneurs of the following key client segments: *Pre-Venture/Nascent*, *Start-up (in business < 1 year)* and *In Business (> 1 year)*. For America's SBDC Accreditation Standard 2.2 the client is the customer.

Pre-Venture/Nascent

- A Pre-Venture/Nascent individual interested in starting a business
- Will be located in New Mexico
 - Has the resolve and/or the experience, financial resources and credit score to start
 - Will benefit from the services we provide
 - Is willing to do the work necessary to become a skilled entrepreneur and build a strong business

Start-up (in business < 1 year)

- In business less than 1 year when becoming a NMSBDC Program client
- Located in New Mexico or interested in locating within New Mexico
 - Interested in growth
 - Will benefit from the services we provide
 - Is willing to do the work necessary to become a skilled entrepreneur and build a strong business

In Business (> 1 year)

- In business more than 1 year when becoming a NMSBDC Program client
- Located in New Mexico or interested in locating within New Mexico
 - Interested in growth



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- Will benefit from the services we provide
- Is willing to do the work necessary to become a skilled entrepreneur and build a strong business
- Other consideration for businesses that provide a product or service that is critical to the quality of life, health or economic well-being of the community and may be at risk of relocating outside of the community or in danger of closing, such as a legacy business

Stakeholder Segments

The NMSBDC's key stakeholders are defined as the decision makers who financially support the NMSBDC through direct or indirect contributions.

- US Small Business Administration
- New Mexico Legislature
- New Mexico Governor
- New Mexico higher education institutions that host an NMSBDC Network Service Center
- New Mexico Congressional Delegation