

**DotBiz**

Developing Local Businesses and Entrepreneurs



# **DotBiz IMPACT Report**

In the three years since the program's inception, more than 100 entrepreneurs and business owners have graduated from the DotBiz class. 39 graduates either launched or grew their Business.

# INTRO TO DOTBIZ

## Overview

Launched in 2016 DotBiz, Developing Local Businesses and Entrepreneurs is an initiative of CSNDC rooted in our organizational value of promoting a dynamic economic landscape where businesses and entrepreneurs launch, stabilize and/or grow their businesses and increase their resiliency to forces of neighborhood change, and are well positioned to meet the challenges of a changing market and consumer base. DotBiz utilizes a two track approach, one for aspiring entrepreneurs and one for existing businesses.

## Target Population

The target populations of CSNDC's DotBiz program are low and moderate income residents and business owners within our service area, and those looking to open a business within the service area. Economic Empowerment services empower residents with the skills and tools necessary to attain and maintain economic independence, mobility and resiliency. These goals are becoming more difficult to attain for our community as a result of systemic issues of inequitable access to resources that contribute to health, education, and employment disparities. CSNDC views entrepreneurship as a vehicle for self-employment and a means to economic independence, stability and mobility.



*"I learned the skills and resources necessary to further my business idea and got to practice presenting my pitch to the class!*

*Clarence Davis Fall 2017 Graduate*

# INTRO TO DOTBIZ

## DotBiz Workshop

CSNDC's DotBiz workshops are a comprehensive 10-part course, which outlines the requisite components of a business plan and the steps necessary to launch a business. Graduates are equipped with business acumen and knowledge of key concepts such as market analysis, startup costs, time management, and book keeping. Clients receive at least 10 hours of high quality instruction in classes which combine instructor led presentations with interactive activities and conversation.

*Intended Outcomes:* Clients will have completed an elevator pitch and have knowledge of the core components of a viable business plan. Upon completing the course, DotBiz graduates have the opportunity to work one on one with CSNDC staff to refine their business plan and launch their business.

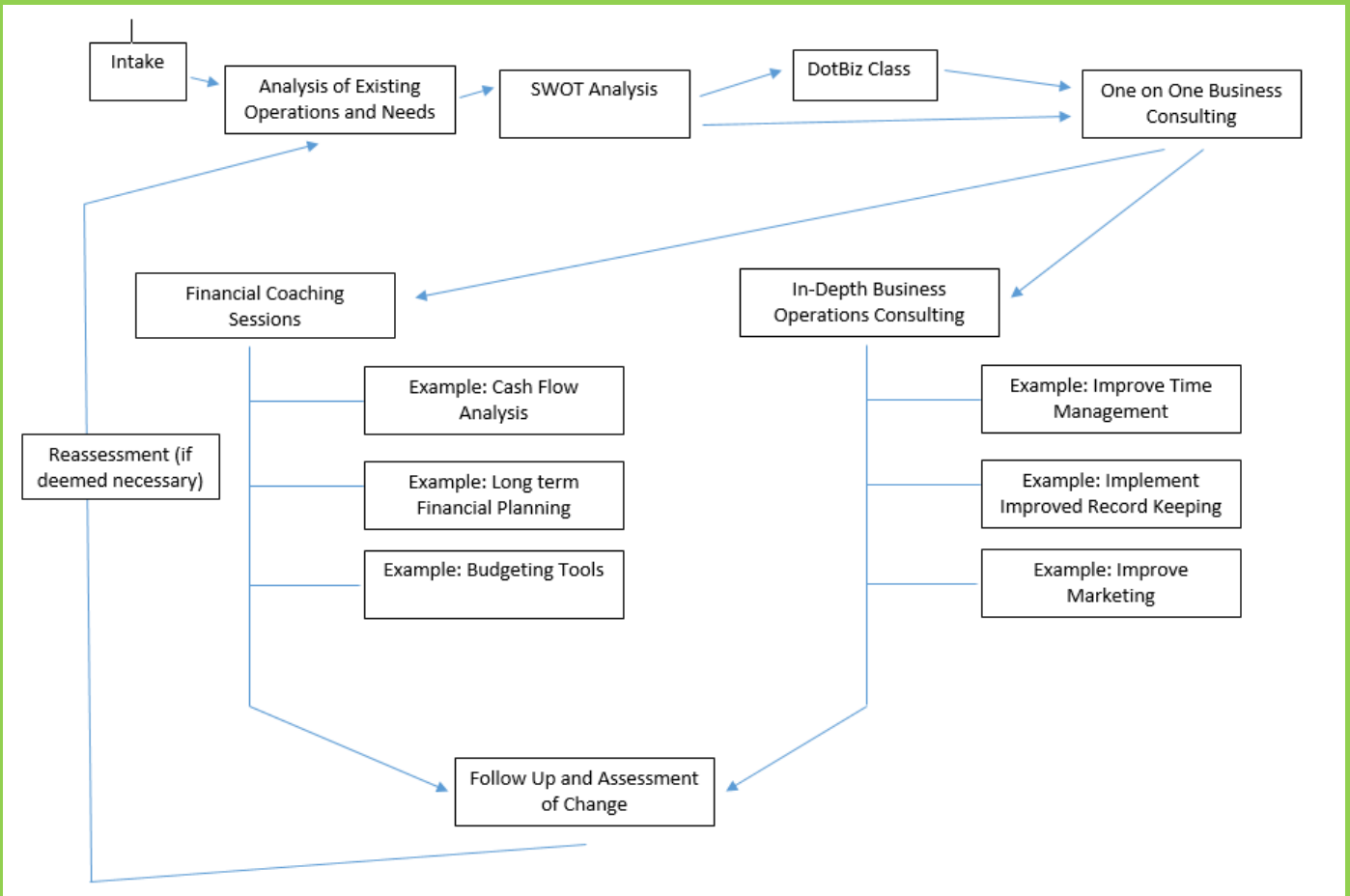
## DotBiz TA

*Overview:* Technical Assistance services are available to businesses that have been operating for at least three years. TA services are an analysis-driven process to stabilize or to increase the market share of local businesses. The model includes a comprehensive intake process, an assessment of baseline data, and a counseling session to develop a mutually agreed upon action plan to stabilize and grow business. Once an action plan is developed clients work with CSNDC staff on an agreed upon schedule, with regular check-ins at least once every thirty days, until the case is resolved.

*Intended Outcomes:* Client businesses will have either stabilized or grown revenue over a two year time horizon. Over this time frame the businesses will have also either preserved or added employment opportunities and/or accessed capital to grow the business.

# METHODOLOGY

DotBiz is a tiered small business program offered by CSNDC. Prospective clients are taken in and then assessed. As can be seen in the chart below, the DotBiz class provides support for those looking to develop or expand a business, but who are perhaps not ready to jump right into one on one Technical Assistance.



The DotBiz class goes into depth on some of the most important basics necessary to start or expand a business. The core topics of the class are outlined below:

Small Business Climate  
Market Analysis  
Calculating Startup Costs  
Legal Entity Types

Time Management  
Record Keeping  
Cash Flow Analysis  
Business Plan Overview

Upon completion, graduates have the necessary competencies and skills for starting and/or growing their business. These graduates and those who had enough background to skip the DotBiz class then move into DotBiz TA. DotBiz is comprehensive and relies on assessment of needs, creating an action plan, and following up on that plan.

# DOTBIZ COURSE BY THE NUM-

**104** Total number of DotBiz Class graduates

**99%** Minority entrepreneurs and business owners

**416** Minutes of business pitches

**85%** Female graduates

**19-84** Age range of graduates

**100%** Graduates who would recommend DotBiz

**39** Businesses already established or expanded by graduates

# **DOTBIZ EXISTING BUSINESS TA BY THE NUMBERS**

**75**

Total number of TA Cases

**100%**

Minority business owners

**85%**

Businesses located in Codman square

**> 38**

Jobs Created

**24**

Different existing business owners assisted

# SUCCESS STORY

## All Star Interiors



All Star Interiors is an automobile upholstery repair and replacement business that had been working out of a two story light industrial location near Fields Corner in Dorchester. This two story space was impractical for the business, because not only was its rent too high related to its revenue, it was also difficult to work on the vehicles at the location, given that many of the tools and machinery were located on the second floor, but the cars themselves had to be on the first floor.

This made it difficult for the business to produce adequate revenue to justify continuing to remain open. Facing this situation, Raphael Santos, the owner of All Star Interiors came to Codman Square NDC looking to house his business in an available 4200 square foot light industrial space owned by the NDC on New England Ave. near Codman Square in Dorchester, which was being listed at a lower rent than he was paying in Fields Corner.

Codman Square NDC's economic development staff worked one on one with Mr. Santos to create a business plan for All Star Interiors, in addition to growth projections, an operations plan, and a marketing plan. Prior to this, there had been no formal operations for how the business was run. With this plan in hand, Mr. Santos was able to show that he would be a stable client and even able to grow his business and hire another employee. Mr. Santos also saw that there was room to add some car customization beyond what he had been able to do at the former location.

Since moving to the new location, All Star Interiors has grown its book of business, paid its rent on time, and is looking to possibly add another worker.

Codman Square NDC helped a local business owner stabilize and grow his business and keep it in the community.



*New custom seats at All Star Custom Interiors*

# BUSINESSES LAUNCHED

- Soul Food Restaurant
- Iced Tea Producer
- Window Cleaning Business
- Property Management Company
- Jewelry Making Business
- Handy Man & Landscaping
- Party & Event Planning
- Childcare Services
- Alternative Healing
- Solar Consulting
- Tax Preparation



*"The program was essential in helping me put the pieces together to open my restaurant."*

*Michelle White, Founder and Head Chef of 'Next Step Soul Food Café' "*

# PARTNERS

