

Agency Mission: To contribute leadership and resources to increase the skills, knowledge, and career opportunities of Oregonians.

KPM #9	SBDC BUSINESS START-UPS Percentage of SBDC pre-venture/start-up entrepreneurs with a completed business plan who start a business	Measure since: 2006
Goal	Goal 2: Oregon's workforce is well-trained and has access to a wide variety of training programs	
Oregon Context	OBM 3: Oregon's national rank in new companies	
Data source	Small Business Development Center IC/EDMIS	
Owner	CCWD Research, 503-378-8648	

1. **OUR STRATEGY**

CCWD, in conjunction with OECDD, provides resources to Oregon community colleges to assist Small Business Development Centers (SBDCs) in providing counseling and training to clients seeking to start new businesses.

2. **ABOUT THE TARGETS**

Targets for 2006 through 2007 were set based on 2006 recommendations and preliminary data from the Oregon Small Business Development Center Network (OSBDCN). Because these data were preliminary and a comprehensive methodology for collecting this measure information was under development, targets for 2006 and 2007 were set conservatively. Targets for 2008 and 2009 were increased 2% from the prior year's target. Higher is better.

3. **HOW WE ARE DOING**

In 2007, nearly 27% of SBDC startup/pre-venture clients who completed a business plan actually started a business. This result is significantly lower than the qualitative result reported in 2006. The OSBDCN does not yet have a valid methodology to calculate this result, and the current outcome is the derived using the best proxy data available to the OSBDCN.

4. **HOW WE COMPARE**

There are no comparison data available for this measure.

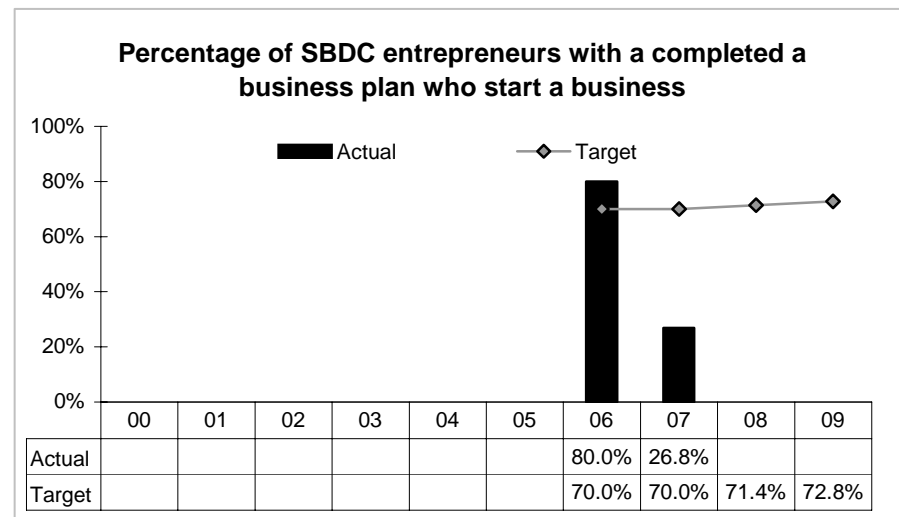
5. **FACTORS AFFECTING RESULTS**

The economic recovery Oregon is beginning to experience may encourage more individuals to consider starting a business. A stronger economy will provide a more stable setting for small businesses and new business entrepreneurs.

6. **WHAT NEEDS TO BE DONE**

CCWD will continue to work with OSBDCN to develop a formal methodology for this measure.

7. **ABOUT THE DATA**



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Reporting cycle: Oregon fiscal year. A formal methodology has not yet been finalized for this measure. For 2007, the OSBDCN used proxy data to identify individuals who are currently in business and who had assistance or counseling relating to a business plan. For the 2006 reporting year, the OSBDCN selected a random sample of client files from all 19 local SBDC service centers and counted the number of SBDC clients with a business plan who started a business. To calculate a percentage, that number was divided by the total number of SBDC clients with a business plan in the random sample. Through a qualitative review of records for the month of November 2005, it was estimated that 80% of pre-venture/startup clients that completed a business plan actually started a business within 60 days of SBDC engagement. Based on the extreme variance in the results for the two years, further work is needed to define a valid and reliable methodology for this measure.