

SCORE ®

FOR THE LIFE OF YOUR BUSINESS

SCORE Support for Small
Businesses from Idea to Exit



About SCORE

Mission, Vision, Goals,
and Services



SCORE's Mission & Values



Our Mission

SCORE's mission is to foster vibrant small business communities through mentoring and education.



Our Vision

We aim to give every person the support they need to thrive as a small business owner.



Our Values

Our core values provide the most ethical, unified approach to achieving our goals in a way that contributes to our greater cause.

The SCORE Story



SCORE was formed in 1964 as a resource partner of the U.S. Small Business Administration.

11 Million Helped!

One of our **Core Values** is that our clients' success is our success.

SCORE's Reach

278,783

Mentoring Sessions

211,425

Local Workshop Attendees

228,176

National Online Workshop Attendees

5,291,884

Visitors to SCORE.org
websites

349,301

Followers on national
and local social media
accounts

SCORE's Reach

This is possible through the effort of our volunteers nationwide.



Who We Are:
Over 10,000
Volunteers
serving clients in over
1,500 communities

Who SCORE Helps

SCORE helps a diverse range of American Small Businesses and Entrepreneurs.

Of SCORE'S 2022 client base...

64% were women

46% were minorities

9% were veterans

- **Early stage entrepreneurs**, who are considering starting a business but need help defining their ideas, building their plan and obtaining financing
- **Start-up businesses**, who are seeking to establish their business and manage their finances
- **Established businesses**, who are seeking to grow their business and increase their revenue or customers
- **Transitioning businesses** who are planning to close, sell, or otherwise transition out of owning the business

The SCORE Story

Thanks to our volunteers, last year SCORE helped:



Create 30,453
new businesses



Create 82,117
non-owner jobs



Helped 77% stay
in business

Key Trends affecting Small Biz



Rural Business Challenges

80%

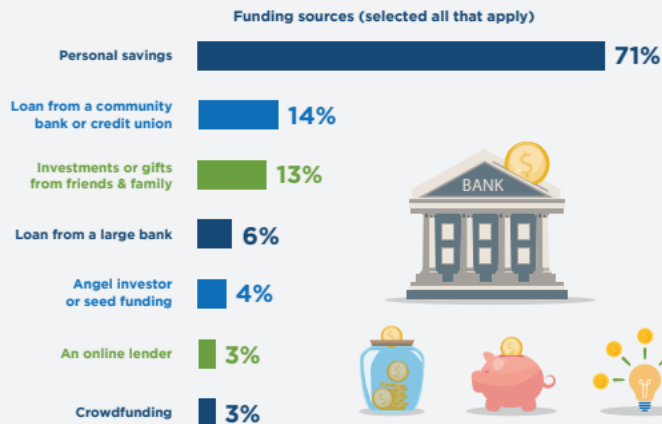
of rural small business owners believe the quality of life and cost of living are much better in rural areas

BUT they cite challenges.



Challenge #1: Access to capital

40% of rural small business owners have trouble accessing capital so most use personal savings



Challenge #2: Access to workforce

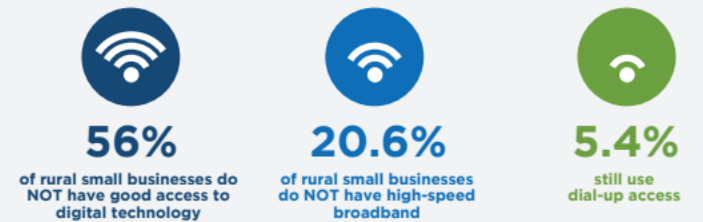
Barriers to finding workers



Challenge #3: Access to connectivity

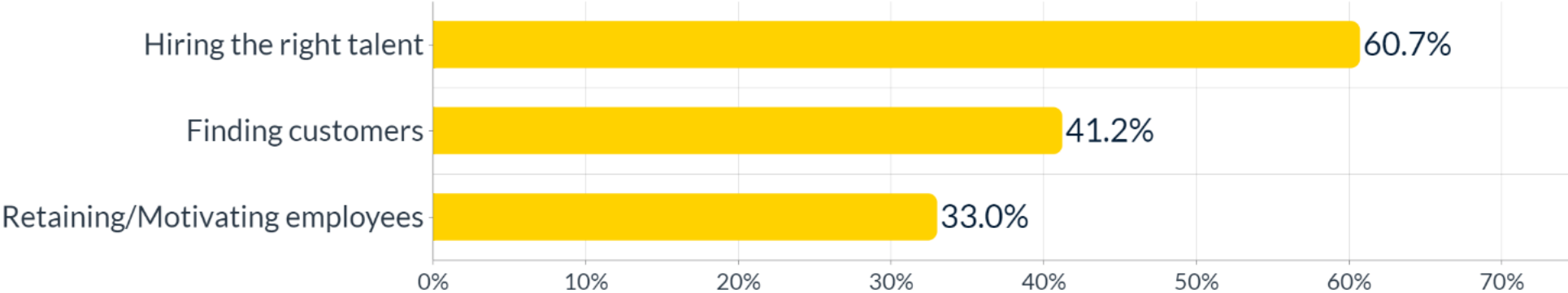
Digital technology increased gross sales for rural small businesses by 17.2% during the past three years. 20% of rural small businesses generate at least 80% of their revenue by selling online.

BUT

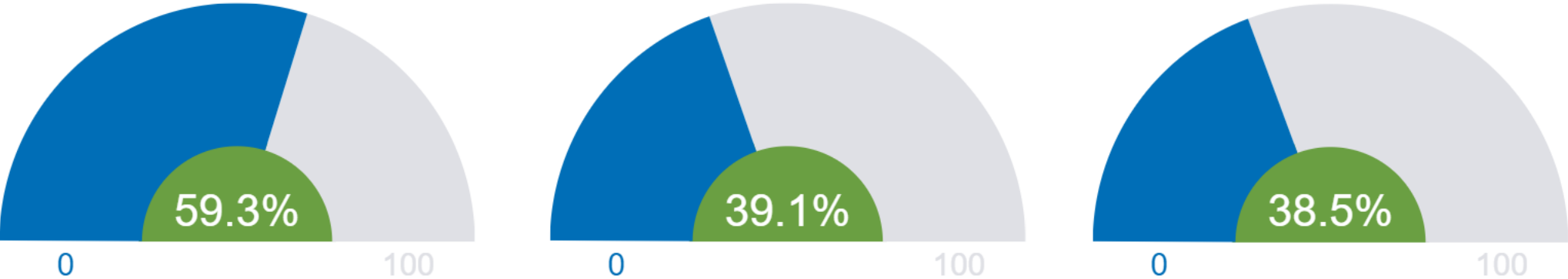


Workforce Challenges

What are your top three business challenges right now?



What makes motivating and retaining small business employees difficult?



Lack of competitive pay

Lack of healthcare benefits

Workers less motivated

Artificial Intelligence Opportunities



51% Improving products



36% Optimizing internal operations



36% Free up worker time



35% Making better decisions



32% Creating new products



30% Optimizing marketing and sales

SCORE Helps Small Businesses



How SCORE Works

We help small businesses by:



Providing free
business advice and
mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Why SCORE Works

Entrepreneurs Don't Have to Go It Alone



Mentoring helps minimize risk and provides improved chances for startup and success through one-on-one business coaching.



Workshops provide training on critical topics in an environment where you can learn from experts and like-minded entrepreneurs.



Online Resources can be your playbook to provide step-by-step outlines for small business strategies.

Small Business Clients who Receive 3+ hours of Mentoring Report Higher Revenues and Increased Business Growth.

Data provided by SBA

How SCORE Helps

SCORE is committed to helping every person succeed in their small business endeavors. We are dedicated to serving clients in diverse industries and at every stage of business.

Business Topics	
Accounting & Finance	Product Development
Bookkeeping	Sales
Budgeting	Strategy & Planning
Cash Flow	Supply Chain Management
Financial Literacy	Work/Life Balance
Funding/Loans	Marketing
Tax Planning	Advertising
Legal	Branding
Business Structure	Digital Marketing
Contracts	ECommerce
Government Contracting	Marketing Strategy
Government Regulations	PR/Media
Intellectual Property	Pricing
Management & Operations	Social Media
Business Plans	Websites
Buying or Selling a Business	Technology
Customer Service	Communications Tech
Disaster Prep & Recovery	Cybersecurity
Franchising	Hardware & Equipment
Human Resources	Software & Applications
Import & Export	

Industries	
Accounting & Tax Services	Wellness, Healthcare, & Home Health
Advertising, Design, & Marketing	Media & Publishing
Animal & Veterinary Services	Information Technology
Agriculture	Manufacturing
Architecture, Engineering, & Related Services	Mining, Quarry, & Utilities
Arts, Entertainment, & Recreation	Nonprofit
Auto Repair & Mechanic	Personal Care Services
Beauty, Cosmetics & Salon Services	Photography & Video Services
Business Consulting & Coaching	Professional Services
Commercial & Residential Services	Public Relations & Communications
Childcare	Real Estate
Construction	Recruiting & Staffing
Counseling & Therapy	Restaurant & Bar
Distribution & Transportation of Goods	Rental & Leasing
Education	Retail
Farming & Livestock	Social Assistance & Family Services
Fine Arts, Artisan, & Craft Work	Transportation
Fishing & Hunting	Travel, Hospitality, & Tourism
Food & Beverage	Warehousing
Forestry	Waste Management & Disposal
Funeral & Death Care Services	Website Development
	Wholesale



Volunteers at SCORE

Make a Difference
in Our Community

Volunteer Opportunities with SCORE



Mentor

an advisor who provides free business advice to aspiring and existing business owners to help them achieve their business goals.



Subject Matter Expert

(SME) - assists clients in your specific skill and expertise. Co-mentor alongside one of SCORE's certified mentors.



Workshop Facilitator

teaches classes on a business topic and help our clients network and share best practices with each other.



Community Outreach

Connect with other key organizations in the community to help reach those who can benefit from SCORE services.



Leader

There are many opportunities for those who possess leadership skills and enjoy the thrill of casting vision, rallying individuals toward it, and helping people leverage their unique strengths to fulfill our mission.

Ethics and Training

In order to protect our clients, SCORE has a code of ethics that all volunteers will need to agree to and sign annually.

Our code of ethics states:

- SCORE members are unable to make money in any way from SCORE clients.
- Volunteers may not use our client or member database for commercial reasons.

They also commit to training around your specific volunteer role that will help them:

- Learn about SCORE policies and best practices, as well as tips for achieving success within their roles.
- Enhance knowledge and skills in our Lifelong Learning educational offerings.

TBD
SCORE Connection in
Action:
Michael Howe,
North Dakota

How You Can Work with SCORE

1

Connect you with your local SCORE team. HQ can help!

2

Share resources with your constituents.

3

Participate in SCORE-led community events

Email me at Bridget.Weston@score.org



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All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.