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
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

Challenge #1: Access to capital
40% of rural small business owners have trouble accessing capital so most use personal savings

<table>
<thead>
<tr>
<th>Funding sources (selected all that apply)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal savings</td>
<td>71%</td>
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<tr>
<td>Loan from a community bank or credit union</td>
<td>14%</td>
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<tr>
<td>Investments or gifts from friends &amp; family</td>
<td>13%</td>
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<tr>
<td>Loan from a large bank</td>
<td>6%</td>
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<tr>
<td>Angel investor or seed funding</td>
<td>4%</td>
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<tr>
<td>An online lender</td>
<td>3%</td>
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<tr>
<td>Crowdfunding</td>
<td>3%</td>
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</tbody>
</table>

Challenge #2: Access to workforce

Barriers to finding workers

- Finding candidates with the right education, skills or training: 74%
- Finding candidates with the right kind of experience: 72%
- Lack of talent pool in my area: 69%
- Finding candidates willing to relocate to my area: 53%

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.

- 56% of rural small businesses do NOT have good access to digital technology
- 20.6% of rural small businesses do NOT have high-speed broadband
- 5.4% still use dial-up access

BUT
Workforce Challenges

What are your top three business challenges right now?

- Hiring the right talent: 60.7%
- Finding customers: 41.2%
- Retaining/Motivating employees: 33.0%

What makes motivating and retaining small business employees difficult?

- Lack of competitive pay: 59.3%
- Lack of healthcare benefits: 39.1%
- Workers less motivated: 38.5%
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

Sources: Smart Carrot & Harvard Business Review
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.

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<thead>
<tr>
<th>Business Topics</th>
<th>Industries</th>
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<tr>
<td>Accounting &amp; Finance</td>
<td>Accounting &amp; Tax Services</td>
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<tr>
<td>Bookkeeping</td>
<td>Advertising, Design, &amp; Marketing</td>
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<td>Budgeting</td>
<td>Animal &amp; Veterinary Services</td>
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<td>Cash Flow</td>
<td>Agriculture</td>
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<td>Financial Literacy</td>
<td>Architecture, Engineering, &amp; Related Services</td>
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<td>Funding/Loans</td>
<td>Arts, Entertainment, &amp; Recreation</td>
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<td>Tax Planning</td>
<td>Auto Repair &amp; Mechanic</td>
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<td>Legal</td>
<td>Beauty, Cosmetics &amp; Salon Services</td>
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<td>Business Structure</td>
<td>Business Consulting &amp; Coaching</td>
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<td>Contracts</td>
<td>Commercial &amp; Residential Services</td>
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<td>Government Contracting</td>
<td>Counseling &amp; Therapy</td>
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<td>Government Regulations</td>
<td>Construction</td>
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<td>Intellectual Property</td>
<td>Counseling &amp; Therapy</td>
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<td>Management &amp; Operations</td>
<td>Distribution &amp; Transportation of Goods</td>
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<td>Business Plans</td>
<td>Education</td>
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<td>Buying or Selling a Business</td>
<td>Farming &amp; Livestock</td>
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<td>Customer Service</td>
<td>Fine Arts, artisan, &amp; Craft Work</td>
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<td>Disaster Prep &amp; Recovery</td>
<td>Fishing &amp; Hunting</td>
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<td>Franchising</td>
<td>Food &amp; Beverage</td>
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<td>Human Resources</td>
<td>Forestry</td>
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<tr>
<td>Import &amp; Export</td>
<td>Funeral &amp; Death Care Services</td>
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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.
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.