

**[Company Representative,  
Title – Futura Std Med., Bold  
Font Size 9]**

[Company Name – Times  
New Roman, Font Size 9]

[Company Address Line 1]

[Company Address Line 2]

[Website]

[County where company is  
located]

**Industry:**

[List industries where  
company is active]

**Year Founded:**

[year]

**SBDC Assistance:**

[Business plan, etc. – list all  
areas of assistance]

**Additional Partners:**

[Northwest Regional  
Planning and Development  
Commission, etc. – list all  
partners]

**Bucknell University SBDC**

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## [Attention-Grabbing Headline – Futura Std Med. Bold Font Size 18 (or smaller)]

Font for the story text should be Times New Roman size 10. Make sure to use the Success Story Writing and Narrative Guides to help you craft a compelling success story. Think about the following questions when you are composing your story:



The Entrepreneur(s)

1. Who are the small business owners?
2. Where do they live (suburban area, big city, rural location, etc.)?
3. What did they do before they became entrepreneurs?
4. Why did they decide to become entrepreneurs?
5. How/Why did they select the particular type of business?
6. Is there a client quote or comment about the SBDC that can be included?

Challenges or Obstacles Faced

1. What was overcome to start/grow the business?
2. Was the entrepreneur turned down for loans?
3. Did the client have any previous businesses that failed?
4. Did the entrepreneur face other obstacles (natural disaster, layoff, plant closing, etc.)?

Assistance by the Center and Other Agencies

1. How did the SBDC help start or grow the business? What type of assistance was provided?
2. How did the client hear about the SBDC? Who referred them?
3. How long was the process from planning to launch? What was the chronology of events?
4. Did other resource agencies help (DCED, SBA, PREP Partners, etc.)?
5. How did SBDC consulting make a difference?

Impact and Results

It is very important to list tangible results that match our program's outcomes-based consulting model. Remember to mention all milestones related to the client, such as:

1. What are the current sales numbers, or how much increase in sales has the business experienced?
2. How many jobs were created/saved?
3. Was capital acquired? Did the business receive a special grant or investment?
4. Did the business bring a new product to market?
5. Don't forget to mention targeted assistance such as WBE/MBE certifications, international trade, technology, EMAP or procurement assistance.

Summary

1. What difference has the business made to the entrepreneur(s)?
2. What difference has been made to the community being served?
3. Would their success have been possible without assistance from the SBDC?

\*Try to keep all success stories to one page in length!

**Insert Company Logo**