



PCC Small Business Development Center and Global Trade Center

Presentation to Hillsboro Chamber Small Business Solutions Series

Navigating through Harsh Economic Conditions

What Businesses are Talking About.....

How do I make sense of this economic crisis – my business was doing well, now it is not! I have to close my doors and lay off employees!

The stimulus funding path is confusing, causing more stress for me.

There are so many resources, how do I know what is right for me and my business RIGHT NOW?

Who will help me know how to access my businesses current viability, cash flow, and future path?

How do I innovate through adversity?

YOU ARE NOT ALONE!

The PCC SBDC and Global Trade Center Team Are Here to Help!

- Core Services:

- One-to-One Confidential Virtual Business Advising at No Cost
- Virtual MeetUp for Retailer and Restaurateur at no cost [PCC SBDC Digital Networking & Resource Sharing – Virtual Meetups](#)
- Small Business Orientations and Training Programs
- Rapid Response Team

Rapid Response Team Stabilization Planning

- UNDERSTAND WHERE YOU ARE AT FINANCIALLY
- STEPS YOU CAN TAKE REGARDING FINANCIAL SUSTAINABILITY
- PROTECT CASH RESERVES
- MANAGE PAYABLES
- CONTAIN YOUR COSTS/ OUTGOING EXPENSES
- EVALUATE YOUR HUMAN CAPITAL NEEDS
- INNOVATING, REPURPOSING, AND GO TO MARKET STRATEGY

Funding Update

- Economic Injury Disaster Loan (EIDL)
- PPP 2nd Phase

<https://bizcenter.org/covid-19/>

- Other funding discussion:
www.bizcentercat.org

Paycheck Protection Program, Round Two

As you have likely heard, last week the Payroll Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL) program ran out of funds. Together, PPP and EIDL are the two primary programs designed to help businesses suffering hardships due to COVID-19. This week, Congress is expected to allocate additional funds for these two programs with an emphasis on the PPP, which is designed to help the greatest number of businesses.

If you have not already received PPP funding and wish to apply, here are a few important things to consider in this process:

Get in line quickly. The funding for this program is limited and we encourage businesses to get their applications in as soon as possible.

Talk to your bank. Many lenders are capped and have allocated the maximum amount allowed. Reach out if you need help finding a lender.

Be specific with your lender. This program has two primary steps when you apply: (1) your lender will review and process your application before sending it to the SBA, and (2) the SBA will review your application and allocate the funds. It is important to know where you are in this process, so be sure to ask your lender.

You are only guaranteed to receive funds once you have a PPP number assigned by the SBA.

Remember: there is a lot of information about the PPP and EIDL programs out there, and not all of it is accurate. To make sure you have the best information, talk with an SBDC adviser, or visit our [COVID-19 Business Resources page](#).

There are very specific ways this funding can be used if you are expecting to receive the maximum allowable loan forgiveness. Your SBDC advisers at PCC SBDC can help make sure you know these rules and can maximize the benefits from these programs.

Capital Access Team

The CAT advisors help with:

- Assess readiness for funding to determine next steps
- Advise on business planning and projections to be “funder ready”
- Advise and discuss different finance strategies
- Provide financial analysis and feedback as needed
- Advise on funding package documentation
- Assist clients with funder relations and connections
- For information: BizCenterCAT.org

How the Global Trade Center Can Help You Sell to Customers Outside the US

- Export Planning and Assessment
- Global market Research: Euromonitor
- International Trade Small Business Management training
- CGBP Accredited Exam Prep Program
- For information: david.kohl1@pcc.edu

Specialized Services

Capital Access Team

Global Trade Center

Market Research Institute

Cybersecurity

Scale Oregon

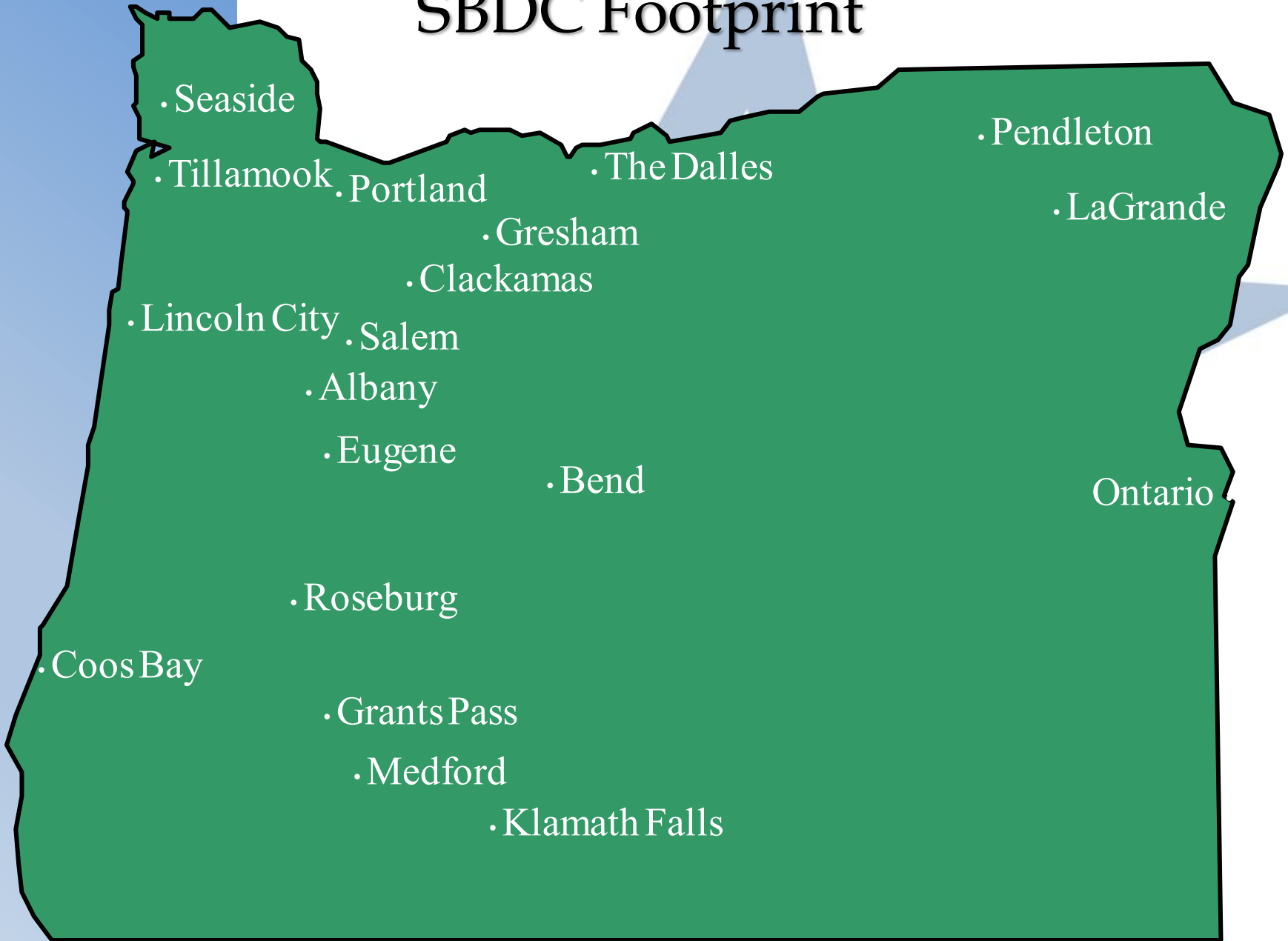
Franchising

Latino Outreach

SBIR/STTR



SBDC Footprint



PCC SBDC and Global Trade Center

Contact Information

For more information:

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Email: sbdc@pcc.edu

PCC SBDC website:

www.BizCenter.org/Portland

Questions & Answers