

Helping small businesses and the local economy **grow** while providing educational opportunities for our students.



Carson College of Business

Business Growth Mentor & Analysis Program

WASHINGTON STATE UNIVERSITY
VANCOUVER

ANNUAL REPORT 2014–2015

BUSINESS GROWTH MAP: YEAR IN REVIEW

In spring 2015, Washington State University Vancouver's pro-bono, student consultancy wrapped up its fourth successful year of service to the business community. Business Growth MAP provides pro bono analysis and consulting services to help local companies grow and create jobs. Student teams created growth plans, marketing plans and internal control assessments.

A FIRST:

In partnership with the WSU Office of Commercialization, four teams spent the spring semester assessing the commercial viability of four potential start-ups from WSU research labs and developed an action plan.

NEW: MAP ALLIANCE

In October 2014, we introduced a monthly forum called MAP Alliance. Small businesses and entrepreneurs—students and community members alike—came together to learn from each other, local experts and WSU Vancouver faculty. Our goal is to develop a community and help members make progress on their business ventures.

2014/2015 ACCOMPLISHMENTS



41

clients

more than

240

students involved in at least one project

87%

of clients rated student's analysis and recommendations **good** or **excellent**

86%

of mentors rated their experience as **good** or **excellent**

90%

of students felt the Business Growth MAP experience **prepared them** for the business world



TOTAL NUMBERS SINCE PROGRAM START



More than

600

students have participated in at least one project to help

145

organizations and entrepreneurs each receive more than

500

hours of free consulting services.



Participating companies grew

\$5.4 million

in **new revenues** and created

36

full-time jobs, of which

\$4.6 million

of new revenues and

15

full-time jobs are **directly attributable to student team projects.**



PROGRAM PARTICIPANT QUOTES

"From the first meeting to the last I remained surprised and impressed with the caliber of the students, their commitment to the project, and the depth and quality of their research and recommendations."
—CLIENT

"I loved seeing the students coalesce as a team and begin to think of themselves as consultants—a team with a client who is depending on them—rather than students seeking a good grade."
—MENTOR

"This project opened my eyes to the ever-changing and non-academic real world. It changes my entire outlook on the situation when someone's well-being is based on my ability to perform."
—STUDENT

BEST STUDENT TEAM AWARDS

Three teams were recognized for their Business Growth MAP projects. Eleven students worked with **Hydraulics, Inc.** and **Oasis Diagnostics**, both in Vancouver, and **Maids By Trade** in Portland.



HYDRAULICS, INC. TEAM

Kelly Hobson, Craig Parsons, Julie Parsons and Samnang Touch



MAIDS BY TRADE TEAM

Chris Caesar and Jack Quilici



OASIS DIAGNOSTICS TEAM

Nicci Johnson, Nick Scholz, Jana Scott, Kevin Simmons and Nina Wooten



HYDRAULICS, INC. TEAM



MAIDS BY TRADE TEAM



OASIS DIAGNOSTICS TEAM

RECOGNITION

In 2014, the Nonprofit Network of Southwest Washington awarded the **Excellence in Impact Award** to Business Growth MAP. This award honors a nonprofit or program that sets a high standard of quality and outcomes.



ADVISORY BOARD

A special thanks to our wonderful advisory board, whose members have rolled up their sleeves to help us develop, measure and improve our program.

- Robert Benke, Riverview Community Bank
- Tim Cross, US Bank
- Chris Darcey, Umpqua Bank
- P.J. Fisher, Riverview Community Bank
- Brian Fleetwood, Heritage Bank
- Phil Haberthur, Landerholm P.S.
- Chelsea King, Bank of America
- Lester Mischke, Adjunct Faculty Member, Accounting
- William Palma, Palmabriz Industries Inc.
- Zack Parnell, Industrial Training International
- Rob Pierce, DM2 Software Inc.
- Linda Reid, US Bank
- Kurt Rylander, Rylander & Associates, P.C.

THANK YOU

SPONSORS

Business Growth MAP would not exist without the sponsorship of our private donors and the following companies, and we are deeply grateful to them.

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BRONZE

Heritage Bank

Industrial Training International

Schwabe Williamson & Wyatt

Umpqua Bank

SILVER

Foster Wealth Advisors

US Bank

MAP ALLIANCE

VENUE **Burgerville** and
SPONSORS **Perkins & Co.**

PROGRAM PARTNER

Columbia River Economic Development Council



VOLUNTEERS

Dedicated **mentors** help guide our students and clients. We thank them for putting so much time and energy into sharing advice with students and small businesses.

CONTACT US

Call 360-546-9533, email bgmap@wsu.edu or visit business.vancouver.wsu.edu/bgmap.