

## Hawai'i Small Business Development Center O'ahu Center Newsletter

### Pacific Gateway Center Announces Social Enterprise Program



#### PACIFIC GATEWAY CENTER

Pacific Gateway Center has recently developed its Social Enterprise Program (PGC-SEP) which formalizes and expands its efforts to support both non-profit and for-profit organizations that are operating or considering starting up or expanding a social enterprise business. This program targets poverty-stricken areas of the island of O'ahu.

Through the creation of new entrepreneurial businesses or jobs created by expansion, this program aims to achieve its ultimate goals which are (1) to provide entrepreneurship opportunities in low-income communities; and (2) to create jobs for individuals in selected low-income areas on O'ahu so that the beneficiaries can achieve steps towards economic self-sufficiencies. The program will increase economic opportunities for high-poverty, low-income individuals and communities, including those that are also severely affected by language and cultural barriers impacting new immigrants, refugees, asylum-seekers, and trafficked victims. There are four key elements of PGC-SEP:

1. Technical assistance and trainings/workshops, which including education on business related principles (e.g., creating a business plan, marketing, etc.) and addressing challenges for start-up and expansion;
2. Direct social services assistance to overcome barriers to success for PGC's targeted populations;
3. Access business assistance opportunities like credit and investment or access to facilities and equipment; and
4. Continued support to help social enterprises thrive with guidance on capacity, coaching, capital, connections and contracts to ensure

### Dear Andra,

Welcome to the 2019 Fourth Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this issue, learn how you can participate in the US Federal Reserve credit survey; how client company O'o Hawai'i is growing quickly with their approach to integrative health, and how manufacturers can apply for a grant under the MAP program.



Remember to sign up for upcoming business events in the Calendar section.

I hope you enjoy this issue, and welcome your comments or questions. [Like us on Facebook](#), recommend us on [Yelp!](#), see our [YouTube channel](#), and connect with us on [LinkedIn](#).

**Joseph Burns**  
Hawai'i Small Business Development Center  
Director, O'ahu



### Take the United States Federal Reserve Small Business Credit Survey

SBDC O'ahu is partnering with the US Federal Reserve Bank to conduct a Small Business Credit Survey for both pre-start and existing businesses, and we'd like you to participate. This short survey will take approximately 9 minutes and will ask about business conditions, financing needs, and credit experiences. Summary results will be shared with you, and all responses are confidential.



The survey highlights the experiences of small businesses and provides critical information that service providers, policymakers, and lenders use to improve programs for small business owners.

Thank you for participating.

### Success Story: O'Hawai'i

Holly and Ash Harding founded their first company, Bubble Shack, in the kitchen of their home. They devoted much effort to make it a success, and ultimately had a production facility, a warehouse and a retail location on O'ahu's North Shore. They developed sales channels with some 500 wholesale accounts, 3 distributors in Japan and Korea, and robust online sales. After an intense run of 10 years, they realized that this success had come at the cost of an unhealthy lifestyle. They decided to sell the company and after a 1-year break, started a new premium, high quality skincare company called [O'o](#)



client's business plan is on track with their business strategy and implementation.

The key incentives for prospective organizations and individuals to participate in this PGC-SEP program is the access to the menu of services, provided to new start-up or expanding businesses, such as direct/one-on-one business technical assistance, low cost shared space and equipment, access to low cost capital and access (or referral) to needed social service programs, marketing assistance, connection to buyers, and referrals to business training sessions.

Accessing capital is an essential part of entrepreneurial start-up and business expansion; and this is another incentive for the prospective clients to participate in this program.

PGC-SEP will target 4 distinct social enterprise market opportunities:

1. Expansion of existing for-profit social enterprises,
2. Start-up of new for-profit enterprises,
3. Expansion of existing non-profit social enterprises, and
4. Start-up of new non-profit social enterprises

As a Community Development Corporation (CDC), PGC has over 45 years of strong management experience in implementing programs that increase the self-sufficiency of low-income persons in its targeted communities.

PGC has leveraged private and public funding on local, state, and national levels to develop innovative economic development programs and facilities for this program.

Contact PGC for detailed information:

Pacific Gateway Center  
723C Umi Street  
Honolulu, HI 96819

Phone: (808) 851-7010  
[info@pacificgatewaycenter.org](mailto:info@pacificgatewaycenter.org)

## Contact Us

[About Us](#)

[Business Events Calendar](#)

[info@hisbdc.org](mailto:info@hisbdc.org)

(808) 945-1430

Advisors to  
Hawaii's Business

**Hawai'i** that focuses on integrative health and beauty. They now live what the company promotes: a balanced and healthy lifestyle.

Holly and Ash credit the help they received from the O'ahu SBDC with their first company in creating a distribution agreement and later with guidance on the Purchase Agreement for the sale of the company as important elements of their success. The O'ahu SBDC continues to work with them in their new endeavor, assisting with the approval of bank financing as well as for qualifying for state-sponsored exporting and manufacturing initiatives.

## MAP Grant Deadline Approaching



The **Manufacturing Assistance Program (MAP) Grant** offers up to a 20% reimbursement, not to exceed \$100,000 on qualified expenses related to manufacturing for the purpose of fostering economic and employment growth in the state. Qualifying expenses include manufacturing equipment purchases, training to use the equipment, energy efficiency projects, and manufacturing feasibility studies for Hawai'i businesses.

manufacturing feasibility studies for Hawai'i businesses.

**Online applications will be accepted now until 11:59 PM (HST) on Friday, November 22, 2019.**

- Preference shall be given to businesses receiving their first MAP grant award.
- Previously awarded companies who did not complete the HTDC Annual Impact Survey will not be considered for funding. Upon successful completion of the next Annual Impact Survey, those companies will then be eligible to apply for funding.

For questions about the MAP grant, email [mfggrant@htdc.org](mailto:mfggrant@htdc.org)



# ICIC

**Initiative for a  
Competitive Inner City  
Inaugural Event Held in  
Honolulu**

Out of total of 300 applicants, 70 local Hawai'i companies were selected to participate in the **2019 Initiative for a Competitive Inner City (ICIC)** program. Among them are O'ahu SBDC clients who will benefit from the free business training provided through live sessions, online training and through individual coaching.

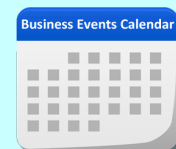
The inaugural event, Inner Cities Capital Connections (ICCC) Hawai'i conference was held on October 3, 2019. Mahalo to Kaiser Permanente for their sponsorship!

## Calendar - Sign Up Now

[11/19/19: HISTEP 2020 O'ahu Kickoff Seminar](#)

[11/30/19: 10th Annual Small Business Saturday](#)

[12/27/19: For Businesses: Holiday Tech and Manufacturing Job Fair](#)



## In the Media

[How Should Small Businesses Measure Cybersecurity?](#)

[Marketing Mistakes that Can Haunt Your Business](#)

[Protecting Your Personal Assets as a Business Owner](#)



*"Drive the Economic Sustainability of Hawai'i by Assisting Businesses to Form, Grow and Thrive"*

Quote of the Quarter

"The greatest problem with communication is the illusion that it has been accomplished"

*-George Bernard Shaw*



Hawai'i SBDC Network | Manoa Innovation Center | 2800 Woodlawn Drive | Suite 299 | Honolulu | HI | 96822