

Hawai'i SBDC Network O'ahu Center Newsletter



Robbie Melton, Executive Director and CEO of the High Technology Development Corp. (HTDC)

New Funding for Technology Product Development

Product Development Funding is now available to companies that are creating new products that involve intensive research and development. During the 2015 legislative session 3 new programs were passed into law to help Hawai'i technology companies obtain early stage funding for commercial development. The HISBIR program was expanded to provide up to 50% match to a maximum of \$500,000 for companies receiving Federal Small Business Innovation Research Grants (SBIR) Phase 2 and Phase 3. This is the critical phase for companies as they advance their technology from prototype to a marketable product. Companies must have already received the federal award.

Dear Andra,

Welcome to the 2016 Second Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this edition, read about new funding for technology product development, ExporTech™, and a good example of how we work with our clients, helping them to form, grow and thrive.



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

Joseph Burns
O'ahu Center Director

Hawai'i SBDC Success Story: Manakoa Gym

When Ralph, Cynthia and Sarah first came to the Hawai'i SBDC, all they had was a dream to move from California to Hawai'i to start a recreational gymnastics center incorporating children's learning. Ralph and Cynthia are retired school teachers and Sarah, their daughter, was a collegiate gymnast and a member of the Junior Olympic Program.



They had the skill sets to run the gymnastics programs but still had much to learn about starting a business in Hawai'i. Over the course of a year, we were able to assist Manakoa Gym with market research and local knowledge on inventory of available commercial spaces. Being their first business in a new market, it was particularly challenging to secure financing for their venture. Through hard work and persistence, we helped them to complete their business plan, which included financial projections. Manakoa received an SBA guaranteed loan as a result. We continue to work together in creating viable marketing strategies to ensure their continued success.

ExporTech™ Comes to Hawai'i

The Hawai'i SBDC O'ahu Office is collaborating with the Hawai'i Pacific Export Council and Innovate Hawai'i to bring ExporTech™ to Hawai'i for the



first time. This effort is supported by the SBA STEP Grant. ExporTech™ is

The program is administered by the HTDC. The application process is simple. The application can be found online at www.htdc.org. Once the application is processed, the company must present the project to an ad hoc review committee and then to the HTDC Board's Federal Projects Committee which determines the amount of match funding a company will receive. HTDC board of directors makes the final approval.

The advantage of this program is that the decision to fund is made within 8 weeks from time of application. Funding can be used to supplement the federal funding to purchase items or hire people not provided by the SBIR grant.

A similar program HONR, provides matching grant funds to companies that are conducting energy research projects funded with an Office of Naval Research contract. The funding limits are similar, 50% match up to \$500,000. Applications and more information can be found on the [HTDC website](http://www.htdc.org).

Contact Us

[About Us](#)

[Business Events Calendar](#)

andra.carroll@hisbdc.org

(808) 945-1430

Advisors to Hawaii's Business

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

national export assistance program that helps companies enter or expand in global markets. Jointly offered by the NIST Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce, ExporTech™ applies a structured export strategy development process that assists 4-8 companies to accelerate growth.

It is the only national program where each company develops a written export plan, that is vetted by a panel of experts upon completion. ExporTech™ efficiently connects companies with a wide range of world-class experts that help navigate the export sales process. The result is that companies rapidly expand global sales and save countless hours of effort. Since 2007, 145 ExporTech™ programs have been delivered in 31 states with over 760 participating companies.

More information is [available here](#).

HART Business Assistance Initiative



The Hawai'i SBDC, in partnership with Honolulu Authority for Rapid Transit (HART) has been working with small businesses in Waipahu and Aiea, who have been negatively impacted by the ongoing rail construction.

We are increasing business capacity for one client in two specific ways. First, by expanding to a second location on O'ahu. A potential site is in the planning phase as we work through demographic and cost analyses. Second, we are creating an online presence and beginning to sell items for direct purchase, both wholesale and retail. We completed a marketing analysis, and their business plan is in progress along with an overall strategic plan.

Once these plans are completed, our effort will focus on helping the client to pursue financing for these new efforts. This client is not waiting for their situation to deteriorate further, and is taking advantage of the free, on site business advisory services offered by the O'ahu office of the Hawai'i SBDC.

Balance Sheet Won't Balance? Hawai'i SBDC O'ahu Center Launches Free Accounting Clinic

The Hawai'i SBDC O'ahu Center has created an accounting clinic where SBDC clients, as well as the general public, can meet with a CPA for a free 30-minute session. Bring your challenging accounting questions and sign up for an available appointment every Thursday between 11:00 AM and 3:00 PM. Sessions are held at the Manoa Innovation Center in Manoa. Call **808.945.1430** to make an appointment or for further information.

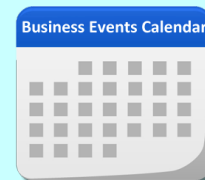


Calendar - Sign Up Now

[05.10.16 Export University](#)

[06.16.16 Pathways to Profits: QuickBooks Unlocked](#)

[07.12.16. 14th Annual Small Business Forum](#)



In the Media

[7 Ways to Reduce Workforce Absenteeism](#)



[The TRUE Business Purpose of Social Media](#)
[Are Quarterly Tax Payments Really Needed?](#)



**Limited-Time Offer for SBDC Clients
and Friends**
Buy QuickBooks at a 30% Discount

This offer applies to QuickBooks Pro, QuickBooks Premier, or QuickBooks Online. For further information, contact us before this offer expires.



UNIVERSITY
of HAWAI'I®
HILO

U.S. Small Business Administration



Hawaii SBDC Network, Manoa Innovation Center, 2800 Woodlawn Drive,
Suite 299, Honolulu, HI 96822

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by andra.carroll@hisbdc.org in collaboration with



Try it free today