

Hoosier Heartland Small Business Development Center

Burton D. Morgan Center for Entrepreneurship
1201 West State Street, West Lafayette IN 47907

BACKGROUNDER

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FOR MORE INFORMATION CONTACT

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HOOSIER HEARTLAND SMALL BUSINESS DEVELOPMENT CENTER

Mission. The mission of the Hoosier Heartland Small Business Development Center is to grow Indiana's economy by providing entrepreneurs with the education, information and tools necessary to build and grow successful businesses.

Geographic Area Served. The Hoosier Heartland SBDC serves startup and growing businesses in Indiana's Benton, Carroll, Cass, Clinton, Fountain, Howard, Miami, Montgomery, Tippecanoe, Tipton, Warren and White counties.

Services. The Hoosier Heartland SBDC works with startup and growing small businesses to help them launch, compete and grow. The SBDC can serve as a sounding board and reality check for business ideas, including new products, services and promotions; a gateway to local and national business resources; a guide in focusing on key issues and developing a viable action plan; and a connection to networking, mentoring and training opportunities. Services include free, by-appointment business consulting; needs assessment and help developing an action plan; training at How to Start Your Business Workshops held monthly; and numerous resources. Counseling service topics include startup, acquisition, capital sources, marketing and sales, government procurement, legal matters, accounting, financial analysis, cost control, cash flow, human resources, inventory, engineering, research and development, computer systems, international trade, technology transfer, networking and liquidation. The SBDC also offers programs on certifications, loans, structured networks, and other topics.

Location. The Hoosier Heartland SBDC offices are open weekdays, 8 a.m. to 5 p.m.

Burton D. Morgan Center for
Entrepreneurship (on the Purdue
University campus)
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Indiana and national SBDC. The Hoosier Heartland SBDC is one of 10 Indiana centers based in chambers of commerce, economic development organizations,

universities and units of government, and part of a national network of some 1,000 centers.

History and Funding. The Small Business Development Center is a public/private partnership funded by the U.S. Small Business Administration, the State of Indiana, local host Purdue University, and co-sponsor Purdue Research Foundation. Additional funding is provided by many generous public and private organizations.