

Langley Contractor Steering Council

Timm Johnson, Director, Mason SBDC
April 21, 2022

George Mason University Business Ecosystem – Mason Enterprise



Women's Business Center



Community Business Partnership

6564 Loisdale Road
Suite 600
Springfield, VA 22150



MEC-Fairfax

4031 University Drive
Suite 100
Fairfax, VA 22030



MEC-Leesburg

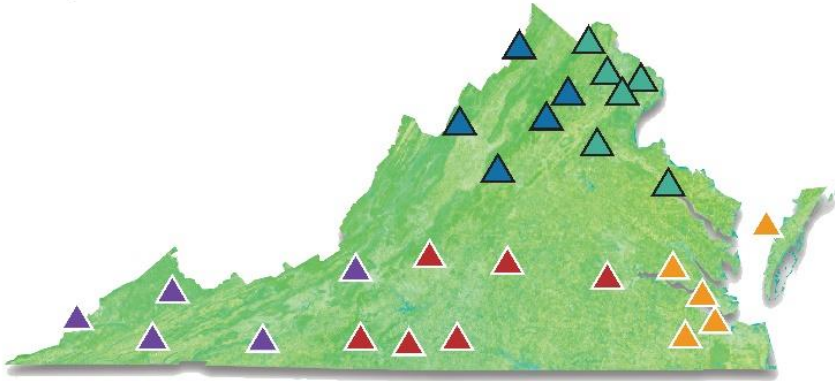
202 Church St. SE
Suite 100
Leesburg, VA 20175



MEC-Fauquier

70 Main Street
Suites 21 and 23
Warrenton, Virginia 20186

GMU Impact for Virginia



2021 Reported Impact

Customers Served	11,000
Total Counseling Hours	42,000
Training Events	738
Incubated Companies	378
Virginia Impact	\$1.2 billion

Business Expertise

- Business Startup Administrative Steps
 - Financing and Financial Management
 - Marketing and Sales
 - Digital Marketing Presence
 - Value Proposition Design
 - Automation Tools & eCommerce
 - Lead Generation and Sales Process
 - Accounting, Human Resources and Back Office IT
 - Cybersecurity
 - Franchise, Business Acquisition and M&A
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Upcoming Workshops

Live Webinars

04/13/2022	Preparing Your Pitch – Best Practices In Developing Your Business Briefing
04/20/2022	Foundations for Exporting
04/25/2020	Trade Resources for Export Success
05/05/2022	Start A Business (Legal & Administrative Steps)
05/11/2022	Financing Your Small Business
05/19/2022	Marketing 101
06/01/2022	Building your Performance Dashboard
06/15/2022	SEO And Social Selling

Register at Mason SBDC <https://masonsbdc.org/workshop/>

Cohort Series

- Metropolitan Washington Airport Authority
 - 9 week Executive Certification Cohort for 40 minority contractors looking to do business with MWAA
 - Prince William County Business Startup Cohort
 - 10 week program for Entrepreneurs covering Value Proposition Design, Entity registration, Finance, Accounting, Real Estate, Employee Recruiting and Digital Marketing
 - Department of Energy - 9 Week Business Technical Training Cohort
 - Complete GovCon business readiness training for contractors nationwide supporting DOE
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VA SBDC Specialty Programs

- Innovation and Commercialization Assistance Program (ICAP)
- International Business Development Program (IBD)
- Cyber Security Assistance Program
- Craft Beverage Assistance Program (CBA)
- Retailers and Restaurant Program (STAMP)
- Early Education Business Program

Virginia Unmanned Systems

- Virginia Unmanned Systems Center at VIPC
- ICAP Partner and dedicated Mentors
- Pilot funding and Commonwealth Commercialization Fund
- Support for the MAAP
- Virginia Institute for Spaceflight and Autonomy (ODU)
- DroneResponders Public Safety
- AUVSI XPONENTIAL

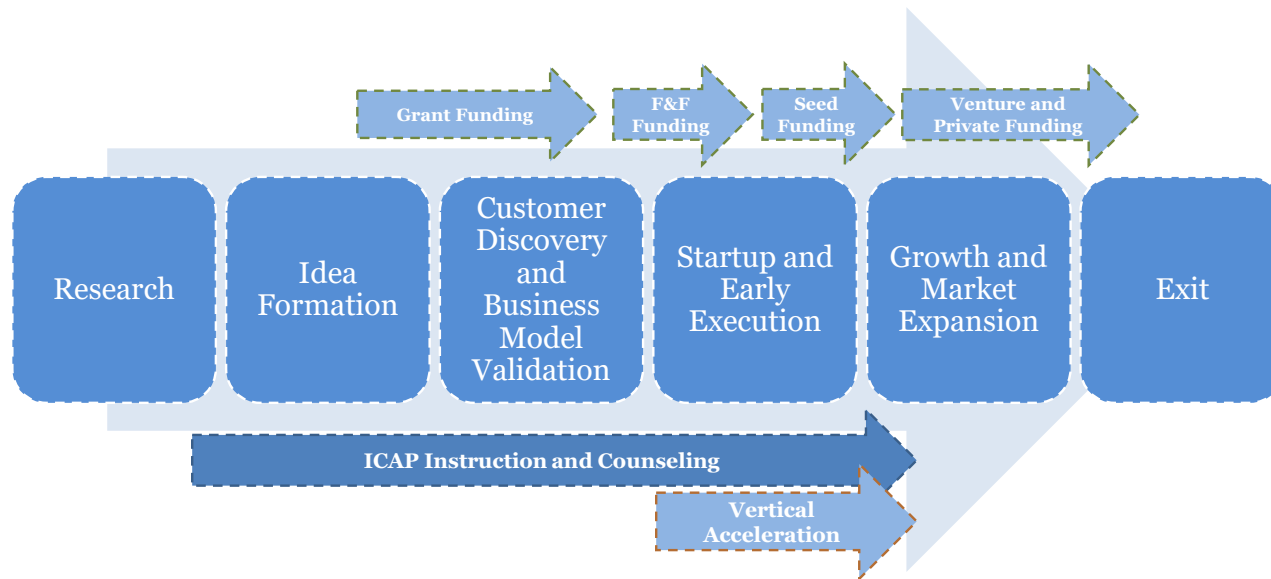
ICAP: The Basics

- GMU and Virginia SBDC Program
- Assist early-stage technology and product companies
- Lean Startup-based instruction and mentoring program as taught in the National Science Foundation's I-Corps Program
- Focus on business model development and go-to-market (GTM) strategies
- Preparing companies for acceleration, funding, and scaling

ICAP Offerings

- One-on-one, no cost Consulting
 - Milestone-based meetings with our expert startup business advisors
- ICAP Community Programming
 - 2.5 week introduction to Lean Startup – 20 interviews and next steps roadmap
 - Monthly calls on relevant topics and bi-monthly newsletter
- Accelerator and Funder Partnerships
 - Provide ICAP Mentors to several Virginia accelerators
 - Provide recommendations for ICAP clients to area funders
 - SBIR/STTR Support
- Impact
 - Since 2018, worked with 742 clients that have gone on to receive over \$52M in funding

ICAP in the Startup Ecosystem



<https://www.virginiasbdc.org/programs/icap/>

Contact

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Fairfax, VA 22030

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<https://www.masonsbdcc.org/>