



## About the ASBTDC

The Arkansas Small Business and Technology Development Center is the state's premier business assistance program, serving new and existing small businesses through a statewide network of seven offices. The ASBTDC and its university partners are dedicated to helping small businesses achieve success and to promoting economic development across Arkansas.

### Small Business Assistance

- NEW BUSINESSES
- ESTABLISHED BUSINESSES
- INNOVATION-BASED BUSINESSES
- BUSINESS PURCHASES

The ASBTDC assists entrepreneurs at every stage of business development and growth. The ASBTDC's knowledgeable consulting staff can provide one-to-one confidential guidance and feedback, plus information, recommendations, and resources specifically tailored to any small business venture. Primary areas of assistance include planning, financing, marketing, growth, management, technology, Web site optimization, and business profitability.

### Small Business Training

The ASBTDC's affordable training programs prepare and equip small businesspeople for today's competitive business environment. The ASBTDC offers frequent live seminars in locations around the state, as well as convenient online training on many topics relevant to the small business owner, such as:

- Starting a business
- Financing
- Marketing
- Business and financial planning
- Technology and innovation

**Register or find information about live events and online training at [asbtcd.ualr.edu/training](http://asbtcd.ualr.edu/training).**



**University of Arkansas at Little Rock  
College of Business**

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## ASBTDC Offices

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### Lead Center

#### LITTLE ROCK

University of Arkansas at Little Rock  
College of Business  
Donald W. Reynolds Center for  
Business & Economic Development  
**501.683.7700**

### Regional Offices

#### ARKADELPHIA

Henderson State University  
School of Business  
**870.230.5184**

#### FAYETTEVILLE

University of Arkansas, Fayetteville  
Sam M. Walton College of Business  
**479.575.5148**

#### JONESBORO

Arkansas State University  
College of Business  
**870.972.3517**

#### MAGNOLIA

Southern Arkansas University  
College of Business  
**870.235.4007**

#### McGEHEE

University of Arkansas at Monticello  
College of Technology – McGehee  
**870.222.4900**

#### RUSSELLVILLE

Arkansas Tech University  
College of Business  
**479.356.2067**

## Innovation-Based Business Assistance

The ASBTDC recognizes the critical role of innovation-based companies in today's economy and the state's future economic development. In 2007, the national Association of Small Business Development Centers awarded the ASBTDC special accreditation for its ability to serve high-tech clients. The ASBTDC supports technology-based entrepreneurs in these areas:

- **Business plan reviews**
- **New product development and commercialization**
- **SBIR/STTR outreach and assistance**
- **Advice on alternative capital sources**
- **Access to federal research and development**



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## Market Research Services

The ASBTDC provides market research services to clients, enabling small business entrepreneurs to access data and analysis typically affordable only by large companies. Helping small business owners make sound business decisions by providing high-quality, in-depth information about specific industries and target customers and markets is the goal of the ASBTDC's market research services.

**These services include GIS mapping, Community Tapestry market segmentation reports, and specialized industry research.**



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For more information call **1.800.862.2040**  
Visit us online at **asbtcd.ualr.edu**



**A S B T D C**

ARKANSAS SMALL BUSINESS AND  
TECHNOLOGY DEVELOPMENT CENTER