



Small Business Resource Guide

Loveland Business Development Center

WWW.LOVELANDBUSINESS.COM

in conjunction with



Loveland Business Development Center

Your Path to Start, Grow & Thrive in Loveland

Loveland is a place where small businesses succeed. Whether you're just starting or scaling to new heights, the Loveland Business Development Center (LBDC) connects entrepreneurs to the right tools, partners, and no-cost advising services to support growth. This guide outlines everything you need—from registration and planning to funding, marketing, and expansion.

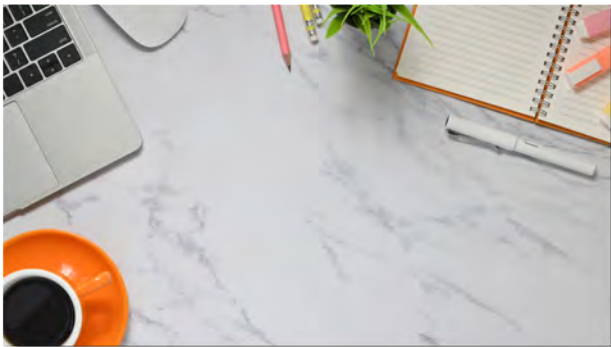


Services & Resources

01.

Small Business Advising

One-on-one, personalized support from certified business advisors to guide your planning, growth, and day-to-day challenges.



02.

Start-Up Support

Step-by-step assistance to help you launch your business in Loveland with clarity and confidence.

03.

Research & Resources

Access to premium market research tools and a strong network of local partners to support smarter business decisions.

Our Services Overview



Guidance You Can Count On

Our services are designed to support you through every stage of your business journey—from idea and launch to growth and long-term success—by providing expert confidential advising, practical tools, and access to a powerful network of local resources. Whether you're brainstorming your idea or preparing to expand, the LBDC is here to help.

What We Provide:

01.

Business Advising

One-on-one sessions tailored to your business goals. Our certified advisors provide strategic and confidential guidance to help you start, manage, or grow your business with confidence.

02.

Market & Industry Research

Access advanced tools like Data Axle, Placer.ai, ESRI Business Analyst Pro, and Statista to explore customer behavior, analyze competitors, and make data-driven decisions.

03.

Financial Projections & Funding Resources

Build strong financial forecasts and learn how to structure loan or grant packages. We'll help you prepare for funding conversations and connect you with trusted financial partners

04.

Business Planning & Organization

Get expert support in developing a clear, professional business plan that communicates your vision, strategy, and market potential—essential for internal focus or presenting to lenders and investors.

The *Process*

how we work together

What to Expect from Your Business Advising Partnership

Our advising model is built around your success. You'll work closely with a dedicated advisor who understands your goals and connects you with tools and resources to move forward confidently.

Here's The Process

Gathering Information

Complete our intake form and small business self-assessment.

01.



02.

Meeting Your Advisor

We match you with the advisor best suited to your industry or stage.

03.

Research & Resources

Your advisor taps into the latest tools and partners to guide your strategy.

04.

Taking Action

Walk away with a clear, actionable roadmap and ongoing support.

Resources

Resources and Partnerships for Your Success

You're Never Alone in Loveland. We work closely with trusted local partners to ensure you have everything you need to succeed.

01. Starting Your Business

- **MyBizColorado** – A state-run platform to help new businesses quickly register, comply, and launch in Colorado.
- **SCORE** – Free business mentoring, workshops, and templates with expert guidance in finance and niche industries.
- **Small Business Checklist** – A planning tool to help evaluate risks, lifestyle fit, and readiness before starting your business.



02. Financing Your Business

- **Colorado Enterprise Fund** – Provides flexible financing for small businesses when traditional lenders aren't an option.
- **Rocky Mountain MicroFinance Institute (RMMFI)** – Supports entrepreneurs with training, mentoring, and microloans to launch and grow.
- **B:Side Fund** – Offers transparent, long-term loans to underserved Colorado businesses, focusing on equity and accessibility.

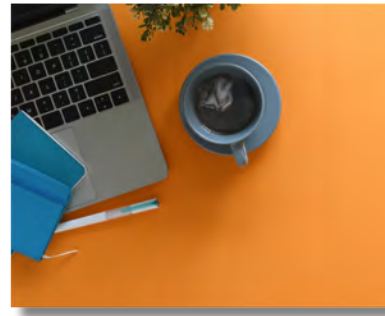
03. Growing Your Business

- **Loveland Chamber of Commerce** – Connects local businesses with networking, marketing, and leadership development opportunities.
- **U.S. Small Business Administration (SBA)** – Offers tools, funding programs, and resources to help businesses grow and scale.
- **Larimer SBDC** – Provides advising, training, and support for entrepreneurs from startup through succession planning.



Small Business Toolkit

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Data-Driven Tools to Power Your Business

These advanced tools are ideal for entrepreneurs and newly formed businesses looking to make data-driven decisions. Unlike standard small business resources, these platforms offer in-depth insights rarely found in typical support services.

SimplyAnalytics

SimplyAnalytics.com

- Identify high-potential customer segments using demographic and lifestyle data.
- Analyze market demand by ZIP code, city, or custom trade areas.
- Visualize competitor density to inform site selection or service area expansion.

Data Axle

Data-Axle.com

- Build targeted B2B or B2C marketing lists with detailed firmographics.
- Research competitors and identify local industry saturation, feasibility, and competition.
- Discover contact info and decision-makers of listed businesses and competitors.

ArcGIS Business Analyst

Arcgis.com

- Map customer demographics to choose optimal store locations.
- Perform drive-time and trade area analysis to assess market reach.
- Combine geographic and spending data to refine product offerings

Placer.ai

Placer.ai

- Tracks anonymized mobile location data
- Reveals how people move and interact with physical spaces
- Helps analyze customer behavior and competitor traffic
- Provides audience psychographics for deeper insight

First Research

FirstResearch.com

- Offers in-depth industry profiles for strategic planning
- Supports risk assessment and opportunity identification
- Includes industry trends, economic analysis, and emerging sector insights

Small Business Toolkit

Data-Driven Tools to Power Your Business

U.S. Census Business Builder

[Census.Gov](https://www.census.gov/business-builder)

- Provides essential demographic and economic data for market assessment
- Helps identify customer segments, market saturation, and workforce stats
- Useful for feasibility studies, commute patterns, and local business trends

Statista

[Statista.com](https://www.statista.com)

- Aggregates data from 22,500+ sources across 80,000+ topics
- Ideal for industry benchmarking with global and national KPIs
- Enhances presentations and proposals with charts and infographics
- Tracks consumer behavior, tech adoption, and market trends

CoStar

[CoStar.com](https://www.costar.com)

- Provides detailed data on commercial properties, leases, and tenants
- Supports site selection and market analysis for leasing or investment
- Identifies business clustering and market saturation for feasibility studies
- Tracks trends like vacancy rates, rent shifts, and area development

LightCast

[LightCast.io](https://www.lightcast.io)

- Map customer demographics to choose optimal store locations.
- Perform drive-time and trade area analysis to assess market reach.
- Combine geographic and spending data to refine product offerings

PitchBook

[PitchBook.com](https://pitchbook.com)

- Tracks venture capital activity, investor trends, and startup benchmarks
- Identifies which business models are attracting funding in your sector
- Supports competitive analysis through data on exits, mergers, and rounds
- Benchmarks growth metrics to guide fundraising and strategic planning

Gale Business: Plan Builder

[Gale.com](https://www.gale.com)

- Step-by-step tool for creating fundable business plans
- Guides users through market analysis, financials, and marketing strategy
- Ideal for turning early-stage ideas into lender- and investor-ready plans
- Helps prepare capital acquisition documents with structured, professional formatting

Ready to *Get Started*?

Know Before You Go

Use the checklist below to evaluate if you're ready to meet with an LBDC advisor. It will help you determine whether now is the right time to take the next step—and what you can do to prepare for a productive, goal-focused session.



Let's Get Started If:

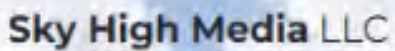
- ☒ You have a business idea or early-stage company
- ☒ You're ready to take action with a clear goal in mind
- ☒ You're open to feedback and new strategies
- ☒ You can dedicate time to work on your business (not just in it)
- ☒ You want guidance on funding, marketing, planning, or operations

To Prepare for Our Meeting:

- ☐ Complete the [Small Business Self-Assessment](#)
- ☐ Gather basic business information (name, structure, goals)
- ☐ Start thinking about your ideal customer
- ☐ Review City of Loveland tax and licensing requirements
- ☐ Come with questions—this is your time!

Client Reviews

what Loveland entrepreneurs are saying



Sky High Media LLC



"Never in my life did I imagine that I would get the best advice in business and marketing myself than at the LBDC. The advice I've been given has helped me start and run a successful CRM filled with hundreds of leads that we can communicate with weekly by email and churn out new clients. Additionally I'm now advertising and spending my marketing dollars in the right places to reach my ideal audience and I owe it all the the amazing staff at Loveland Business Development Center. Thank you all so much!"

Marshall C. Adler, Founder of Sky High Media



The Loveland Business Development Center ... has propelled my startup, Shell's Ink Services, toward what I believe will be eventual success through the guidance and support of the advisors. I have learned from the LBDC how to plan, market, sell and structure my business, streamlining what I need to learn into a few sessions. I love that I can call on the advisors for advice, support and encouragement, and when I feel insecure or overwhelmed, I get the cheerleading I need. I feel so lucky to have access to this service and lucky to work with my consultants. What a gift and an honor!



Shelley Widhalm, Owner of Shell's Ink Services



Reaching our 17th year of business, we entered that territory where the old way of doing things became utterly insufficient. Working one-on-one with an advisor, dissecting & visually detailing the bits of our business (small or large), we managed to dial in a comprehensive financial budget covering every department top to bottom. We are on track this year in increasing our profitability by over 400% year over year (that's not a typo). It's hard to imagine what things would have looked like without Robert's help; his time, energy, and experience reach far beyond our expectations.



Thom Kingston, Co-Founder & CEO, Spidertrax Inc

FAQ

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01. How much does advising cost?

Advising is completely free and confidential thanks to support from the City of Loveland and our partners.

02. What industries do you support?

All of them—from food trucks to SaaS companies to construction firms. If it's a business in Loveland, we can help.

03. Can I meet with someone virtually?

Yes! We offer virtual and in-person meetings to fit your schedule.

04. Do I need a business plan to meet with an advisor?

Nope! We'll help you build one if you don't have one yet.

05. Do you help with financing options?

Yes, we help you understand your financing resources and create strong loan or grant packages.

WE

HELP

GROW

YOUR

BUSINESS

LBDC

Loveland Business
Development Center

Book Your Session Today.

To learn more and book your business advising
session, check out our website.

Complete the Advising Request Form at
WWW.LOVELANDBUSINESS.COM



If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have to:



LBDC@cityofloveland.org

in conjunction with

