

# 2021 ANNUAL REPORT

*Helping Hoosier entrepreneurs and small businesses  
start stronger, grow faster, and work smarter*



**Indiana**  
SMALL BUSINESS  
DEVELOPMENT CENTER

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[isbdc.org](http://isbdc.org)

**In 1876, one of our state's most important entrepreneurs founded a pharmacy on the south side of Indianapolis.**

That pharmacy grew into a global pharmaceutical manufacturer and a then transformed into a Fortune 500 company supporting thousands of jobs and providing life-saving medicine across the globe. Colonel Eli Lilly was a risk taker, a Hoosier entrepreneur who has changed our state in innumerable ways including through philanthropy, with the Lilly endowment serving as a force for humanitarian and social good. That is what entrepreneurs can do in ways large and small.

This spirit continues today with Indiana's 2021 Small Business Entrepreneur of the Year Donte Wilburn. Through partnership, grit and attention to detail, Donte rose from humble beginnings to graduate from Purdue University and founded two companies in Lafayette and Kokomo. Donte is a testament to perseverance and determination with a goal to not just be successful, but to also give employees opportunities for quality careers and advancement.

Entrepreneurship is critical to a thriving economy. 85% of all business in the United States are small businesses. It is true the odds can be long, and the percentages daunting for long term entrepreneurial success, still entrepreneurship remains the bedrock of a growing economy and critically important for our state. It is one of the best investments a government can make to help enable young entrepreneurs with resources—both financial and advisory.



The Indiana Small Business Development Center (SBDC) is one of the major ways we are leaning to help small businesses and entrepreneurs on their journey. The SBDC is the state's boots-on-the-ground support for Hoosier small businesses and entrepreneurs. They provide crucial one-on-one counseling and training in all 92 counties for entrepreneurs at every stage of their journey. This past year, the SBDC helped a record number of small businesses and entrepreneurs at 5,618 clients served over 33,649 counseling hours. Importantly, 33% of those clients served were minority entrepreneurs. By investing in early-stage minority entrepreneurs, the SBDC can help accelerate the disappearance of the wealth gap by enabling visionaries and innovators of disparate backgrounds.

As an entrepreneur myself, I look upon the work of the SBDC with pride. I am thrilled with the progress being made this year and see unlimited potential for growth in Indiana's entrepreneurial ecosystem with continued focus, effort, and resource deployment. Congratulations to Donte and hats off to all Indiana entrepreneurs.



Brad Chambers



**Entrepreneurs and small businesses create local jobs, give back to their community and become gathering places for neighbors.** Restaurants and breweries, dog groomers and auto repair shops, manufacturers and tech startups – throughout the state, small businesses are not only a critical job source, they are also helping to create and sustain communities' identities, enhance community involvement and spur entrepreneurship.

Throughout the past year, more small businesses and entrepreneurs sought out Indiana SBDC support than ever before as new resources were made available at the local, state, and federal levels. A near record number of new businesses were started by Indiana SBDC clients. And this is just the beginning.

Entrepreneurs and small businesses are fundamental to the future growth and sustainability of communities across the state. Their willingness to be bold, take risk, and build something that matters is an inspiration. Entrepreneurs embody the grit, determination, pick yourself up by the bootstraps attitude, and humble mentality of a Hoosier. From Celestine to Gary and in every county and community across the State, your local Indiana SBDC office stands ready to support entrepreneurs and the creation, growth and sustainability of Hoosier small businesses.



**David Watkins**

State Director, Indiana SBDC  
VP, Small Business, IEDC

THE INDIANA SMALL BUSINESS DEVELOPMENT CENTER (SBDC) a program of the Indiana Economic Development Corporation (IEDC), helps small businesses start, grow, finance, innovate and transition through no-cost, confidential business advising and training. WITH 10 REGIONAL OFFICES AND OVER 70 TEAM MEMBERS ACROSS THE STATE AS WELL AS THE SUPPORT OF THE IEDC, THE INDIANA SBDC HELPS HOOSIER SMALL BUSINESSES AND ENTREPRENEURS START STRONGER, GROW FASTER AND WORK SMARTER.

**99.4%**

of businesses in Indiana are small

*\*According to US Small Business Administration*

**1.2M**

Jobs supported by small businesses



## Supporting Small Businesses



HELPING ENTREPRENEURS START STRONGER,  
GROW FASTER AND WORK SMARTER

## 2021: A YEAR OF RESILIENCE

### NEW BUSINESS STARTS

Northwest: **56**  
Southeast: **52**  
Central: **51**  
East Central: **29**  
Northeast: **33**  
Southwest: **45**  
North Central: **21**  
Hoosier Heartland: **40**  
West Central: **37**  
South Central: **25**

### 5,618 CLIENTS ASSISTED (New Record)

**51%** woman owned  
**33%** minority owned  
**32%** located in rural communities  
**7%** veteran owned

**33,649** **NEW RECORD!**  
COUNSELING HOURS  
3,101 New Clients Counseled **+11.9%**  
From 2020

**5,618** **NEW RECORD!**  
CLIENTS SERVED **+3%**  
From 2020

**\$132.6M**  
CAPITAL INFUSION  
GENERATED  
(Second highest on record)

**1,574**  
JOBS CREATED

**389**  
BUSINESS STARTS  
(Second highest on record)

**22,724**  
JOBS SUPPORTED  
(Second highest on record)

**3,114**  
TRAINING ATTENDEES  
(280 Training Events)

For every dollar spent on  
Indiana SBDC services,  
**\$30.10** was earned/returned  
in various forms of capital  
infusion to small businesses.\*  
\*Includes federal, state and local funding

## Helping Small Businesses Grow

### Technical Assistance

The Indiana Technical Assistance Program (INTAP) connects Hoosier small businesses with the critical professional assistance they need to complete improvement and growth projects. Projects in 2021 included project prototyping, intellectual property legal support, software development and more.

**68** PROJECTS  
COMPLETED IN 2021  
21 COUNTIES REPRESENTED

**\$586,495**  
AWARDED IN 2021

### Export Assistance

Through the Indiana Export Accelerator Program (EIAP), small businesses receive professional export guidance and leading research to create an executable, proactive Export Business Plan. Participants develop a strategic approach for positioning their product in the world market to grow international sales.

**30** COUNTRIES  
EXPORTED TO  
(By participating companies)

**28** SMALL  
BUSINESS  
PARTICIPANTS

**"By the end of the Export Indiana Accelerator Program, we were actively negotiating with companies around the globe and have now sold peanut butter to retailers in 11 different countries!"**

—Carol Podolak, Co-Founder, bNutty



**"The impact that INTAP had on Sunny, currently rebranding from Menstrual Mates, has been pivotal. We worked with Glassboard LLC to complete the product development of our menstrual cup product and attained the next milestone to get to market by the end of 2022."**

—Cindy Belardo, CEO, Sunny, (Menstrual Mates, Inc.)

### Talent Assistance

#### HireUp

The Indiana SBDC partners with Quintegra, an Indy-based talent connection firm, to help small businesses recruit, hire, and onboard an employee essential to the sustainability and growth of the business. 2021 positions filled included a Senior Mechanical Engineer, Production Manager, Director of Operations, Chief Investment Officer, Meat Cutter, Clinical Director, and more.

**18** KEY POSITIONS  
FILLED

**12** COUNTIES  
SERVED

## Small Business Week

### Entrepreneur of the Year

Donte Wilburn, owner and operator of Premier Detailing and Wash, founded his business in 2011 with the goal of providing high-quality services built on servanthood and trust. The company expanded operations to a second location in Kokomo in 2020, and in 2021, Donte and managing partners purchased Legacy Courts, a sports facility that has been in operation for six years, to build a safe space for Lafayette youth.



The Indiana SBDC recognized 9 small businesses during 2021 Small Business Week.

- › **Community Impact Small Business of the Year** - Crossroads Solar Enterprises (South Bend)
- › **Entrepreneur of the Year** - Donte Wilburn (Lafayette)
- › **Family-Owned Small Business of the Year** - Fisher Farms (St. Anthony)
- › **Innovative Small Business of the Year** - InsightTRAC (Syracuse)
- › **Minority-Owned Small Business of the Year** - bNutty Peanut Butter (Portage)
- › **Rural Small Business of the Year** - High Performance Alloys Inc. (Tipton)
- › **Startup of the Year** - Saaslio (Indianapolis)
- › **Veteran-Owned Small Business of the Year** - MidAmerica Safety Solutions (Evansville)
- › **Woman-Owned Small Business of the Year** - Starlight Spirits & Wines LLC (Borden)

## COVID-19 Relief Summary

As the pandemic set in, Hoosier's needs and priorities shifted. The IEDC and the Indiana SBDC — working in partnership with the state and business and community leaders — rose to the challenge.

### FEDERAL AND STATE RELIEF & RECOVERY FUNDING

PAYCHECK PROTECTION PROGRAM (PPP)

**\$14B**  
APPROVED  
FOR 110,397 SMALL BUSINESSES

ECONOMIC INJURY DISASTER LOAN (EIDL)

**\$3.28B**  
APPROVED  
FOR 41,549 SMALL BUSINESSES

SHUTTERED VENUE OPERATOR GRANT (SVOG)

**\$137M**  
APPROVED  
FOR 170 VENUES

RESTAURANT REVITALIZATION FUND (RRF)

**\$242M**  
APPROVED  
FOR 1,192 RESTAURANTS

### ON-RAMP CREATIVE ENTREPRENEUR ACCELERATOR

The Indiana SBDC partnered with the Indiana Arts Commission to expand their On-Ramp Creative Entrepreneur Accelerator, a three-day intensive accelerator for local artists, musicians, writers, performers, and more. Local leaders from six communities were trained to deliver the program.

**105** CREATIVE ENTREPRENEURS TRAINED

**82%** UNDERREPRESENTED BUSINESSES

**21** COMMUNITY LEADERS TRAINED

### AGRIBUSINESS ADVISING

In partnership with the Indiana State Department of Agriculture, the Indiana SBDC offered one-on-one specialty advising for agribusinesses.

**24** CLIENTS SERVED

**350** COUNSELING HOURS

**424** JOBS SUPPORTED

## Leveraging Funding

**\$780,000** → **\$5.5M**

**TO SUPPORT HOOSIER SMALL BUSINESSES**

**\$780,000** STATE OF INDIANA  
BASE FUNDING



**\$2,645,679** US SMALL BUSINESS  
ADMINISTRATION



**\$2,133,771** STATEWIDE PARTNERS  
*(Includes cash and non-cash contributions from academic institutions, local governments, economic development organizations, and private sector entities)*

Every year, the Indiana SBDC leverages base funding from the State of Indiana to attract millions more in federal and statewide support. And those millions go right into helping small businesses start, grow, finance, innovate, and transition in Indiana.

For every dollar spent on Indiana SBDC services, \$30.10 was earned/returned in various forms of capital infusion to small businesses.

## HOST ORGANIZATIONS FOR REGIONAL SBDCs

The Indiana SBDC greatly appreciates the support these organizations provide in hosting our regional SBDC offices.



**BALL STATE UNIVERSITY**



**BUTLER UNIVERSITY**



**INDIANA UNIVERSITY SOUTH BEND**



**Indiana State University**  
*Scott College of Business*



**PURDUE UNIVERSITY**

**PURDUE UNIVERSITY FORT WAYNE**

**PURDUE UNIVERSITY NORTHWEST**



# Leveraging Funding

## STATEWIDE PARTNERS

The Indiana SBDC is grateful for the generosity of its many partners, funders and supporters.

101Co3 Coworking Space  
Ball State University  
Bloomington Urban Enterprise Association  
Business Development Corporation  
Butler University  
Butler University - Lacy School of Business  
CDC of Northeast Indiana  
City of Anderson  
City of Batesville Economic Development Commission  
City of Bloomington  
City of Evansville  
City of Fort Wayne  
City of Jeffersonville Redevelopment  
City of Muncie  
City of New Castle  
City of Richmond  
City of Rushville  
City of Sullivan  
City of Terre Haute  
Clay County Chamber of Commerce  
Columbus Chamber of Commerce

Dearborn County  
Dearborn County Convention and Visitor's Bureau  
DePauw University  
Dimension Mill  
Elkhart Chamber  
Evansville Regional Economic Partnership  
Fulton Economic Development Corporation  
German American Bank  
Goshen Chamber  
Greater Lafayette Chamber of Commerce  
Greater Lawrence Chamber of Commerce  
Greencastle/Putnam County Development Center  
Greendale Economic Development Commission  
Greensburg  
Greensburg Chamber of Commerce  
Harrison County Chamber of Commerce  
Harrison County Economic Development

Henry County  
Howard County  
Indiana State University  
Indiana University - Bloomington  
Indiana University  
Indiana University - Kokomo  
Indiana University - South Bend  
Indiana University - Southeast  
Indiana University Northwest  
Indiana University, Office of Engagement  
Inventrek  
Ivy Tech Community College - Bloomington  
Knox County  
Kosciusko Chamber  
Lawrenceburg Redevelopment Commission  
MatchBOX  
Monroe County Government  
New Albany Urban Enterprise Zone  
North Vernon Education and Training Center  
One Southern Indiana Chamber of Commerce

Partnership Parke County  
Perry County  
Purdue Center for Regional Development  
Purdue Research Foundation  
Purdue University  
Purdue University  
Purdue University - Fort Wayne  
Purdue University - Northwest  
Purdue University - Northwest College of Business  
Radius Indiana  
Randolph County  
Ripley County Economic Development Corporation  
Terre Haute Chamber of Commerce  
Town of Dillsboro  
Venture Out Business Center Madison  
Vermillion County Economic Development Council  
Wayne County



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Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed herein are those of author(s) and do not necessarily reflect the views of the SBA.