



SRSU International

Small Business Development Center (SBDC)

830.758.5022 | sbdc.sulross.edu/intl/

Proud Member of the Texas South-West SBDC Network



SRSU
INTERNATIONAL

Mission, Vision & Values

The mission of the SRSU International Small Business Development Center

is to foster small business success

Middle Rio Grande Region.

Our vision: We are a leading economic development network recognized for excellence in service to the small business community.

Integrity | Excellence | Service | Innovation

About the SRSU International SBDC

Funded in part by the U.S. Small Business Administration (SBA)
& The State of Texas

HOSTED BY Sul Ross State University International

HISTORY Serving the Middle Rio Grande area since 1990

SERVICES Professional Business Advising, Training, and Market Research

STRENGTH Proud Member of the Texas-South West SBDC Network and
Accredited Member of America's SBDC (1000+ locations nationwide)



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SRSU-International SBDC Services

BUSINESS ADVISING

CONFIDENTIAL | ONE-ON-ONE | NO-COST

- Business Start Up & Expansion
- Business Plans & Loan Proposals
- Financing & Financial Analysis
- Bookkeeping & Accounting
- Marketing & Sales
- & much more!

SPECIALTY RESOURCES

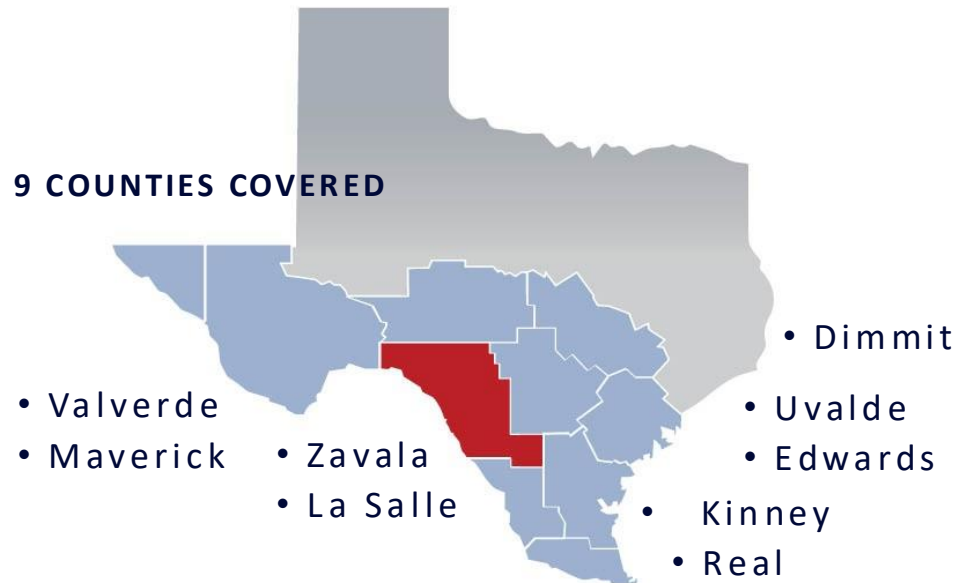
- Market Research & Industry Data
- International Trade
- Government Contracting & Certification
- Human Resource/Employer Services
- Technology Commercialization

TRAINING

IN-PERSON | WEBINARS

- Starting
- Access to Capital
- Growing

9 COUNTIES COVERED



SRSU International Small Business Development Center

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Mission Statement & Who We Are

Our mission at the SRSU International Small Business Development Center is to help businesses start, grow and expand by providing the guidance, knowledge and entrepreneurial tools for success.

- **The SBDC is the largest management and technical program serving the U.S. small-business community.**
- **The program was developed by the U.S. Small Business Administration in 1984. SBDCs are Supported through a network of local, state and federal entities.**
- **SRSU International-SBDC serves Maverick, Val Verde, Uvalde, Kinney, Zavala, Dimmit, La Salle, Edwards, and Real.**

What We Do

Training

- SBDCs offer workshops, conferences and courses geared to the needs of small businesses. Training programs range from advanced seminars aimed at experienced small-business owners to introductory courses for those planning to start a business.
- SBDCs also develop and conduct specialized programs to meet specific needs. Working with business assistance professionals and other small business assistance organizations, SBDCs provide managers, owners and potential owners with the tools to analyze and resolve business problems.

Free Counseling Services

- The SBDC provides confidential business consulting services which are conducted by certified business advisors.
- Our certified business advisors provide existing business owners with practical advice for improving or expanding operations. They also assist start-up businesses in evaluating their business idea and developing their business plan so that they can get started on the right foot.

Free Business Advisory

New Businesses

- **Business Startup Planning**
- **Writing A Business Plan**
- **Writing a Loan Proposal**
- **Permits and Licenses**
- **Financial Analysis**
- **Finding Business Capital**
- **Marketing Strategies**
- **Employee Lifecycle**
- **Record Keeping/ QuickBooks**



Free Business Advisory

Existing Businesses

- Capital Formation
- SBA Financing
- Assessing Business Success
- Financial Analysis
- Expanding A Business
- Reconstructing Debt
- Hiring and Employment Practices
- Managing Your Production Cost
- Purchasing
- Inventory Control
- Tax Planning
- Marketing
- Export/Import
- Manufacturing
- International Trade
- Government Procurement

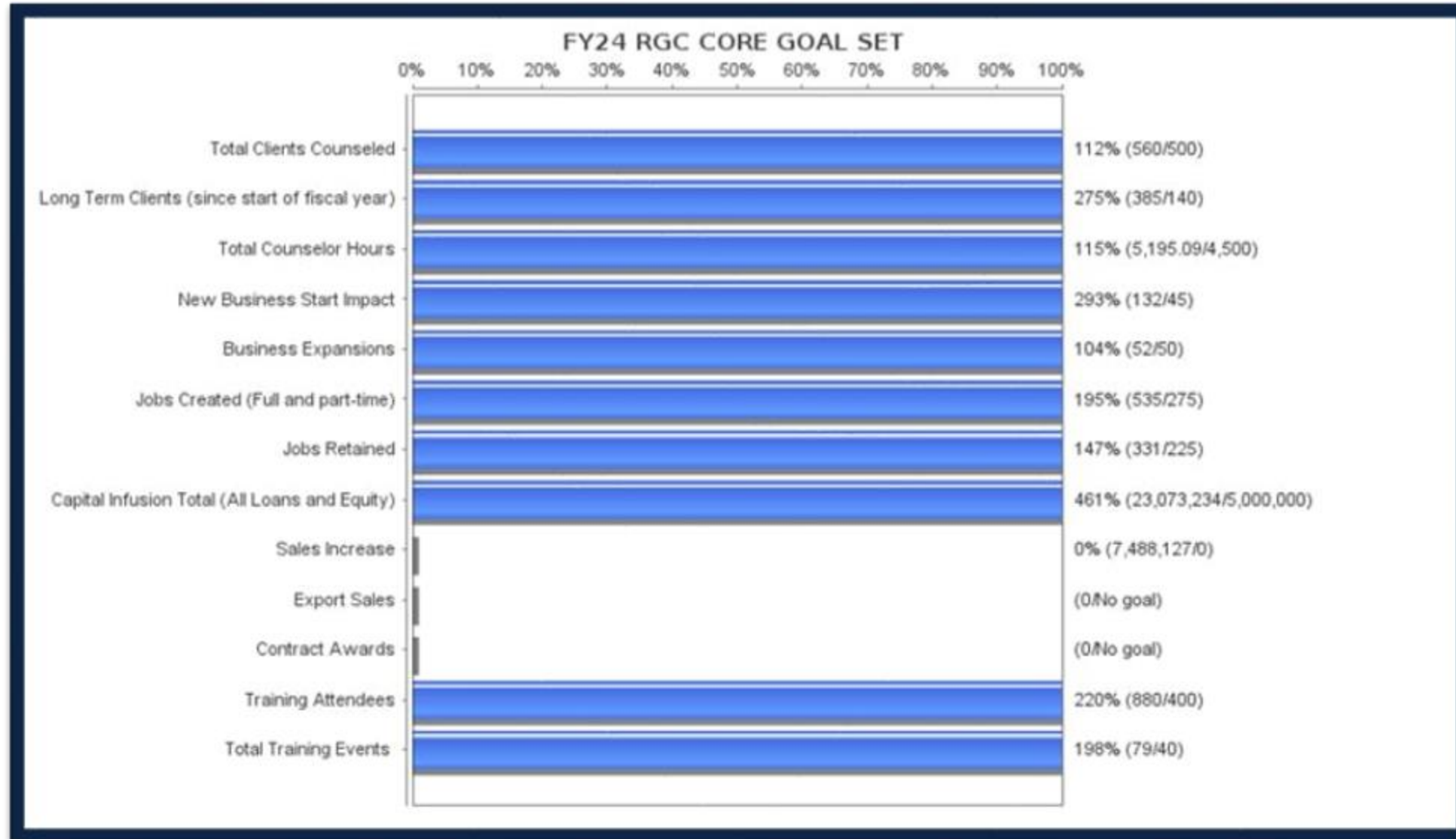
Online Business Training

- Advertising
- Building Your Brand
- Personalization
- Sales Strategy
- Assessing Financial Needs
- Balance Sheet
- Cash Budget
- Cash Flow
- Profit and Loss
- Valuing a Business
- Analyzing Competition
- The Business Plan
- Targeting Your Market
- Business Legal Structures
- Market Analysis
- Business Profitability



Available in English & Spanish

End of Year Goals



Our Stories



VELEZ AIR LLC

Eagle Pass, Texas

Thank you for all you help in providing impeccable service! Your knowledge and willingness to assist is truly appreciated."

Maria Velez, Owner



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STATE UNIVERSITY INTERNATIONAL

Story Title

The Situation: On February 9th, 2023, Guillermo and Maria, a dynamic husband-and-wife duo, came to the SBDC for assistance to start an HVAC business. Their path to starting their business wasn't without challenges. To ensure a strong foundation, they turned to the Small Business Development Center for guidance.

SBDC Assistance: With assistance from the SBDC, they learned about the requirements of starting a business, including selecting the proper business structure, understanding the regulatory requirements for their industry, formation of the LLC, licenses and permits.

One of the key achievements in their business is the recent approval of a state HUB (Historically Underutilized Business) certification. The SBDC played a pivotal role in helping them prepare and submit their application for the certification, and hopefully opening doors to new opportunities with state contracts and additional funding.

This is a family-owned business, husband and wife. Maria, who holds 51% ownership of the business, works as an Escrow Agent and she was the driving force behind the entrepreneurial endeavor, while Guillermo is a retired school district employee with valuable experience in management and operations.

IMPACT

START UP

OWNER INVESTMENT

\$125,000

4 JOBS

CREATED

Learn more about the SRSU International SBDC at sbdc.sulross.edu/intl/

Velez Air LLC



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Sharp Shooters LTC Firearm Training, LLC

SHARP SHOOTERS LTC FIREARM TRAINING, LLC

Crystal City, Texas

"You are the go-to person the greatest of all time!"

Mario A. Santoya , Owner



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Story Title

Sharp Shooters LTC Firearm Training, LLC is a minority-owned business by Mario A. Santoya established in October 2024. Sharp Shooters LTC Firearm Training, LLC is located in Crystal City, TX. Sharp Shooters LTC Firearm Training, LLC is currently offering the following services: License to Carry (LTC) Course, Beginners Handgun Course, Pistol Mounted Optics (red dot) Course, and TCOLE Annual Firearm Qualifications

SBDC Assistance: With assistance from the SBDC, Joe A. Treviño has received SBDC assistance with the following:

- State of Texas Limited Liability Company Registration
- Financial Crimes Enforcement Network-Beneficiary Ownership Information Report
- Operating Agreement

Because of the assistance received from SBDC client has been able to:

- Sharp Shooters LTC Firearm Training, LLC has been able to employ 1 full-time.
- Sharp Shooters LTC Firearm Training, LLC has contributed about \$2,000 to startup business.

Mario A. Santoya is a minority-owned business owner Mario A. Santoya is employed full-time by the Zavala County Sheriff's Department as a Deputy.

IMPACT

START UP

OWNER INVESTMENT
\$2,000

1 JOBS
CREATED

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CARDINAL POINTS COFFEE SHOP LLC

Del Rio, Texas

"I deeply want to thank Miguel for all his help throughout my business path. It was a challenge, but he definitely made it easier."

Angela Garcia, Owner



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Story Title

The Situation: Mrs. Garcia was helped in October of last year to File for her LLC with the Secretary of State. After her LLC was approved, she was helped obtain an EIN and made an operating agreement document. Discussed was different marketing techniques and bookkeeping as well.

SBDC Assistance: With assistance from the SBDC, she learned the importance of document Schedule C for income tax purposes. She was provided copies of the LLC certificate and a copy of her EIN document. Mrs. Garcia was assisted with her Sales Tax application, discussed the importance of quarterly reporting and charging the correct sales tax. Also, completed her Franchise Tax- Public Information Report, which she understood it had to be filed every year before or on May 15th. During one of the sessions discussed was the Beneficial Ownership Information Report with FinCen. Also talked about the BOI FAQ just to make sure she understood the application and why she needed to file the report. Online trainings were discussed for startup businesses, and which trainings might help her with her upcoming coffee shop.

Family-owned, Mrs. Garcia's goal is to bring coffee from around the world to the Del Rio region. She's passionate about serving the finest brews sourced from around the globe. Whether you're grabbing a quick cup or taking home a bag of her signature beans, she's got something to delight every coffee lover. Mrs. Garcia's menu offers a range of hot and cold drinks crafted with care, using beans from regions like the Dominican Republic, Costa Rica, and Colombia.

IMPACT

START UP

OWNER INVESTMENT

\$125,000

3 JOBS

CREATED

Learn more about the SRSU International SBDC at sbdc.sulross.edu/intl/

Cardinal Points Coffee Shop LLC



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When We Help

- **SRSU International SBDC hours of operation are from Monday through Friday From 8 a.m. – 5 p.m.**
- **One-on-one counseling sessions can be arranged by appointment during these hours.**
- **Workshops and seminars are scheduled for morning, afternoon or evening.**



Eagle Pass, TX



Elizabeth Peña
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Your SBDC Staff

