



OFFICE OF THE GOVERNOR



ECONOMIC DEVELOPMENT & TOURISM

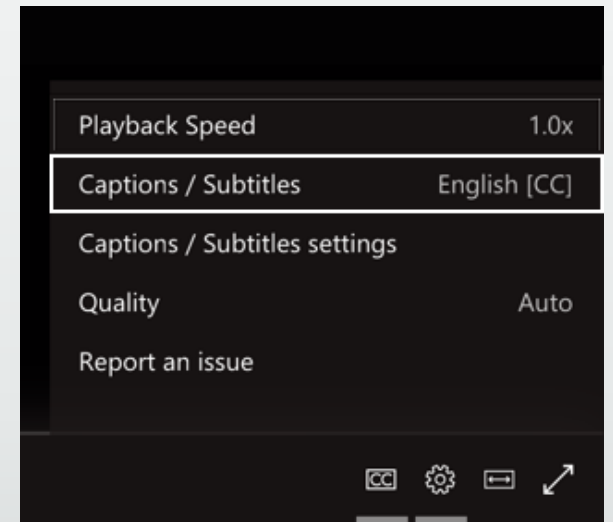
Business Strategies in an Evolving Future: Dynamic Financial Planning

Small Business Assistance Team

October 7, 2020

ACCOMMODATIONS NOTICE

- The streaming text link will be posted in the “Featured” feed - <https://tcc.1capapp.com/event/gov2/>
- This webinar offers live captioning and subtitles in English, Spanish, Chinese (Traditional & Hong Kong S.A.R.), Arabic, French, and Vietnamese
- To turn on live captions and subtitles, select **Captions/Subtitles On**  in your video controls
- To change the caption language, select **Settings**  > **Captions / Subtitles**, and choose your language
- **Transcripts are available within 48 hours from our events page at** <https://gov.texas.gov/business/page/small-business-events>



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What Do You Think?

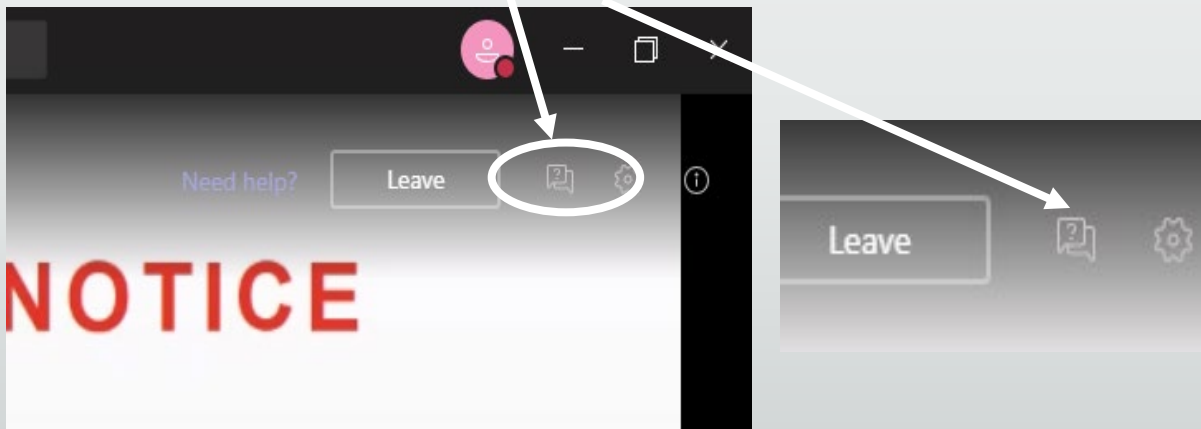
Please like one of these statements, in the Featured Feed:

I have a business plan

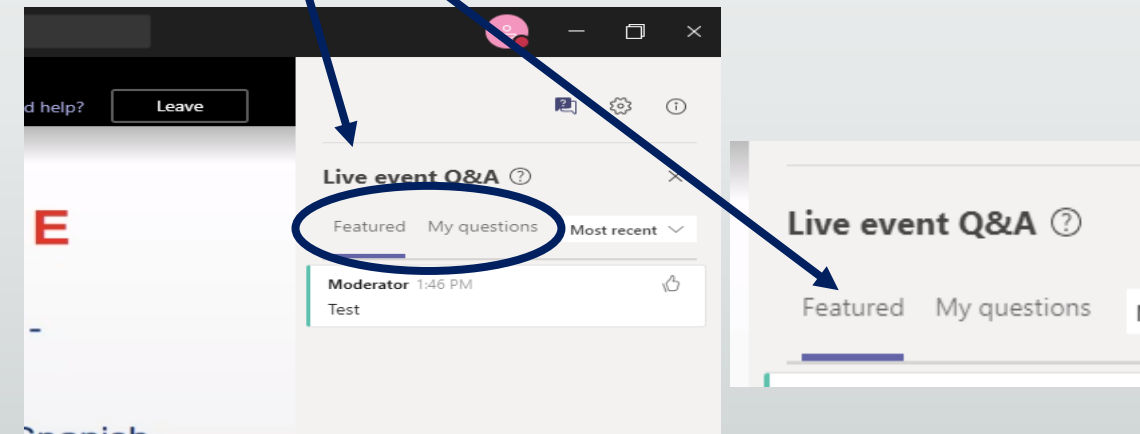
OR

I do not have a business plan

Live Q&A Feed (upper right of screen):



“Featured” Feed Tab:





Adriana Cruz

Executive Director
Economic Development & Tourism
Office of the Governor



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What Do You Think?

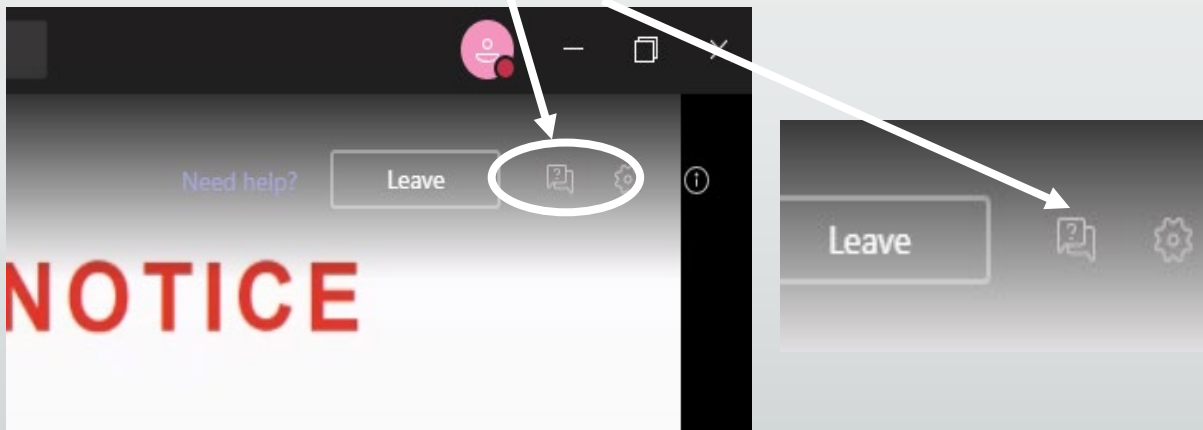
Please like one of these statements, in the Featured Feed:

I use the business plan as a tool to manage my business

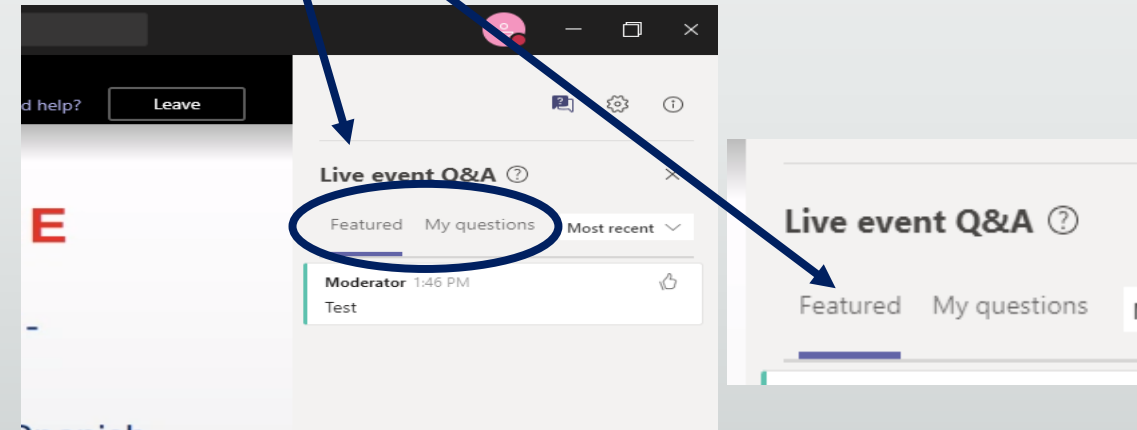
OR

I do not refer to my business plan very often

Live Q&A Feed (upper right of screen):



“Featured” Feed Tab:





PANELISTS



Gina Woodward, Regional Director
Small Business Development Center,
West Texas A&M University



Randy Burch, Associate Managing Director
Small Business Development Center,
Texas Tech University



Scott Jensen, Founder & CEO
Rhythm Superfoods
Original Co-Founder of Stubbs



What Do You Think?

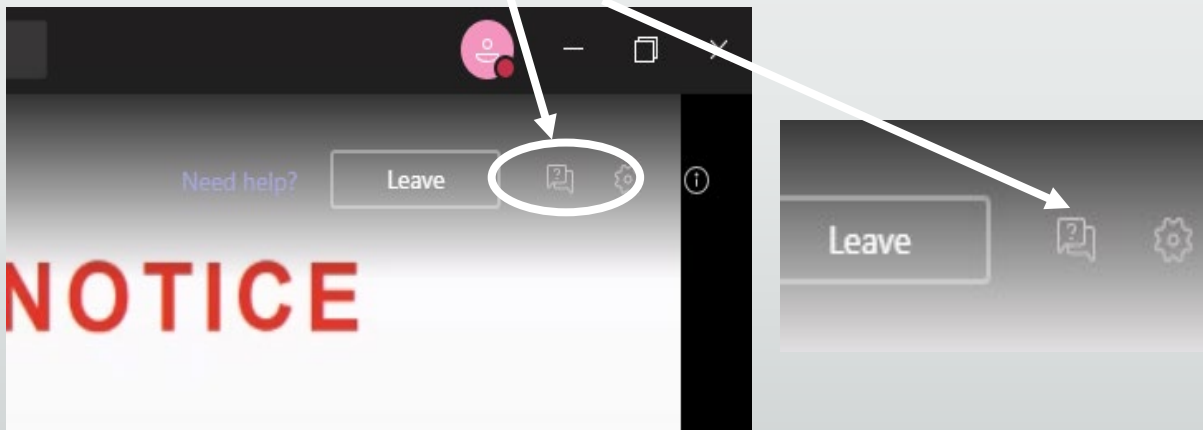
Please like one of these statements, in the Featured Feed:

I worry about cash flow

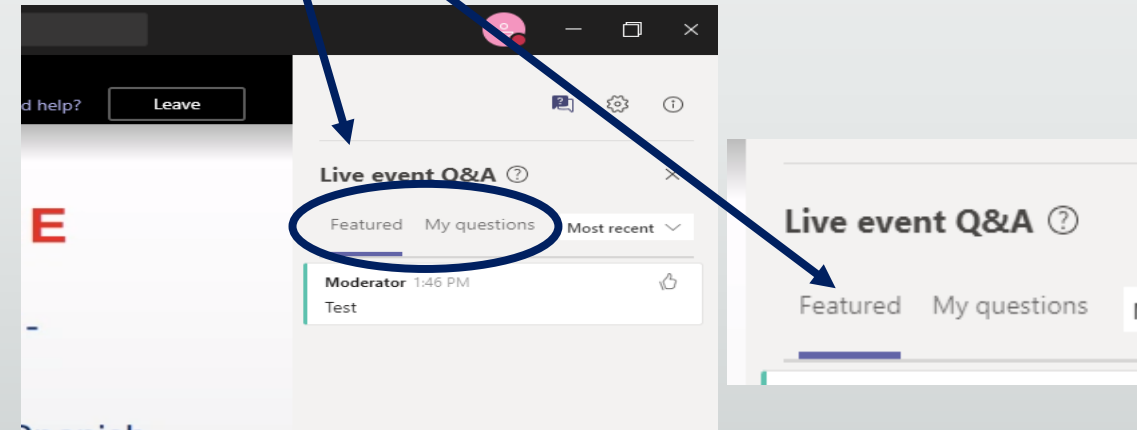
OR

Cash flow is not a concern

Live Q&A Feed (upper right of screen):

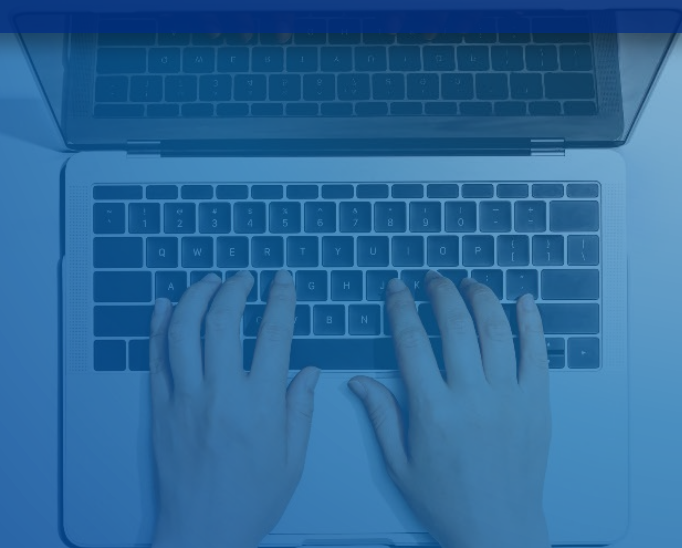


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PANEL QUESTIONS





Frequently Asked Questions

1. Why is a business plan a good idea?
2. How can I make it a *dynamic* and useful plan?
3. Cash is really tight in my business. I am considering laying people off or cutting my marketing activities. What should I do?
4. With so much uncertainty in the market, how can I keep an eye on the health of my business?



Live Q&A - Please ask questions.....

- The live Q&A feed is now open...
- Watch the “Featured” or “Published” live Q&A feed
- Check if your question has already been asked
- “Like” the questions you would like answered
- Questions with the most “likes” will be prioritized
- **Unfortunately we may not get to all questions...**



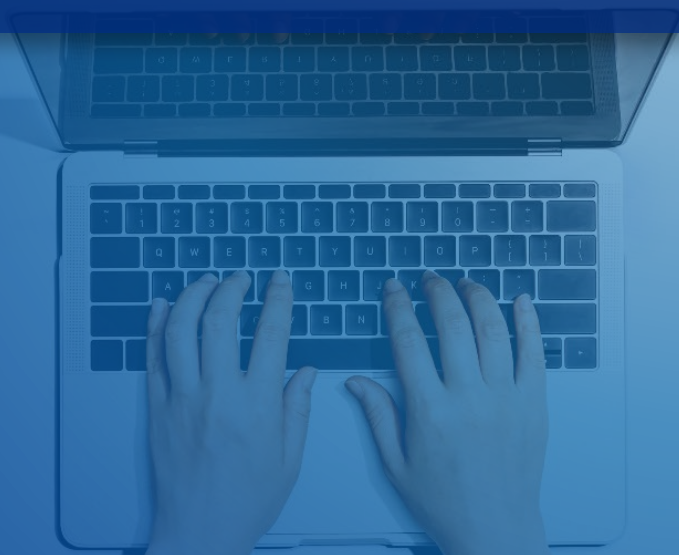
Scott Jensen

LIVE Q&A NOW OPEN

5. Can you tell us about times where your business plan played an essential role?
6. Cash flow is critical in the food industry. Tell us about some key things that keep cash flowing in your businesses....



LIVE QUESTIONS & ANSWERS





Contact Information & Resources

The Governor's Small Business Assistance Contacts & Resources

Connect with us:

gov.texas.gov/business



- **Governor's Small Business Assistance Team** (smallbusiness@gov.texas.gov)
 - Kelly Spillane, Small Business Advocate
 - Jarvis Brewer, Business Assistance Specialist
 - Sam Schornack, Business Assistance Specialist
- **OOG Guide to Starting a Business**
https://gov.texas.gov/uploads/files/business/2019_Governors_Small_Business_Online_Handbook_.pdf
- **Business Permits Office & Guide**
<https://gov.texas.gov/business/page/business-permits-office>
- **Governor's Small Business COVID-19** gov.texas.gov/business/page/coronavirus
- **Governor's Small Business Webinar series** <https://youtu.be/erCDS5Lswh8>
- **Transcripts are available within 48 hours from our events page at**
<https://gov.texas.gov/business/page/small-business-events>
- **Event Calendar:** gov.texas.gov/business/events



Contact Information & Resources

- **Northwest Texas SBDC** www.nwtsbdc.org
For tools referred to during webinar: <https://www.lubbocksbdc.org/tools>
Call (800) 992-7232
- **Texas SBDC website** - www.sbdctexas.org
- **UT San Antonio SBDC COBRA (COVID Business Recovery Center)**
This new center can help small businesses, statewide:
businessrecovery@utsa.edu / (210) 458-2272
- **SBA Resource Partners**
SBA Resource Guide – <https://www.sba.gov/local-assistance>
Small Business Development Centers (SBDC) - find you nearest –
<https://americassbdc.org>
SCORE Chapters – <https://www.score.org>

THANK YOU



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