Arkansas Small Business and Technology Development Center (ASBTDC)

> **Business Planning | Market Research | Financial Planning | Startup Guidance**

The Arkansas Small Business and Technology Development Center (ASBTDC) helps aspiring entrepreneurs and existing small businesses plan, launch, and grow.

Through confidential, one-on-one business consulting, market research assistance, and educational resources, ASBTDC provides practical support for turning business ideas into viable ventures.

> **Business consulting and market research assistance are available at no cost to eligible Arkansas businesses and entrepreneurs.**

How ASBTDC Can Help

ASBTDC offers assistance across several areas of business development:

- **Business Planning:** Develop or refine your business plan, business model, and startup strategy.
- **Market Research:** Investigate industries, customer demographics, competitors, and potential market opportunities.
- **Financial Planning:** Estimate startup expenses, develop financial projections, and evaluate funding needs.
- **Business Startup Guidance:** Explore the practical requirements of launching and managing a business.
- **Marketing & Growth:** Develop strategies for reaching customers and growing a business.
- **Workshops & Training:** Access educational events, webinars, and startup resources.

Why Is ASBTDC Useful for Student Entrepreneurs?

If you're preparing for a business plan competition, ASBTDC can be particularly valuable when developing the research and financial components of your proposal.

Consider connecting with ASBTDC when you need help:

- Finding credible market and industry information.
- Understanding the size and characteristics of your target market.
- Researching competitors and existing alternatives.
- Estimating startup costs and operating expenses.
- Developing realistic financial projections.
- Reviewing and strengthening your business plan.

> **You don't need to have an established business to explore ASBTDC's resources.**
> The center also assists prospective entrepreneurs who are still developing their ideas.

A-State's Local ASBTDC Office

A-State hosts an ASBTDC office within the Neil Griffin College of Business.

Location:
Delta Center for Economic Development
319 University Loop West
Jonesboro, AR 72401

Phone: 870-972-3517
Email: asu@asbtdc.org

Office Hours: Monday–Friday, 8:00 a.m.–5:00 p.m.
Consultations are by appointment.

Visit the A-State ASBTDC Office Page

Getting Started

ASBTDC provides several ways to begin exploring entrepreneurship.

1. Explore Business Startup Resources

Access startup guides, business planning tools, financial worksheets, and educational materials.

Explore ASBTDC's Free Startup Resources

2. Request Business Consulting

Connect with a business consultant for individualized guidance related to your business concept.

Learn About ASBTDC Consulting

3. Attend a Workshop or Webinar

ASBTDC offers educational programs covering business planning, marketing, financing, and other entrepreneurship topics.

Explore ASBTDC Events

Preparing for a Business Plan Competition?

Our recommendation: Begin by conducting customer discovery to understand the problem you're trying to solve. Then consider working with ASBTDC to strengthen your market research, financial assumptions, and business planning.

Customer discovery and market research complement each other:

- **Customer discovery** helps you understand individual customer experiences, problems, and needs.
- **Market research** helps you evaluate the broader industry, competitive environment, and commercial opportunity.

Together, they can help you develop a more credible, evidence-based business plan.

Related A-State Resource: Customer Discovery: A Practical Guide

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