

## Key Questions To Address Before Starting Your Business

If you'd like to start a business, NGage and its resource partners can assist you. We believe that growing local businesses one at a time is an important economic development strategy. As you start the business planning process, addressing these questions will help you move in the right direction.

1. Why am I starting a business?
2. Who is my ideal customer and how can I attract them to buy my product or utilize my services?
3. Am I prepared to spend the time and money needed to get my business started?
4. What differentiates my business idea and the products or services I will provide from others in the market?
5. How much money do I need to get started?
6. Will I need to get a loan?
7. How long do I have until I start making a profit?
8. Who is my competition?
9. How will I price my product compared to my competition?
10. Will I have the patience, work ethic, and ability to manage my business?



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## Grow Your Business in Gage County!



# NGage

**Is Here to Assist Small Businesses Start or Grow!**

## Interested in starting or growing a business in Gage County?

NGage will assist entrepreneurs and new or current small business owners with:

- One on one business coaching
- Business planning
- Marketing ideas
- Networking opportunities with other business owners
- Workshops and training events
- Connections to financial resources
- Business transition resources

*“I am grateful that the NGage Executive Director and the area REAP Business Specialist helped me with a business plan as I considered purchasing Valentino’s in Beatrice from the prior long time owners. Business assistance resources are critical for our community. We don’t want current business owners just closing their doors when they are ready to retire. Opportunities for new owners are available given the right deal, opportunity and assistance.”*



**Vince Warner, Valentino’s  
in Beatrice**

## NGage connects with resource partners to assist in small business development, including:

- **Local banks and regional Community Development Financial Institutions (CDFIs)-** *It’s always to good to have a local banking connection.*
- **City of Beatrice Economic Development LB 840 Loan Fund-** *A local loan fund available for growing and attracting businesses in Beatrice.*
- **Beatrice Main Street-** *Working toward a stronger downtown, Main Street offers business development assistance within downtown Beatrice. They offer a business development Revolving Loan Fund with loans typically of \$10,000 or less at 1.9 percent interest.*
- **Rural Enterprise Assistance Project (REAP)- Micro Loan Fund and REAP Women’s Business Center-** *REAP provides business financing (micro loans), business training, and technical assistance.*
- **Beatrice Area Chamber of Commerce-** *The business advocacy organization connecting customers to our members.*
- **GROW Nebraska-** *GROW helps with marketing!*
- **Nebraska Business Development Center & BizWorth Nebraska-** *NBDC is a resource for business planning and business transition services.*
- **Southeast Community College E-ship Center-** *A great community partner with workshops and entrepreneurial training programs.*
- **Southeast Nebraska Economic Development District-** *Has gap financing products available.*
- **And there are others, including the Nebraska Department of Economic Development, Invest Nebraska, SBA, and USDA.**

*“I’m thankful that NGage could assist us in business planning as we considered opening our new Wrenchman Auto, Truck, and Diesel service center. NGage also connected with REAP to assist and together they were a good resource team helping me with cash flow projections before starting the business.”*



**Darrell Hurd, Wrenchman  
Auto Truck Diesel Service**