Client Milestones & Validations

Who, what, where, when, why & how?

(with a few tips & tricks)

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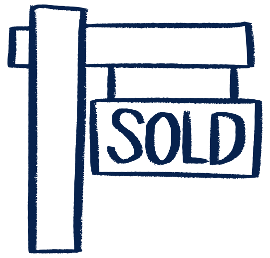
Why do we collect milestones?

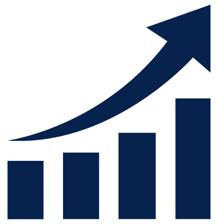
- Milestones are how the SBDC gets paid
- They help us tell our story
- They help us track our goals
- They tell us if the work we're doing is helping small businesses

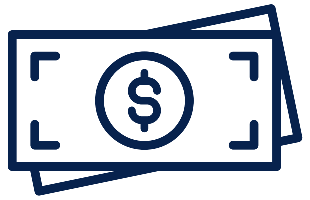
What milestones do we collect?



- Business Start Impact
- Increase in exports
- Increase in full time staff
- Increase in part time staff
- Increase in profits
- Increase in sales
- Entered new foreign markets
- Intellectual property obtained
- Sold the business
- Capital Funding



Who should introduce milestones?

- Whoever does intakes at your regional center should let clients know that we ask for client attributions as a required part of our program.
- The primary consultant should also remind the client that they will collect a "Client Impact Attribution form" once milestones have been achieved.

Who should collect them?

- The Primary Consultant working with the client will collect a "Client Impact Attribution form" (sometimes referred to as a "validation") and will enter the milestones in Neoserra.

When do we collect milestones?

When a client registers their business with the state, that is considered the “Date Company was Established” in Neoserra.

A milestone can be entered when

- client acquires capital funding
- client has first sale
- client hires employee

How do we collect a milestone?

Economic Impact Validation and Attribution

The Minnesota SBDC is evaluated and funded based on the economic impact we help our clients create. This brief questionnaire requests that you report outcomes you created in your business with the help of the SBDC. The SBDC's assistance may have ranged from assisting with your business plan, reviewing your financials, marketing or market research, preparing a loan package, developing growth strategies, or in other ways.

Congratulations on your successes and thank you for letting us be a part of your growth!

Date May 15, 2025 SBDC Consultant Amy Anderson

Business Name A-1 Restaurant Client Name Jane Doe

I verify that the Minnesota Small Business Development Center (MnSBDC) played a role (directly or indirectly) in our organization achieving the following economic impacts:

- [x] Started business on May 1, 2025 (date) – OR – Purchased business on ________ (date)
  # of Full Time Employees: 5 # of Part Time Employees: 10
  Average wages of jobs impacted: $18.00

- [ ] Raised the following **funds** from the sources below:

Source	Institution	Total $ Amount
Owner Investment (equity)	Jane Doe	$100,000
Debt Financing (e.g., commercial bank; non-SBA loan)	Midwest Bank	$500,000
SBA Loan 7a		
SBA Loan 504 or microloan		
Equity raised from outside investors		
Grant		
Other sources:		
Local EDA		140,000
Regional Initiative Foundation		120,000

- [ ] Annual sales: $________
- [ ] Increased sales: $________
- [ ] Began to export to these new countries ________; ________; ________

Enter or sign name below (e-signature accepted) **Date**

Jane Doe 5/15/2025

01/01/2025

- Once your client has met their business goal, ask them to sign an "Impact Attribution" form. Then upload it to their client file.
- Some regions also allow an email format for milestone collection. If your region allows this, use the email format that they require.

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Where do we put them?

Let's demonstrate!

Tips for increasing client attributions/validations

- Complete as much of the form as your can so all the client has to do is look it over and sign it.
- Keep some paper copies of the client attribution form on hand so you can have them sign it at the end of your consultant meeting for those one-off clients.
- Mail it to your client with a self-addressed-stamped envelope to their home. A tangible document is harder to ignore.
- What has worked for you?