

AMERICA'S
SBDC
CALIFORNIA
NORTHERN CA NETWORK

SAN MATEO



Disclaimer

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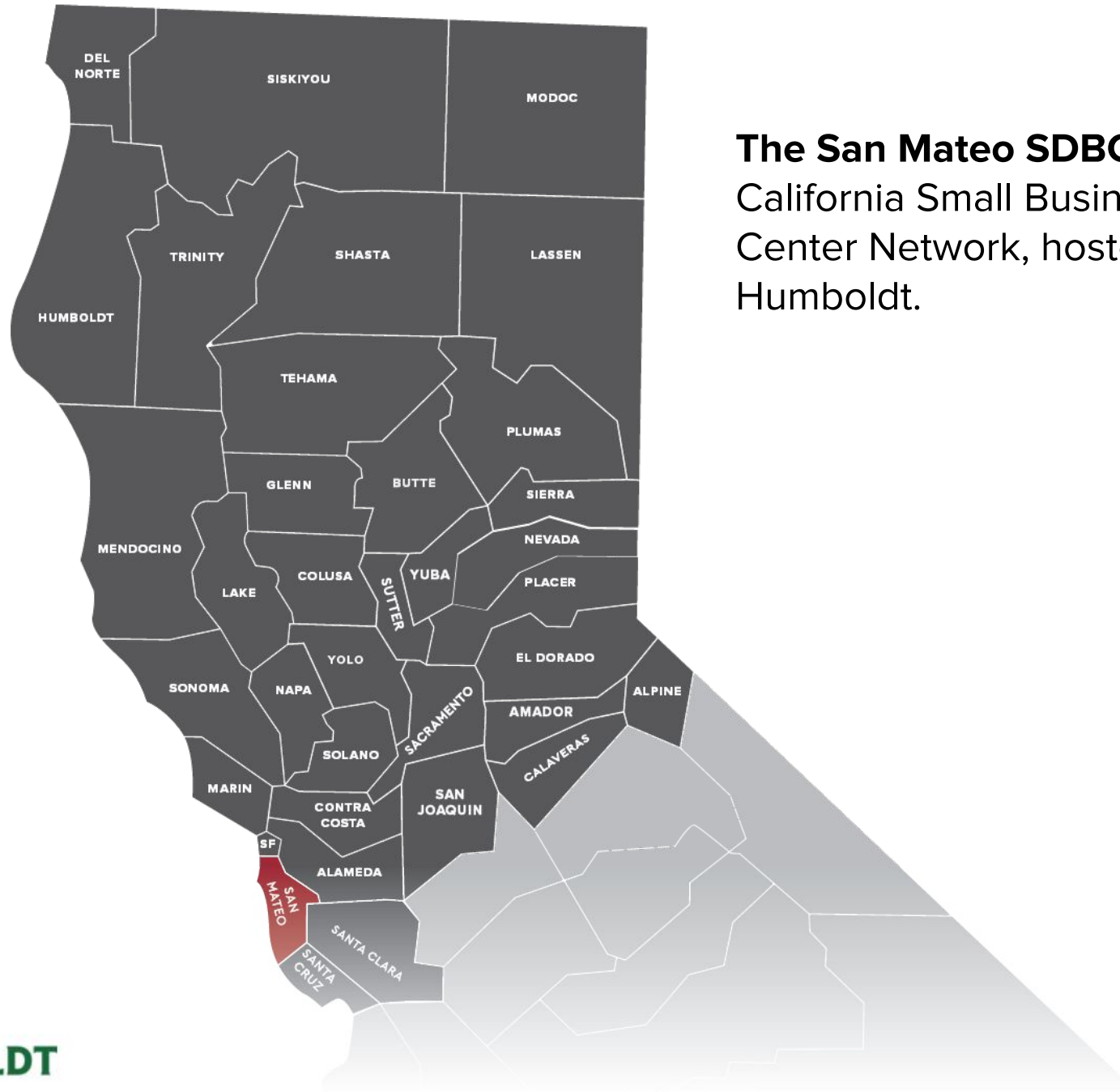
Center Staff



Gisel Martin
Center Director



Luz Chavarin
Program Coordinator



The San Mateo SBDC is part of the Northern California Small Business Development Center Network, hosted by Cal Poly Humboldt.



PROUDLY HOSTED BY:

CAL POLY HUMBOLDT

OUR CORE PARTNERS

Funded by



U.S. Small Business
Administration



**Locally hosted and
funded by**



renaissance
entrepreneurship center

WE HELPS BUSINESSES THRIVE:



IMPACT



We help, because it's in the best interest of the community at large to help businesses grow and thrive.

Our measurements (KPIs)

- Business Started
- Jobs Created & Saved
- Sales increased
- Capital obtained

CORE SERVICE AREAS



- No cost 1-1 business advising
- Low cost & free workshops, trainings, and events
- Referrals & Resources



Business Advising

All SBDC service centers must have professional staff or contractors in place to deliver counseling in business fundamentals, which includes the following areas of competency:

- Startup Assistance
- Business Planning, including business plan development.
- Growth Strategies
- Marketing, including online strategies

Our service center also works with regional advisors and specialty programs to provide these additional areas of counseling competency:

- Access to Capital, including loans and equity
- Technology Commercialization

Center Business Advisors



Blair Abee

Finance, business planning, business buying and selling, book publishing and business creation.



Lourdes Arvizu

Finance, business planning, budgeting and accounting.



Thomas Camerato

Market strategy, and financial strategy and management.



Ann Height

Access to Capital, Finance, Lending Specialist, Loan Packaging



Jenny Huang

Product launch, branding, organic social networks, marketing strategy and crowdfunding.



Margaret Jackson

Business development, AI and access to capital.



Ben Martin

Accounting, commercial law, intellectual property protection, risk management and control.



Mani Niall

Business launch, food business, hospitality.



Luis Quiroz

Marketing, SEO, Social media



Bill Ross

E-commerce, digital marketing, inventory management and operations.



Gabriela Sapp

Accounting, business planning and finance.



Michael Tejada

Child care business planning, Business licenses and permits.



Sebastien Torre

Access to capital, business planning, business development



Vivian Stiassny

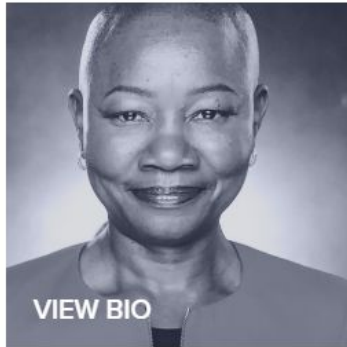
Planning, conception and validation of companies.



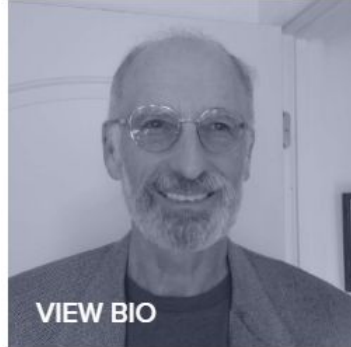
Porter Wong

Planning, access to capital, and business strategy.

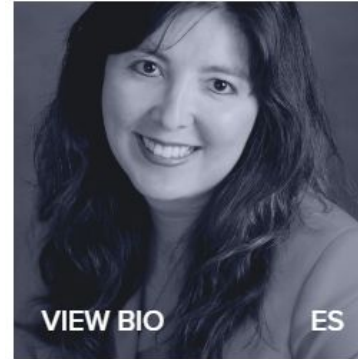
Financial Advisors



Ann Height
Business Advisor



Blair Abee
Business Advisor



Gabriela Sapp
Business Advisor



Lourdes Arvizu
Business Advisor



Thomas Camerato
Business Advisor



Margaret Jackson
Business Advisor

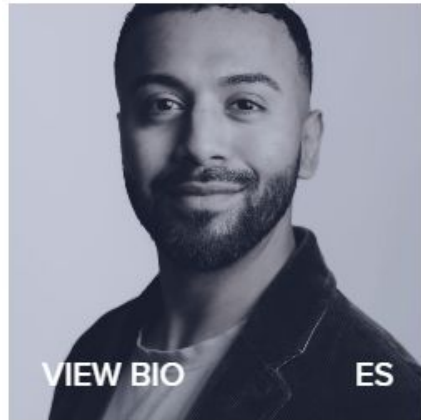


Vivian Stiasny
Business Advisor



Porter Wong
Business Advisor

Marketing Advisors



Luis Quiroz
Business Advisor

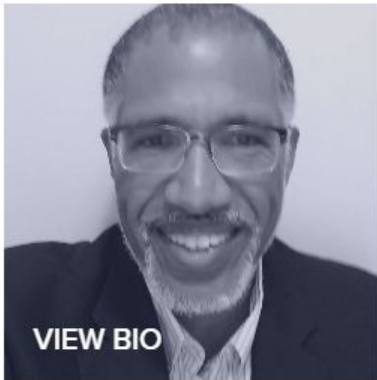


Jenny Huang
Business Advisor



Bill Ross
Business Advisor

Specialized Advisors



Ben Martin
Business Advisor

**Business
Law**



Mani Niall
Business Advisor

**Food/
Restaurant**



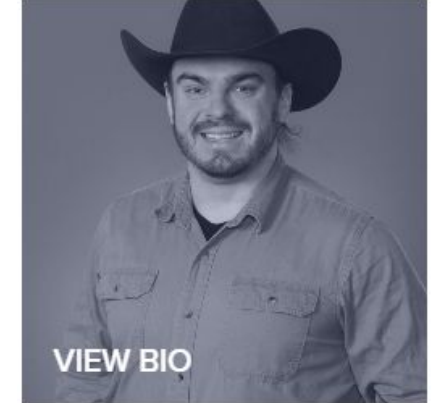
Michael Tejada
Business Advisor

Child Care



Sebastien Torre
Business Advisor

Technology



Ranger Kielak
Business Advisor

**Agriculture/
Pre-venture**

How to Start With Advising Services

Start Here: <https://www.sanmateosbdc.org/join/>

It's Easy to Become a Client...

Step One: Personal Profile Step Two: Business Profile Step Three: Submit

Let's set up your client profile...

Name *

First Last

Email * Phone *

Home Address *

Street Address

City State ZIP Code

Are you in business?

Yes ☒ No, not yet

To be considered in business, you must meet at least one of the following criteria: 1. acquired debt or equity, 2. incurred business expenses, 3. sold a product to customers not friends or family, 4. paid employees or contractors.

NEXT STEP

It's Easy to Become a Client...

Step One: Personal Profile Step Two: Business Profile Step Three: Submit

Ok, tell us about your business...

Business Name * Date Business Established *

mm/dd/yyyy

Business Address *

Street Address

City State ZIP Code

Your Position in the Company *

Describe your business *

Referred by *

Subscribe to our newsletter? * Yes ☒ No thanks

PREVIOUS STEP

FINAL STEP

Terms of Service

TERMS OF SERVICE

INFORMATION NOTICE OMB Approval No.:3245-0324

I request business counseling service from the Northern California Small Business Development Center (SBDC) Network, an SBA Resource Partner. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBDC services. I understand that any information disclosed will be held in strict confidence. (The SBDC will not provide my personal information to commercial entities.) I authorize the SBDC to furnish relevant information to the assigned Business Advisor(s). I further understand that the advisor(s) agree not to:

- recommend goods or services from sources in which he/she has an interest, and
- accept fees or commissions developing from this counseling relationship.

In consideration of the counselor(s) furnishing management or technical assistance, I waive all claims against SBA personnel, and that of its Resource Partners, host organizations, and SBDC Advisors arising from this assistance.

I certify that I am legally authorized to receive taxpayer-funded assistance under federal law. I understand that, pursuant to Executive Order (issued February 19, 2025), the Northern California Small Business Development Center is prohibited from providing services funded by taxpayer dollars to individuals not lawfully present in the United States. I affirm that the information provided is accurate.

By accepting these terms, I give my consent to participate in surveys designed to evaluate the services and impact of the Northern California SBDC Network. Surveys are sent twice a year and responses are kept confidential. Responses typically take less than five minutes and ask about four key areas: business start-up, growth in sales, jobs created, and/or loans/grants.

SBDC CLIENT COMMUNICATIONS

By signing up and accepting these terms, you are automatically opted into our newsletter. You will receive regular updates on business resources, upcoming workshops, and valuable insights to help your business grow. You may unsubscribe at any time by following the instructions in the newsletter.

Please note: You are not required to respond to any collection information unless it displays a currently valid OMB approval number. Comments on the burden should be sent to: U.S. Small Business Administration, 409 3rd Street, SW, Washington, DC 20416, and to: Desk Officer SBA, Office of Management and Budget, New Executive Office Building, Room 10202, Washington, D.C., 20503. OMB Approval (3245-0324). PLEASE DO NOT SEND FORMS TO OMB.

Signature *

Please provide your full name (First, Middle, Last) indicating your acceptance to the terms shown above.

X

OPTIONAL: CHECKING THIS BOX IS NOT A REQUIREMENT TO RECEIVE SBDC SERVICES
I permit SBA or its agent the use of my name and address for SBA surveys and information mailings regarding SBA products and services. I understand that any information disclosed will be held in strict confidence. SBA will not provide your personal information to commercial entities.

Yes ☒ No thanks

PREVIOUS STEP

COMPLETE APPLICATION

➡ After the “Terms of Service” you can schedule an intake appointment.

UPCOMING TRAININGS

The SBDC provides both virtual and in-person trainings and workshops designed for business development on a variety of key topics. Did we mention these trainings are free?

FILTER  SAN MATEO SBDC EVENTS | **ALL EVENTS**

Jun
9
10:30 AM — 12:00 PM

FINANCIAL CENTER

Legal Issues for Small Businesses

[View Event Details →](#)

Jun
9
1:00 PM — 2:30 PM

RESTAURANT PROGRAM

Cottage Food Launchpad: Your Start-up Guide to Home-Based Food Ventures | Session 4 – Running Your Business Part 2

[View Event Details →](#)

Jun
10
1:00 PM — 2:30 PM

GENERAL SBDC

Grant Readiness Series Part 1

[View Event Details →](#)

Jun
11
10:00 AM — 12:00 PM

GENERAL SBDC

QuickBooks Online Series: Webinar 2 – Setting up items and Creating Forms in QuickBooks

[View Event Details →](#)

Jun
15
10:00 AM — 12:00 PM

MARKETING SBDC

Marketing Mondays: Shopify Platform

[View Event Details →](#)

FEATURED EVENT

Jun
15
10:00 AM — 12:00 PM

Marketing Mondays: Shopify Platform



Trainings & Events

The SBDC offers virtual and in-person workshops for business development on various key topics.

Questions?

