



Created in Oakland Call for Participation

Imagine your small firm, being financially strong and delivering the best value in a thriving Oakland economy.

Created in Oakland run by Business Value Alliance has given us tools to sharpen our professional practice. In addition, the program has elevated our business beyond just a more competitive architecture firm. We have developed skills in the program that have elevated us as a viable business on every level. Our goals are no longer to just maintain but to grow, create jobs and make a place in the Oakland Community.

Carrie Shores,
Principal,
LarsonShores
Architects

If you are a business owner motivated to grow and make this vision come alive then apply for the ***Created in Oakland*** program. Learn with peers and business growth professionals to complete the annual cycle of strategic planning, implementation and fine tuning to achieve your goals for business growth. Enhance your professional capability as an owner to grow your company for the long-term. Be at that higher level of performance you have been seeking and be able to:

- Add revenue streams and/or improve your financial position
 - Increase capacity to compete for contracts and acquire capital
 - Improve marketing, promotion and sales
 - Identify opportunities for developing new products, services or intellectual property
 - Increase your leadership and ownership skills
- Collaborate for mutual benefit with other participating businesses
 - Develop your capabilities for a low-scaled subsidized fee

Space is limited; contact BVA now for a phone interview and to apply for participation. Applications accepted until program is launched in fall, 2009

Contact:

info@businessvaluealliance.net

Darlene Crane, Co-Founder
(510) 886-4483



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Program Overview:

- Interactive half-day group working sessions monthly with 15 - 18 businesses
- Expert presentations and panels with guest industry and functional specialists
- Private advising sessions monthly to address you specific business needs
- Integrated methods and tools in marketing and sales, business operations improvement, product development, customer needs discovery and growth strategies
- Public celebration in 2010 and presentation of your accomplishments

The *Created in Oakland Program* is scheduled to start in fall of 2009 and run for nine months. This subsidized program is sponsored by the City of Oakland with the following goals:

- Enable small firms to reach \$1 million in annual sales and sustain growth
- Retain growing businesses in Oakland and create jobs
- Build a positive business climate for growth in Oakland

Criteria for Participation in this Sponsored Program:

- Operating a licensed business in Oakland for a minimum of one to two years
- Generating revenues within range of \$50,000 to \$700,000 per year
- Planning to grow your business in Oakland to \$1,000,000 over the long-term
- Generating ideas for expansion, new products or services
- Seeking business resources, relationships, and advice
- Preparing to invest in growth strategies
- Networking in industry and business community organizations



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Program Administrator and Facilitators

The Business Value Alliance (BVA) is a business growth services and tools company. BVA specializes in enabling owners to cross the \$1 million sales level and sustain business performance and growth for the long-term. BVA delivers business retention and growth programs for cities and communities that recognize the value of small business growth to economic development and community health. **Created in Oakland** is BVA's multi-disciplinary approach for advanced business technical assistance to businesses under \$1,000,000 in gross revenue in Oakland.

BVA Co-Founders

Darlene Crane, M.B.A., Finance, M.A. Information Science

Darlene Crane is an author, consultant, program manager and advocate for small business growth. She has over two decades of experience turning new ideas into new business lines, products and services for small firms and specific projects for large companies. Her role in BVA is to lead the business line, and provide strategic perspective, market research, and program development and facilitation. She also advises on business performance improvement drawing on practical experience from clients engagements in product development, strategic program management, finance and operations. Ms. Crane demonstrated her commitment to sharing her expertise by teaching strategy, technology innovation and business value creation in Master's programs in technology and management for a decade at Golden Gate University and John F. Kennedy University.

Claire Kinlaw, Ph.D.

Claire Kinlaw is a scientist, small business owner, and business consultant. Her role with BVA is to facilitate Created in Oakland sessions in 2009-10. Beginning in 2010-11, Dr. Kinlaw will be a bridge to the startup and investment community for BVA clients who discover they are rapid growth entrepreneurs.

Dr. Kinlaw has a passion for helping clients get results collaboratively, and her career roles have included: project scientist, project leader, program manager, and more recently: project consultant, strategic business advisor, small business owner, and biotechnology commercial opportunity and customer development specialist. Her clients have included: NASA, Consolidated Engineering Labs, Affymetrix, and Kalinex. She volunteers to advance early-stage technologies to market through Astia, Children's Hospital Oakland Research Institute, and UCSF QB3 New Ventures.

BVA is building a team of program facilitators and Small Business Growth Advisors to expand delivery of our business growth programs, services and tools.