



Your business.  Our passion.

From the Director

Dear clients and supporters of the West Virginia Small Business Development Center (WV SBDC),

I am pleased to present our 2025 Annual Report, which highlights the significant impact that small businesses have on West Virginia's economy. Representing over 98 percent of our companies and employing nearly half of our workforce, small businesses are still the heart of the Mountain State, and the WV SBDC remains committed to our mission to support these ventures and entrepreneurs in achieving their goals through no-cost, one-on-one coaching; specialized training and valuable resource connections.

To better serve the evolving needs of entrepreneurs and small business owners, the WV SBDC worked to further our expertise and reach in 2025. For example, in response to the evolving technological landscape, all WV SBDC coaches completed cybersecurity and AI certification courses. Also, our team further elevated our professional standards through Certified Business Advisor (CBA) certification. Finally, we welcomed new additions to our team, expanding our talent pool with experienced individuals that aim to bring more awareness of the WV SBDC and its services and more accessible support to entrepreneurs throughout the state.

Beyond these internal milestones, we have continued to strengthen and grow our partnerships with local, regional and national organizations. These collaborations are vital to building a statewide entrepreneurial ecosystem and to West Virginia's economic development, and we are grateful for the opportunities and support we have received.

I want to reiterate that, behind every achievement listed in this report, there is a dedicated team of business coaches and staff who are passionate in their work and exemplify the WV SBDC's values of teamwork, integrity and excellence. We are confident that the WV SBDC is prepared to meet the evolving needs of our clients, and we will remain a forward-thinking partner.

Thank you to our clients, partners and champions for your continued support and collaboration. Together, we will continue to grow West Virginia's economy through small business success.



Sincerely,

Will Miller, State Director
West Virginia Small Business Development Center



The West Virginia Small Business Development Center (WV SBDC) is a statewide network of business coaches who provide expert guidance to help small businesses succeed.

Our services assist businesses throughout the development process, including concept, startup and growth. The WV SBDC partners with entrepreneurs and their businesses to leverage the resources needed to start, grow and thrive.

Our Mission

The WV SBDC assists entrepreneurs and small business owners at every stage of the business lifecycle by providing technical assistance to help clients clarify goals, develop skills and acquire resources to operate a successful small business.

Our Vision

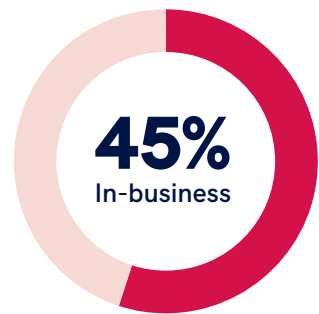
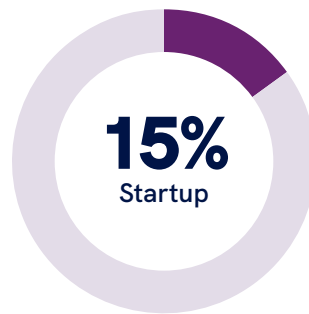
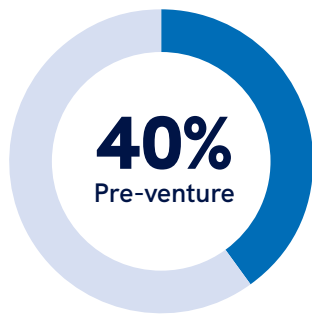
The WV SBDC is the most trusted resource for growing West Virginia's economy through small business success.

Our Values

- Teamwork
- Integrity
- Excellence



Who We Serve



“

Michael was very kind and knowledgeable. He cared about assisting me in moving forward. His compassion and dedication to his clients is top notch! He made sure I had all the information and contacts I needed to be successful in obtaining my business license in West Virginia.

I would highly recommend him! I really appreciate the support!

**Amy Houseknecht, owner
Space4me2be**

”



Program Impact

Total Number of Clients Served: 1,498

Woman: 682 • Veterans: 149

8,255

Coaching Hours Delivered

360

Jobs Created

101

New Businesses Started

25

Training Events

493

Training Attendees

\$30.4 M

Capital Funding for Clients

10

Certified Business Advisors

\$1.7 M

Increase in Client Sales

Return On Investment

Annual Budget 2025

SBA funds

\$777,777

+

State funds and in-kind

\$777,777

=

Total

\$1,555,554

Every \$1 invested = \$20 in new capital for West Virginia clients

Performance

Multi-million Dollar Club

Business Coaches whose assistance resulted in \$2 million or more of capital access



\$5.2M

Mary Hott



\$5.0M

Marsa Myers



\$4.2M

Frank Goldsborough



\$4.0M

Neeley Satzer



\$3.3M

Bret Chandler



\$3.1M

Michael Boyd



\$2.5M

Susie Higgins



\$2.3M

Harold Patterson



\$2.1M

Sharon Stratton



\$2.0M

Steve Roberts

Performance

Million Dollar Club

Business Coaches whose assistance resulted in \$1 million–\$1.9 million of capital access



\$1.4M

Doug Harper



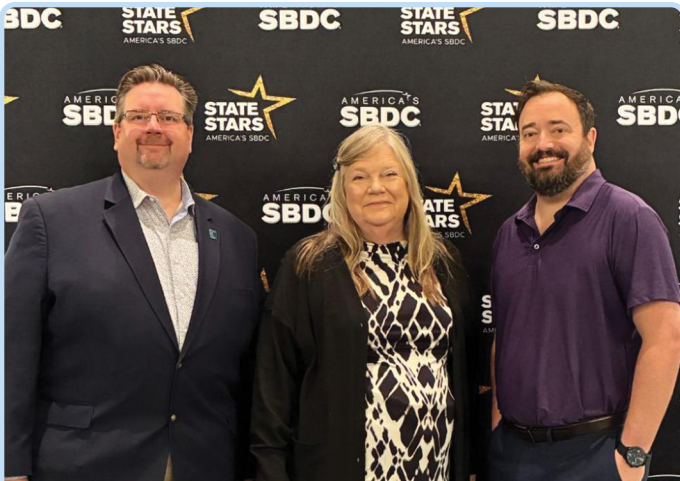
\$1.2M

Lyla Grandstaff



\$1.0M

Shannon Mitchell



State Star Award

WV SBDC Business Coach Marsa Myers (center) received the 2025 State Star award. Myers is pictured here with WV SBDC Deputy Director Mark Burdette (left) and State Director Will Miller.

Certifications

Certified Business Advisor (CBA)[®]
certification awarded in 2025



Beth Fish

Total staff with CBA: 10

Success Stories

West Virginia's business community is resilient.

Here are five West Virginia Small Business Development Center clients we featured throughout the year. Click on the links to read their stories and learn how the WV SBDC assisted them with their business.



Creekside Provisions & Supplies

WV SBDC guides rental property owners in food and retail expansion.

bit.ly/creeksideprovisions



Kayak Loading Solutions

WV SBDC helps an outdoorsy couple turn an innovative product into a business.

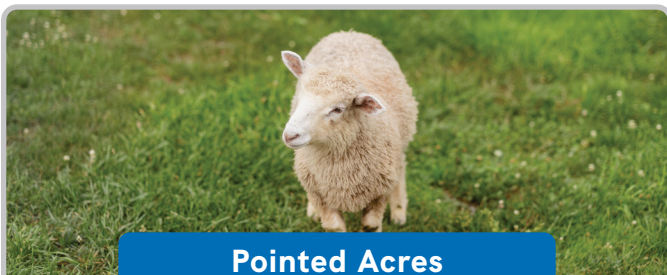
bit.ly/kayakloading



Lakota Software

Biometrics company connects with WV SBDC to advance its goals and footprint.

bit.ly/lakotasoftware



Pointed Acres

Deer farm dream becomes reality with WV SBDC assistance.

bit.ly/pointedacres



Roman's Wellness Center

Entrepreneur uses WV SBDC coaching services to grow medical spa.

bit.ly/romanswellness

Client Satisfaction

98% of clients surveyed said they were **satisfied/highly satisfied** with the overall service from their Business Coach.



Neeley Satzer has been absolutely amazing and has helped me with every need I have had and continues to do so! She has gotten things done so quickly and answered any questions I've had, reaches out to other organizations I'm working with and regularly messages me to see how things are going. I look forward to continuing my business journey with her and would highly recommend the WV SBDC to anyone!

**Devan Harlow, owner
Beauty Barn**



Julia and Doug have been an incredible support system. Their guidance was not only professional but personally tailored to my journey and challenges as a startup founder. I walked in with ideas and walked out with strategy, confidence and connections. Grateful beyond words!

**Chima Imoh, owner
MiMiroir Technologies, LLC**



Client Satisfaction

“

I am so thankful for the help provided by Lyla Grandstaff. She took much of the fear of starting my own business out of the equation and provided the help and support I needed to undertake this endeavor. I am also thankful to the Small Business Development Center for providing this service free of charge. It is a wonderful program, and Ms. Grandstaff was knowledgeable and so pleasant to work with. I would definitely recommend her to others.

**Debra Gombarcik, owner
Oh Fudge!**

”

“

Mr. Roberts really went above and beyond regarding helping with financial projections. He put a lot of time into reorganizing the spreadsheet he had to set up for five years. He was instrumental to the success of the business plan I’m submitting to the Veterans Affairs.

**Conner Smith, owner
Workhorse Woodworking**

”

Specialty Services

Innovation Technology (In-Tech) Program

The In-Tech Program provides specialized business coaching focused on commercialization and alternative funding options for high-risk, early-stage, technology-based entrepreneurs and small businesses in West Virginia. The program's major focus is training and support for research and development funding through the federal SBIR/STTR non-dilutive seed fund program. In-Tech also participates in an SBA FAST grant partnership with U.S. Research Impact Alliance (USRIA) to coordinate enhanced SBIR/STTR training and support.

The In-Tech Program also manages the WV Entrepreneurship & Innovation Investment (EII) Fund, which provides state matching funds for SBIR and STTR awardees to provide additional non-dilutive bridge funding between award phases.

In-Tech Program highlights of 2025

- 68 individual small businesses receiving support services
- 7 training and outreach events
- 192 training and outreach attendees
- #16 national rank in the SBIR State Performance Index (tied with DC and Utah)
- National Institute of Health (NIH)/National Cancer Institute (NCI) recognized client Modulation Therapeutics as an "emerging states" biotech company
- WV companies were awarded \$4,581,773 in federal SBIR and STTR funding
- The State of WV provided \$502,500 in matching funds to bridge the gap between SBIR Phase I and Phase II funding

EII Fund SBIR/STTR highlights

- **Phase 0 Awards:** 17 \$42,500
- **Phase I Awards:** 5 \$220,000
(leveraging \$1,194,169 in federal funds)
- **Phase II Awards:** 3 \$240,000
(leveraging \$3,387,604 in federal funds)

In-Tech Success Story

This program has assisted some of West Virginia's most innovative and inspiring entrepreneurs and served as a catalyst for their growth. One of the WV SBDC's In-Tech Program clients, Modulation Therapeutics, has publicly stated that the WV Entrepreneurship and Innovation Investment (EII) Fund in particular kept their company afloat by bridging the funding gap between their Phase I and Phase II SBIR awards.

Modulation Therapeutics – Morgantown, WV

Modulation Therapeutics is a biotechnology company dedicated to the rapid and cost-effective advancement of early stage first-in-class molecules targeting the tumor microenvironment, bringing novel therapeutics to the treatment of cancer patients. The company is developing a potent and specific inhibitor of SCD1 for the treatment of hepatocellular cancer and fatty liver disease (NASH).

The company won their first SBIR award in 2012 and has since been awarded 20 additional SBIR awards from the National Institutes of Health (NIH)/National Cancer Institute (NCI). In 2025, the company was selected by the NIH/NCI to participate as a featured presenter in their national initiative, "Biotech Funding & Entrepreneurial Support in Emerging States," providing proof of the economic impact potential for biotech in West Virginia. This honor went to Dr. Lori Hazlehurst, PhD, President of Modulation Therapeutics, who expressed gratitude for the In-Tech program saying, "This is an awesome program – so essential in helping biotech companies get off the ground!"

Specialty Services



West Virginia BusinessLink is West Virginia's premier hub for connecting entrepreneurs and small businesses with the resources they need to succeed. By fostering meaningful connections and providing targeted support, the platform continues to play a vital role in driving economic growth statewide.

2025 Highlights

In 2025, WV BusinessLink achieved significant milestones:

- **9,500 website users** accessed the platform.
- **256 total engagements** facilitated meaningful connections.
- **196 referrals** linked businesses to critical resources.
- **1,637 total searches** were conducted by users, with over 81,364 resource partner search impressions.

Our platform now features a robust network of 178 resource partners from across West Virginia, ensuring comprehensive support for businesses at every stage. WV BusinessLink remains dedicated to empowering businesses and building a stronger, more resilient economy in the Mountain State.

For more information, please visit the website: wvbusinesslink.com.



Learn more about the West Virginia
Small Business Development Center
and find additional success stories on
our website, wvsbdc.com.



 888-WVA-SBDC

 askme@wv.gov

   @wvsbdc

 wvsbdc.com