



The University of Georgia

The University of Georgia Small Business Development Center (SBDC) serves the Georgia community by connecting entrepreneurs and small businesses with resources and knowledge necessary to successfully achieve their business goals. The SBDC provides access to 50 graduate-level business consultants across the statewide network of 17 offices. All offices in the Georgia SBDC Network are university affiliated and assist a diverse client base. Georgia SBDC Network services are designed to support and accelerate the growth of small businesses. SBDC clients are offered additional specialized assistance through the International Trade, Minority Business, Applied Research, and Commercialization programs.

The Commercialization Assistance program provides consulting and education assistance in intellectual property, capital formation, business planning, marketing, and commercialization. Most of the commercialization services are provided free of charge and client information is kept confidential. Commercialization services include:

**Intellectual Property:**

- Patents/trademarks/copyrights basics
- Model agreements and templates

**Commercialization Planning:**

- Entrepreneur readiness assessment
- Business concept feasibility assessment
- Commercialization milestones planning

**Capital Formation Assistance:**

- Financial feasibility assessment
- Investor presentation development
- Guidance through the equity market process
- Identification of appropriate funding sources

**Business Planning and Development:**

- Business plan development and review
- Management team assessment
- Business risk assessment

**Marketing:**

- Marketing plan development and review
- Customer needs assessment through primary market research design assistance
- Assistance developing surveys, focus groups and customer feedback models

For additional information about the Georgia SBDC Network's Commercialization Assistance program, contact:

Cem Oruc

Director of Commercialization Assistance

The University of Georgia Small Business Development Center

1180 East Broad St.

Athens, Georgia 30602-5412

Telephone: (706) 542-6664

e-mail: [coruc@georgiasbdc.org](mailto:coruc@georgiasbdc.org)

**Expertise for Entrepreneurs**  
**[www.georgiasbdc.org](http://www.georgiasbdc.org)**