

Missouri SBDC
Annual Report
2025



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Letter from the State Director

As we reflect on 2025, the Missouri SBDC continues to deliver crucial services to Missouri entrepreneurs and small business owners. The team empowers businesses with cutting-edge resources and expertise, ensuring entrepreneurs are equipped to compete in an ever-evolving marketplace.

In fiscal year 2025, the Missouri SBDC network assisted more than 10,000 clients through one-on-one counseling and training, reflecting both the demand for services and the resilience of Missouri's entrepreneurial community. The role of the Missouri SBDC is assisting existing businesses with the resources they need to grow, guiding the client towards starting a business, and job creation/retention to help support the Missouri economy. The Missouri SBDC remains a trusted partner for small businesses on their journey to success.

In this report, you will learn of some amazing clients and the economic impact generated through their relationship with the Missouri SBDC. Their stories highlight how targeted guidance, practical training, and strategic support can translate into real results: stronger businesses, quality jobs, and more vibrant communities across Missouri.

The success of the Missouri SBDC would not be possible without the steadfast support of our statewide partners and the local communities we serve. Our partners play an instrumental role in enabling us to fulfill our mission, and their investment in the Missouri SBDC ensures that small businesses have the support they need.

Thank you for your ongoing support as we embark on another year of growth and opportunity in 2026. Together, we will continue to make Missouri a beacon for entrepreneurship and innovation and ensure that small businesses remain at the heart of our state's economic future.

Sincerely,



Ted J Gutierrez
State Director
Missouri SBDC

Program Overview

The Missouri Small Business Development Centers (SBDC) has served small business owners and entrepreneurs for over four decades. The Missouri SBDC provides one-on-one business advising, coaching, and training to existing and new, for-profit, businesses in the 114 counties of Missouri and the city of St. Louis. The program is funded through a Cooperative Agreement with the U.S. Small Business Administration. The State Office is administered and hosted by the University of Missouri Extension with service center host locations at universities, colleges, and economic development agencies throughout the state.

MISSION

To educate entrepreneurs, business owners, and workforce to realize success.

VISION

To be the preferred partner for entrepreneurship and business solutions in Missouri.

VALUES

People
Innovation
Empowerment
Collaboration
Confidentiality
Integrity

Technology & Innovation Overview



During FY2025, the Missouri SBDC Federal and State Technology (FAST) Partnership delivered comprehensive, statewide support to technology-driven entrepreneurs pursuing SBIR and STTR funding. Building on prior momentum, the FAST team provided individualized counseling, proposal development assistance, and targeted training to help innovators advance from concept to commercialization across all regions of Missouri.

Throughout the year, FAST counselors supported hundreds of unique clients through one-on-one advising and delivered more than 30 in-person and virtual workshops focused on SBIR/STTR readiness, customer discovery, and technology business modeling. These efforts resulted in strong engagement from entrepreneurs across urban, rural, and research-anchored communities. The program awarded multiple Phase 0 and Phase 2.0 grant-writing assistance contracts, reducing barriers for early-stage companies preparing competitive federal proposals.

FAST-supported clients submitted SBIR/STTR proposals across multiple federal agencies and secured millions of dollars in combined Phase I and Phase II awards during the year, demonstrating both the quality of Missouri's innovation pipeline and the effectiveness of FAST services. Strategic partnerships with universities, technology transfer offices, accelerators, and ecosystem organizations further expanded outreach and referral pathways.

Despite external challenges, including SBIR reauthorization uncertainty and staffing transitions, the Missouri SBDC FAST program maintained consistent service delivery and measurable outcomes, reinforcing its role as a critical connector between Missouri innovators and federal R&D funding opportunities.

Specific highlights:

- Increase in unique clients served and Phase I proposals submitted over FY24
- Phase II submissions, Phase II awards won, and \$ awarded increased from the previous year
- Total Phase II award funding won by clients: \$3,666,269



FY25 Missouri SBDC Outcomes	
Number of unique clients supported by FAST activities	538
Total number of participants at in-person & webinar trainings	501
Number of SBIR/STTR Phase I proposals submitted by clients	18
Number of SBIR/STTR Phase I awards won by clients	6

International Trade Overview

Expanding Global Opportunities for Missouri Businesses

Missouri SBDC continued strengthening export support services for small businesses across the state. Seven counselors maintain specialized export certifications, ensuring Missouri companies have access to expert guidance on entering and expanding in global markets.

During the year, the SBDC partnered with organizations including the Missouri Department of Economic Development, World Trade Center Kansas City, World Trade Center St. Louis, the U.S. Commercial Service, and the Kansas

SBDC to deliver export education and training. These collaborations supported initiatives such as the Heartland Export Accelerator, the Engage in Trade speaker series, and export-focused programming during Global Entrepreneurship Week.

SBDC consultants provided export readiness assessments and counseling to companies statewide while also connecting rural businesses to international market intelligence resources such as the RAISE program from the International Trade Administration. In addition, the network promoted manufacturing and supply-chain support programs through partners such as Missouri Enterprise and the Trade Adjustment Assistance Center to help manufacturers strengthen competitiveness and explore domestic production opportunities.

Through these efforts, the Missouri SBDC continues helping businesses build the knowledge and partnerships needed to successfully compete in global markets.



Missouri SBDC Driving Impact Across Key Business Communities

The Missouri SBDC provides counseling, training, and resources to entrepreneurs across Missouri, helping businesses start, grow, and strengthen local economies. The highlights on this page showcase statewide outcomes achieved by Missouri SBDC clients during CY25, with a focus on three important business communities: **manufacturing businesses, rural entrepreneurs, and Veteran-owned companies.**

These impact metrics represent businesses that received Missouri SBDC counseling and demonstrate measurable results in business creation, sales growth, and client engagement. Manufacturing companies supported by the SBDC contribute to regional economic growth and supply chain strength, rural entrepreneurs drive economic vitality in communities across the state, and Veteran business owners continue to apply leadership and innovation to Missouri's small business economy.



514
NUMBER OF TRAININGS

2,097
JOBS CREATED

\$189.4+
million
SALES
INCREASE

5,112
UNIQUE CLIENTS
COUNSELED

\$139.5+
million
APPROVED
CAPITAL



CY25 ANNUAL IMPACT STATEWIDE

\$4.8
million
\$ OF SBIR/STTR
AWARDS (PHASE 1&2)

283
NEW BUSINESSES
STARTED



POWERED BY
The Missouri SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. This program is supported by federal funding. Full disclosure available here: <https://sbdc.missouri.edu/federal-funding-disclosure>

U.S. Small Business Administration



CY25 ANNUAL IMPACT DISTRICT ONE



Program Hosts



38
NUMBER OF TRAININGS

126
JOBS CREATED

\$3.7+ million
SALES INCREASE

194
UNIQUE CLIENTS COUNSELED

\$4.7+ million
APPROVED CAPITAL



CY25 ANNUAL IMPACT DISTRICT TWO

7
NEW BUSINESSES STARTED

PHASE 2
1
AWARDS

\$650,000
\$ OF SBIR/STTR AWARDS (PHASE 1&2)

Program Hosts





CY25 ANNUAL IMPACT DISTRICT THREE



Program Hosts



9.6
% OF VETERAN SERVED

131
JOBS CREATED

\$6.5 million
SALES INCREASE

864
UNIQUE CLIENTS COUNSELED

\$10.4 million
APPROVED CAPITAL



CY25 ANNUAL IMPACT DISTRICT FOUR

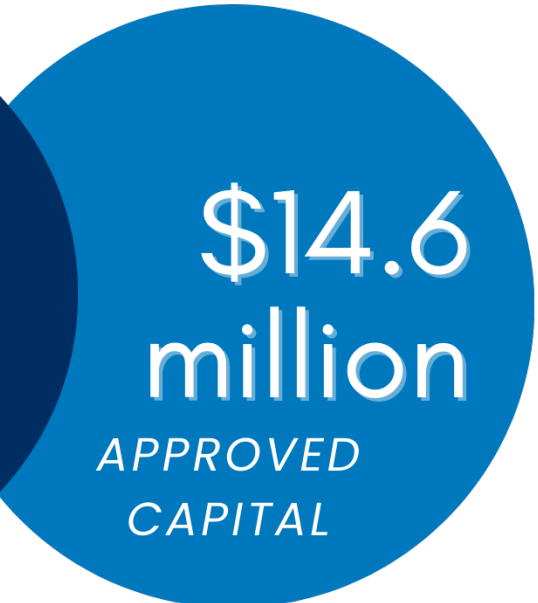
125
TRAININGS

1,989
TRAINING ATTENDEES

46
NEW BUSINESSES STARTED

Program Hosts





CY25 ANNUAL IMPACT DISTRICT FIVE



Program Hosts





CY25 ANNUAL IMPACT DISTRICT SIX



Program Hosts





CY25 ANNUAL IMPACT DISTRICT SEVEN



Program Hosts



9.9
% OF VETERAN SERVED

217
JOBS CREATED

\$33.5
million
SALES
INCREASE

484
UNIQUE CLIENTS
COUNSELED

\$6.9
million
APPROVED
CAPITAL



CY25 ANNUAL IMPACT DISTRICT EIGHT

1,078
TRAINING
ATTENDEES

95
TRAININGS

40
NEW BUSINESSES
STARTED

Program
Hosts



Network Highlights

Missouri SBDC Awarded SBDC Excellence & Innovation Award

Missouri SBDC at Missouri State was awarded the SBDC Excellence & Innovation Award from the SBA earlier in the year. This gives them the deserved recognition for their incredible impact on small business growth and entrepreneurship across Missouri, as well as showing the dedication and drive of the entrepreneurs they support each day.



Lance Coffman Recognized, Missouri SBDC State Star

Lance Coffman from MO State University was recognized in Orlando, FL as Missouri's SBDC State Star at America's SBDC National Training Event in September 2025. Along with 62 other network Stars from across the nation, Lance stood out because his eagerness to help struggling entrepreneurs with his expert business counsel.



SBDC Leadership Participate In State of Entrepreneurship Event

Missouri SBDC participates in State of Entrepreneurship Event to network and find statewide perspectives from roundtable discussion about future opportunities and collaboration throughout the state. Partnering with the Missouri Department of Economic Development, Sherry Noller from the Missouri SBDC State Office and others presented and participated in an afternoon of insight, updates, and meaningful conversation.



Jen Spilker Participates In Rising Leaders Program

Jen Spilker at the Missouri SBDC at University of Missouri - Kansas City had the unique privilege to participate in the Rising Leadership program through America's SBDC. Jen joined a variety of different leaders from around the country to create long-lasting connections to better empower entrepreneurs and strengthen local economies.



Hosts

Powered by Local Partnerships

Where a business chooses to locate matters. A community shapes how a business grows, the talent it can access, and the resources available to help it succeed. In turn, thriving businesses strengthen the communities they call home—creating jobs, supporting local economies, and contributing to long-term prosperity.

The Missouri Small Business Development Center (SBDC) serves entrepreneurs across the state through strong partnerships built in Missouri communities over many years. These collaborations connect local expertise, regional resources, and statewide support so businesses in every part of Missouri have access to trusted guidance to start, grow, and succeed.

Universities, colleges, and economic development organizations across Missouri host SBDC centers and invest financially in the program. Their commitment helps expand access to professional advising, training programs, and strategic resources that support entrepreneurs and strengthen local economies.

Below is a list of the institutions and organizations that host Missouri SBDC centers and make this work possible.

- Callaway County Chamber of Commerce
- City of Kirksville
- Economic Develop Council of St. Charles County
- Farmington Area Chamber of Commerce
- Hannibal Regional Economic Development Center
- Missouri S&T
- Missouri Southern State University
- Missouri State University
- Missouri State University - West Plains
- Northwest Missouri State University
- University of Missouri Extension
- Lincoln University - Missouri
- Southeast Missouri State University
- State Fair Community College
- St. Louis Small Business Empowerment Center
- St. Louis Economic Development Partnership
- 18 • University of Missouri - Kansas City

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U.S. Small Business
Administration

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