

Welcome to the Santa Fe Business Incubator!

We are excited you are joining us and look forward to working with you to grow your business.

We are the premier business incubator in the Santa Fe area with a 30,000 square foot campus that typically serves up to 25 Client companies (i.e., tenants and affiliates) at any given time. For a list of our current Clients, visit <https://sfbi.net/clients/>.

SFBI Services

Mentoring, Coaching & Advising

Included in your program fees you get access to more than 60 Advisors that are available to mentor, coach and guide you in your business growth. If you believe you would benefit from assistance from an Advisor, please contact the SFBI Program Director first. Jessica Moose will help make the best match, based on your needs, urgency and focus areas. She will also brief you on how and what to prepare for the best results. (Here is the updated list of Advisors: <https://sfbi.net/advisors/>)

Advisors can help in these areas:

- Help the business meet their goals and overcome challenges
- Business strategy and planning
- Customer discovery / product/market-fit
- Product development advice
- Manufacturing / supply-chain logistics
- Go-To-Market strategy and communications
- Funding, investment, and pitch / presentation advice
- Financial and operational plans
- Hiring / recruitment, leadership development
- ...and more.

**Advisors are NOT permitted to market, sell, or promote their products / services to SFBI Client companies.*

Category-specific Advisory Council Meetings (quarterly)

We also offer Category-Specific Advisory Council meetings (currently held online). These quarterly meetings are a great way to get started quickly and get to know some of the other Clients and Advisors. The agenda for these meetings include program updates, industry news and upcoming events, and Client requests for assistance (RFA).

This open forum format gives Clients and Advisors an opportunity to act as a sounding board for important company decisions while also providing an outlet to offer support and feedback. The categories are [Process & Product](#), [BioScience](#), [Service](#), and [Technology](#).

The Program Director will help you determine which advisory council is most aligned with your company.

How Do I Prepare for Advisory Council Meetings?

- Jot down questions that you are thinking about / need to be addressed now, and in the future.
- We want you to take advantage of SFBI Advisors' expertise!

Council of Business Advisors (COBA) Roundups

Advisors help our Client companies in a 'deep dive' format with a short Client presentation and in-depth Q&A.

How Do I Prepare for COBA Roundup Meetings?

- Research / identify pain points for your business growth.
- Develop a 5-7-minute pitch (focused on pain points) - a template will be provided
- Get feedback from the SFBI Program Director
- Present to Advisors

Whiteboard Review Committees

Formed to assist a client or prospect client of the Santa Fe Business Incubator by giving strategic, practical, and pertinent counsel and advice on matters related to the client's business. A panel of experienced advisors will be hand-selected and invited to participate on the committee to help Clients practice pitches, analyze decisions, review financial implications, and discuss current needs. These committees are held intermittently and are available by request.

How Do I Request and Prepare for Whiteboard Review Committees?

- Contact the Program Director by email or phone to request a Whiteboard Review Committee for your company.
- The Program Director will help you formulate an action plan and talking points to present to the committee.
- Prepare and provide any relevant supporting documents to share with the committee prior to your meeting (if necessary).
- Present to the committee and receive feedback from Advisors.

General Requests for Assistance (RFA)

Anytime you have a question, comment, or concern relevant to your business you can send out a request for assistance to our entire pool of Advisors.

This is a great way to get exposure to other ways of thinking and discover answers to most of your questions. RFA typically result in one-on-one mentor sessions.

How Do I Submit a RFA?

- Send your RFA to the Program Director via email.
- The Program Director will then send out the RFA to the Advisor group.
- Once response/responses are received the Program Director will make an email introduction for you to the Advisor with relevant experience.

About SFBI

Established in 1997, we are a not-for-profit economic development organization and an entrepreneurial leader in our community. We are dedicated to helping our Client companies grow to create jobs, diversify the economy and add value to our ecosystem of partners, funders and allied stakeholders.

We also benefit from co-located partner organizations:

- North Central New Mexico Economic Development District
- SCORE - free and confidential counselling to startups and larger for-profits.
- WESST - providing small business development, training and micro-lending

Open to Your Ideas

We're always looking to improve! If you have ideas, comments, or questions, feel free to let us know! Together, we are better, stronger!

Welcome aboard - and Spread the Word!

There are different ways we share important information about our programs, clients, and events. You can stay connected by following us on social media and subscribing to receive the SFBI Insider newsletter. We showcase all our Client companies' news, updates and successes!

Follow us!

Facebook - <https://www.facebook.com/SantaFeInc>

LinkedIn - <https://www.linkedin.com/company/santa-fe-business-incubator>

Twitter - <https://twitter.com/SantaFeInc>

Instagram - <https://www.instagram.com/santafeinc/>

Subscribe to the SFBI Insider Newsletter - <https://sfbi.net/media/>

SFBI Contact Information

Santa Fe Business Incubator
3900 Paseo Del Sol, Santa Fe, NM, 85707

www.sfbi.net or 'Like' us on www.facebook.com/SantaFeInc

General Number: 505-424-1140

(Staff can be reached via this number and selecting different options)

Main Fax Number: 505-424-1144

(Clients can receive faxes to this number for a small fee)

Marie Longserre, President/CEO: mariel@sfbi.net

Phone opt #4

Jessica Moose, Program Director: jmoose@sfbi.net

Phone opt #3

Email inquiries/requests: SFBI Program, New Clients, Coaching, Business Assistance and Support

Kelly Stanhope, Facility/Operations Manager (Monday-Wednesday): office@sfbi.net

Phone opt # 2

Email inquiries/requests: Client services, General info, Conference room reservations, Accounts payable/receivable, Building and vendor related issues

Program Fees Payment Information

In-house Affiliate Clients pay a monthly fee of \$300 for the programs and services afforded to them. You will be emailed an electronic invoice via QuickBooks prior to the first of each month. Payment is due on the first of each month. A late fee of 10% of the outstanding balance will apply if payment is not made by the 10th of the month (unless late fees are waived by the SFBI President).

Program fees can be paid by check or electronically via ACH.

Check

Please make your check payable to: Santa Fe Business Incubator
Mail to: 3900 Paseo del Sol, Santa Fe, NM 87507

ACH

Please call or email the SFBI Operation/Facility Manager at office@sfbi.net or 505-424-1140 (opt. 2) to obtain the ACH payment information.

All questions or inquiries related to program fees should be directed to the SFBI Operation/Facility Manager at office@sfbi.net or 505-424-1140 (opt. 2). Thank you.

Economic Impact Data Entry Instructions

SFBI will request Economic Impact Data on a quarterly basis regarding your Company's job creation, revenue, payroll, investment, and other financing. Participation is required of all SFBI Resident and Affiliate Clients, and periodic updates may be requested up to five years after your program exit. This information will only be used in aggregate and individual company's information will remain strictly confidential.

The SFBI Program Director will send you an email when the Economic Impact collection period opens at the end of the quarter. You will fill out the report through our client database, Incutrack. Please use the Incutrack login information provided by the SFBI Program Director at the time of your program acceptance to login and access the report.

Once logged in you will see a list of options. Please click on the first option entitled "Economic Impact Data". Then click on the green "Add Record" button located on the top right-hand corner of the webpage. Please fill out the form to the best of your ability. If you run into any issues accessing the form or if you have any questions, please contact the SFBI Program Director. Thank you.

Conference Room Reservation Instructions

SFBI has 4 conference/meeting rooms available by reservation for Resident and Affiliate Clients. Conference Rooms range in size from 4 people to 50 people. Most conference rooms include tables & chairs, white boards, video conferencing, conference call capabilities, and video projectors.

Resident and Affiliate Clients must reserve a conference room ahead of time through our client database/online Meeting Room Manager, Incutrack. Please use the Incutrack login information provided by the SFBI Program Director at the time of your program acceptance to login to Incutrack.

Once logged in, there will be a list of options. Click on the Meeting Room Manager link to access to reservation calendar. Click and drag down on the calendar to reserve a specific conference room. Please fill out the required fields before submitting your reservation request. SFBI staff will then receive the request and approve/decline your request depending on availability.

Please use Incutrack anytime you would like to book a conference room. If you have questions about this process or need your Incutrack login provided, please contact the SFBI Facility/Operations manager at office@sfbi.net or SFBI Program Director at jmoose@sfbi.net. Thank you.

Client - Advisor Meetings Frequently Asked Questions

To get the most from Client-Advisor Meetings, we recommend the following best practices:

I've been accepted as a Client. How can I begin working with an Advisor?

- If you would like to be connected to an Advisor, please contact the SFBI Program Director first. The Program Director will work with you to identify specific focus areas you could benefit from speaking to an Advisor on and how to prepare for those interactions.

Who are the Council of Business Advisors (COBA)?

- COBA consists of volunteer business professionals who freely give of their time and expertise to assist our entrepreneurial community. These advisors serve as industry or professional specialists, present informational sessions in their areas of expertise, attend Client advisory meetings, and/or work with Clients one-on-one.
- For an up-to-date list of Advisors, visit: <https://sfbi.net/advisors/>

How can the Advisors help?

- SFBI Advisors provide advising, mentoring, and coaching with:
 - Helping you meet your business goals and overcome challenges
 - Business strategy and planning
 - Customer discovery / product/market-fit
 - Product development advice
 - Manufacturing / supply-chain logistics
 - Go-To-Market strategy and communications
 - Funding, investment and pitch / presentation advice
 - Financial and operational plans
 - Hiring / recruitment, leadership development
 - ...and more.

What are the differences between Advising, Coaching or Mentoring? And why should I know what they are?

SFBI Clients benefit from Advisors who help with Advising, Coaching or Mentoring. Each role is slightly different (explained below).

Advising:

An Advisor is a person with knowledge in a specific industry sector or professional business subject. This usually includes people with cross-functional and multidisciplinary expertise. An Advisor's role is to provide specific advice (i.e., not do the work as a task-specific consultant.). It does not suggest an ongoing Advisor relationship.

Coaching:

Coaching is a form of personal and business development in which a guide, called a Coach, supports a SFBI Client in identifying and achieving their personal and business goals.

It requires building a trusted, ongoing relationship. You can really help Startup Founders find their way, set benchmarks, and make progress. As a Coach, you help Founders identify their needs, set goals, and commit to achieving them by listening closely and asking questions.

Coaching is meant to help the Client discover what they want from their business, to help them discover ways of thinking about it and to honor their wishes. Therefore, a business Coach can help a Founder who is operating in any different industry. Though coaching is meant to give the Client responsibility for decisions and goal setting, while coaching you may find opportunities to wear other hats as an Advisor or Mentor and interject your expertise - "I can give you a piece of advice about X, Y or Z". Again, it is always appreciated when you inform the Client when "switching hats".

Mentoring:

Mentorship is a professional development relationship in which an experienced, knowledgeable businessperson helps to guide someone less experienced or less knowledgeable in business development and/or a particular field of practice. However, true mentoring is more than just answering occasional questions or providing ad hoc help. It is an ongoing relationship of learning, dialogue, and challenge. It requires building a trusted relationship for the duration of guidance and problem solving necessary.

Can I contact an Advisor directly?

- If you would like to be connected to an Advisor, coach or mentor, please contact the SFBI Program Director first. The Advisor will contact you accordingly.
- After your initial meeting, you and the Advisor will set a schedule that works for you both.

What should I do if I would prefer not to work with the Advisor I was matched with?

- Not a problem! Contact SFBI's Program Director or President/CEO by email, or phone to let us know and we will work with you to identify a new Advisor.

Am I responsible for compensating the Advisor for his / her time?

- No; Advisors' participation in SFBI Programs is on a voluntary basis.
- If you choose to expand or progress into a paid relationship, please contact SFBI's Program Director to inform them of the change.

How do I get the most out of an interaction with an Advisor?

- Prepare some questions for the Advisor.
- Share any relevant documents that may be helpful for the Advisor to have access to in advance.
- Take notes and ask for clarification if something is unclear.
- Recognize and respect that Advisors are volunteering their time and expertise - and listening, learning and paying-it-forward.

Do SFBI Advisors Sign a Non-Disclosure Agreement (NDA)?

- No, it is not necessary for Advisors to sign an NDA.
- SFBI understands that Founders are concerned that someone will steal their ideas / strategies / plans. Advisors have been asked to be aware of this sensitivity. They know that your conversations, trade secrets and business and financial information are private and confidential.
- Advisors are also asked to be transparent and declare any conflicts of interest to SFBI staff.

Who should I contact if I need assistance?

- Contact SFBI's Program Director by phone, or email for assistance or questions, to address any concerns, or to provide other feedback about the program.