

NORTHEASTERN PENNSYLVANIA'S

**SMALL BUSINESS & ENTREPRENEUR
RESOURCE GUIDE**



WILLARY
FOUNDATION





WELCOME TO YOUR GUIDE FOR DOING BUSINESS IN NORTHEASTERN PENNSYLVANIA!

Whether you're launching a new venture, scaling up your current enterprise, or thinking of relocating to our vibrant region, our guide is packed with invaluable insights tailored specifically for Northeastern Pennsylvania's entrepreneurs and businesses.

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NORTHEASTERN PENNSYLVANIA'S
**SMALL BUSINESS & ENTREPRENEUR
RESOURCE GUIDE**

NORTHEASTERN PENNSYLVANIA'S SMALL BUSINESS & ENTREPRENEUR RESOURCE GUIDE

Welcome to the Northeastern Pennsylvania Small Business and Entrepreneur Resource Guide, a comprehensive tool designed to support aspiring entrepreneurs, small businesses, and tech startups in the vibrant region of Northeastern Pennsylvania (NEPA). This guide serves as a valuable resource, offering essential information, practical advice, and valuable insights to help navigate the complexities of starting and growing a business in this dynamic area.

Penn's Northeast, Ben Franklin Technology Partners of NEPA, and The Willary Foundation have collaborated to produce this guide with the shared goal of fostering economic development, innovation, and entrepreneurship within the region. Each organization brings its unique expertise, resources, and networks to the table, ensuring that the guide is both comprehensive and practical for those looking to establish or expand their ventures in NEPA.

Together, these organizations have pooled their resources and expertise to create this comprehensive resource guide, which covers various aspects of starting, managing, and growing a business in Northeastern Pennsylvania. From navigating regulatory requirements to accessing funding opportunities and tapping into local networks, this guide equips entrepreneurs and small business owners with the tools and knowledge they need to succeed in today's competitive marketplace.

Whether you're an aspiring entrepreneur with a groundbreaking idea or a small business owner looking to expand your operations, the Northeastern Pennsylvania Small Business and Entrepreneur Resource Guide is your go-to resource for navigating the entrepreneurial landscape in this dynamic region.



NORTHEASTERN PENNSYLVANIA

A GREAT PLACE TO START A BUSINESS IS IN NORTHEASTERN PENNSYLVANIA!

Starting a business in Northeastern PA presents a promising journey filled with ample resources, supportive networks, and a diverse market eager to embrace new ventures.

Our tradition of entrepreneurship began with the 19th century innovators who turned anthracite coal into the fuel that powered America's Industrial Revolution. The story continued with nationally recognized consumer brands like Mrs. T's Pierogies, Planters Peanuts, Wise Potato Chips, or Yuengling Beer – all born and raised in Northeastern Pennsylvania.

Today, a new generation of entrepreneurs call NEPA home. They are innovators in cloud-based software, health care, high-performance materials, precision manufacturing, search engine optimization, and more.

WHY ARE THESE INNOVATORS BUILDING AND SCALING THEIR BUSINESSES IN NEPA?

CONSIDER WHAT **NORTHEASTERN PENNSYLVANIA** HAS TO OFFER:

INCREDIBLE ACCESS TO MAJOR METROS WITHOUT THE EXPENSE OR HASSLE OF THE BIG CITY.

A LOCATION ADJOINING THE WORLD'S SECOND LARGEST NATURAL GAS RESOURCE IN THE COUNTRY.

A VARIED HIGHER-ED LANDSCAPE, WITH PUBLIC AND PRIVATE COLLEGES & UNIVERSITIES, COMMUNITY COLLEGES, TRADE SCHOOLS, AND A MEDICAL SCHOOL – PROVIDING A REMARKABLE RANGE OF DEGREE AND CERTIFICATE PROGRAMS.

A LABOR FORCE RENOWNED FOR ITS PRODUCTIVITY.

A TALENT PIPELINE WITH 19 HIGHER EDUCATION INSTITUTIONS THAT ACCOUNT FOR OVER 40,000 GRADUATES & UNDERGRADUATES.

A FOUR-SEASON LIFESTYLE, OFFERING WALKABLE NEIGHBORHOODS TO GOLF COURSE COMMUNITIES TO LAKESIDE AND SLOPE SIDE LIVING, ALL REVOLVING AROUND IMMEDIATE ACCESS TO THE GREAT OUTDOORS.

Those assets accompany a regional entrepreneurial ecosystem that we've built from the ground up. Both responsive and robust, it's built around a series of coordinated initiatives - from entrepreneurship institutes to business plan competitions, tech meetups to funding networks - which provide business owners with easily accessible opportunities for education, capital, talent, and networking.

Northeastern Pennsylvania's entrepreneurs can access a range of regional and statewide angel networks and venture funds, while Pennsylvania's Keystone Innovation Zone program provides tax credits to early-stage companies in a variety of targeted sectors.

A regional network of incubators and accelerators supports a variety of entrepreneurs and early-stage firms, while our colleges and universities conduct collaborative research and development on behalf of local businesses.

Direct internship relationships between local colleges and local employers amount to hundreds of intern placements each year, and our educational institutions routinely provide customized programs ensuring that their students deliver the talent and skills needed by our region's businesses.

Today, these tools are at your disposal - and our network of regional partners is ready to help you scale any enterprise.



**READ ON TO LEARN MORE
ABOUT WHY NORTHEASTERN PA
IS THE RIGHT FIT FOR YOUR
EARLY-STAGE BUSINESS.**



GETTING STARTED

10 STEPS TO START YOUR BUSINESS IN NORTHEASTERN PENNSYLVANIA

Starting a business involves planning, making key financial decisions, and completing a series of legal activities.

01

CONDUCT MARKET RESEARCH

Market research will tell you if there's an opportunity to turn your idea into a successful business. It helps to gather information about potential customers and businesses operating in your area.

There are many reliable sources that provide customer and market information at no cost. Free statistics are readily available to help prospective small business owners.

02

WRITE YOUR BUSINESS PLAN

Your business plan is the foundation of your business. It's a road map for how to structure, run, and grow your new business.

Sample business plans and templates can be viewed or downloaded from www.pasbdc.org

03

FUND YOUR BUSINESS

Your business plan will help you figure out how much money you'll need to start your business. If you don't have that amount on hand, you'll need to either raise or borrow the capital.

Fortunately now, there are more ways than ever to find the capital you need to start a business.

04

PICK YOUR BUSINESS LOCATION

Whether you're setting up a brick-and-mortar business or launching an online store, your business location determines the taxes, zoning laws, and regulations your business will be subject to.

You'll need to make a strategic decision about which location you choose to start your business in.

05

CHOOSE A BUSINESS STRUCTURE

The business structure you choose influences everything from daily operations to taxes. You should choose a business structure that gives you the right balance of legal protections and benefits.

You need to choose a business structure before you register your business with the state.

06

DECIDE ON YOUR BUSINESS NAME

It's not easy to pick the perfect name. You'll want one that reflects your brand. You can find the right business name with creativity and market research.

Once you've picked your name, you should protect it by registering it with the right agencies.

THEIR ARE FOUR DIFFERENT WAYS TO REGISTER YOUR BUSINESS NAME:

1. LEGAL ENTITY NAME:

Your entity name is how the state identifies your business.

2. TRADEMARK:

A trademark can protect the name of your business at a national level.

3. DOING BUSINESS AS (DBA) NAME:

You might need to register your DBA, also known as a trade name, fictitious name, or assumed name.

4. DOMAIN NAME:

For an online presence for your business, start by registering a domain name for your website.

07

REGISTER YOUR BUSINESS

Once you've picked the perfect business name, register your business to make it a distinct legal entity. How and where you need to register depends on your business structure and business location.

You will need to register with federal, state, and local agencies.

08

GET FEDERAL & STATE TAX IDS

Your federal and state tax ID numbers, also known as an Employer Identification Number (EIN), work like a personal social security number, but for your business.

You need it to pay federal taxes, hire employees, open a bank account, and apply for business licenses and permits.

09

APPLY FOR LICENSES & PERMITS

Keep your business running smoothly by staying legally compliant with licenses and permits.

These are based on your business activities, location, and other factors.

10

OPEN A BUSINESS BANK ACCOUNT

A small business checking account can help you handle legal, tax, and daily business operations.

Rates, fees, and options vary from bank to bank, so you should shop around to make sure you find the lowest fees and the best benefits.

BUSINESS PLANNING

BUSINESS PLAN DEVELOPMENT IN NORTHEASTERN PENNSYLVANIA

Northeastern Pennsylvania's Small Business Development Centers and Employment Centers provide a wide range of services to new business owners.

WHAT IS A SMALL BUSINESS DEVELOPMENT CENTER?

Small Business Development Centers (SBDC) provide counseling and training to small businesses including working with Small Business Administration (SBA) to develop and provide tools to support business start-ups and existing business expansion.

HOW CAN AN SBDC HELP MY SMALL BUSINESS?

SBDC Programs deliver professional, individualized business advising and technical assistance to existing small businesses and entrepreneurs. SBDCs provide assistance to help small businesses access capital, improve business planning, operations, financial management, marketing, sales and other areas required for small business growth and expansion.

SMALL BUSINESS DEVELOPMENT CENTERS

Wilkes University SBDC

📞 570.408.4340
🌐 wilkes.edu

The University of Scranton SBDC

📞 570.941.7588
🌐 scrantonsbdc.com

SCORE

📞 1.800.634.0245
🌐 score.org

EMPLOYMENT CENTERS

PA CareerLink Carbon County

📞 570.325.2701
🌐 carboncareerlink.org

PA Careerlink Lackawanna County

📞 570.963.4671
🌐 pacareerlinklackawanna.org

PA Careerlink Luzerne County

@ Wilkes-Barre

📞 570.822.1101
🌐 careerlinkwilkesbarre.org

@ Hazleton

📞 570.459.3854
🌐 careerlinkhazleton.org

PA CareerLink Monroe County

📞 570.620.2850
🌐 monroecountycareerlink.org

PA CareerLink Schuylkill County

📞 570.622.5253
🌐 careerlinkpottsville.org

Pike County Workforce Development Agency

📞 570.296.2909
🌐 pikepa.org

Wayne/Pike Workforce Alliance

📞 570.390.7613
🌐 wpworkforce.org

Wyoming County Trehab Workforce

📞 570.836.6840
🌐 trehab.org



FUNDING

FUNDING YOUR BUSINESS IN NORTHEASTERN PENNSYLVANIA

A leading cause of small business failure is inadequate startup capital. Before you begin your new venture, you must realistically project not only your startup costs for equipment, but also your cash flow requirements for the early-stages of your operation.

HOW CAN I FUND MY NEW BUSINESS?

Every business has different needs, and no financial solution is one-size-fits-all. Your personal financial situation and vision for your business will shape the financial future of your business.

Once you know how much startup funding you'll need, it's time to figure out how you'll get it.

VENTURE CAPITAL FROM INVESTORS

Investors can give you funding to start your business in the form of venture capital investments. Once a venture fund has invested, it becomes actively involved in the company.

SMALL BUSINESS LOANS

If you want to retain complete control of your business, consider a small business loan.

VENTURE CAPITAL FOR ENTREPRENEURS, TECH & START-UPS

**Ben Franklin Technology
Partners of Northeastern PA**
☎ 570.709.4040
🌐 nep.benfranklin.org

IGNITE Program
☎ 570.342.7711
🌐 ignite.scrantonchamber.com

IGNITE Schuylkill
☎ 570.622.1942
🌐 igniteschuylkill.com

StartUp NEPA
☎ 570.655.5581
🌐 nepa-alliance.org

TecBRIDGE
☎ 570.341.8099
🌐 tecbridgepa.org

Wilkes-Barre Connect
☎ 570.823.2101
🌐 wyomingvalleychamber.org

SMALL BUSINESS LOANS

**Carbon County Small
Business Loan Fund**

☎ 610.379.5000
🌐 carboncountychamber.org

**NEPA Alliance
Business Finance Center**
☎ 570.655.5581
🌐 nepa-alliance.org

MetroAction Loan Program
☎ 570.342.7711
🌐 MetroAction.org

**Rural Business Innovation
Corporation (RBI)**
☎ 570.764.1690
🌐 ruralbusinessinnovation.org

KEYSTONE INNOVATION ZONE TAX CREDITS FOR TECH COMPANIES

**Lackawanna & Luzerne
County Keystone
Innovation Zone**
☎ 570.341.8099
🌐 tecbridgepa.org

**Pocono Mountains
Keystone Innovation Zone**
☎ 570.422.7920
🌐 esu.edu/ede



INCUBATORS

STARTUP SPACE IN NORTHEASTERN PENNSYLVANIA

For new and upcoming businesses, joining a business incubator can be a big boost to stimulate business growth and promote success.

WHAT IS A BUSINESS INCUBATOR?

An incubator is a place with support staff and equipment designed to help startup businesses grow and succeed by providing free or low-cost workspace, mentorship, expertise, access to investors, and in some cases, working capital in the form of a loan. You'll work around other entrepreneurial businesses, often with a similar focus as you.

Most facilities provide tenants with free or low-cost business counseling, training, and shared office equipment and services. These opportunities and services help reduce costs and increase profits.

After the startup firm is nurtured for the first few years, it is expected to "graduate" or leave the incubator to move into a business location in the community.

Some Incubators specialize in the types of firms they can assist, like manufacturing, technology, life sciences, and distribution.

COMMON ADVANTAGES OF LOCATING IN A BUSINESS INCUBATOR

**ACCESS
TO BENEFITS**
INCLUDING OFFICE
SPACE & SERVICES,
MENTORSHIP,
EXPERTISE, INFLUENCE,
AND SOMETIMES
CAPITAL.

**REASONABLE
LEASE RATES**
FOR STARTUP FIRMS
ALLOWING YOU
TO REDUCE
OVERHEAD WHILE
YOUR BUSINESS
GROWS.

**ACCESS
TO BUSINESS
DEVELOPMENT**
SERVICES SUCH AS
WORKSHOPS
AND PANEL
DISCUSSIONS.

**KEEP READING TO FIND AN
INCUBATOR OR PROGRAM
THAT'S RIGHT FOR YOU!**

INCUBATORS

INCUBATOR PROGRAMS

Allan P. Kirby Enterprise Center @ Wilkes University

Wilkes-Barre, PA
📞 570.408.4590
🌐 apkcfec.com

B.I.D.A Incubator

Berwick, PA
📞 570.752.3612
🌐 bida.com

Ben Franklin Technology Partners of NEPA

Scranton, PA
📞 570.709.4040
🌐 nep.benfranklin.org

Bloomsburg Regional Technology Center

Bloomsburg, PA
📞 610.849.9092
🌐 nep.benfranklin.org/bloomsburg

CAN BE Innovation Center

West Hazleton, PA
📞 570.455.1508
🌐 canbe.biz

Carbondale Technology Transfer Center

Carbondale, PA
📞 570.282.1255
🌐 4cttc.org

East Stroudsburg University Innovation Center

East Stroudsburg, PA
📞 570.422.7920
🌐 esu.edu/ede

Hazleton Kitchen Incubator

Hazleton, PA
📞 570.455.1508
🌐 hazletonkitchen.org

Innovation Center

@ Wilkes-Barre
Wilkes-Barre, PA
📞 570.270.4769
🌐 wyomingvalleychamber.org

Scranton Enterprise Center

Scranton, PA
📞 570.342.7711
🌐 scrantonplan.com

Spark Business Incubator

Pottsville, PA
📞 570.385.2382
🌐 opake.alvernia.edu

Stourbridge Project

Honesdale, PA
📞 570.253.5334
🌐 stourbridgeproject.com

TekRidge Center

Jessup, PA
📞 570.342.7711
🌐 scrantonplan.com/tekridge

ACCELERATOR PROGRAM

The Accelerator at Wilkes Barre

Wilkes-Barre, PA
📞 570.793.2037
🌐 acceleratorwb.com

TECH ENTREPRENEUR PROGRAMS

Entrepreneurial Leadership Center @ ESU

📞 570.422.7995
🌐 esu.edu/entrepreneurship

IGNITE Program

📞 570.342.7711
🌐 ignite.scrantonchamber.com

IGNITE Schuylkill

📞 570.622.1942
🌐 igniteschuylkill.com

Hazleton LaunchBox

@ Penn State
📞 570.450.3135
🌐 hazleton.launchbox.psu.edu

Schuylkill Lion Launch

@ Penn State
📞 570.385.6000
🌐 invent.psu.edu/hubs/lionlaunch

Scranton LaunchBox

@ Penn State
📞 570.963.2600
🌐 scrantonlaunchbox.psu.edu

Wilkes-Barre LaunchBox

@ Penn State
📞 570.675.9116
🌐 wilkes-barre.launchbox.psu.edu

TecBRIDGE

Business Plan Competition
Collegiate & Non-Collegiate Competition
📞 570.341.8099
🌐 tecbridgepa.org

TechCelerator

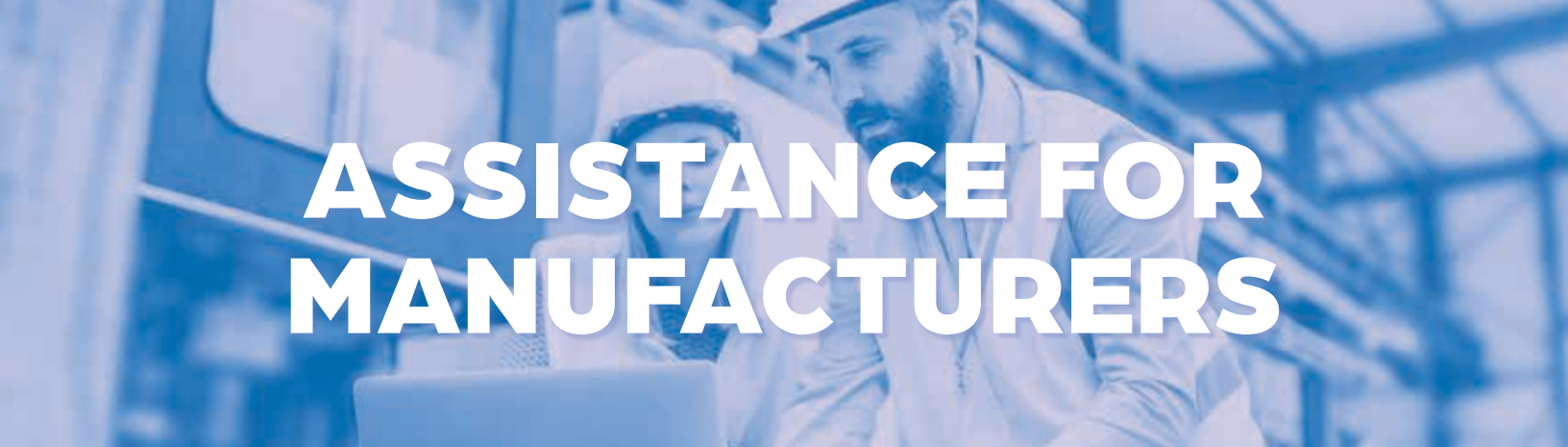
@ Lackawanna County
Tech Entrepreneur Program
📞 570.341.8099
🌐 tecbridgepa.org

The Venture Lab

@ Lackawanna College
📞 877.346.3552
🌐 lackawanna.edu/venturelab

Wilkes-Barre Connect

📞 570.823.2101
🌐 wyomingvalleychamber.org



ASSISTANCE FOR MANUFACTURERS

STARTUP MANUFACTURING ASSISTANCE IN NORTHEASTERN PENNSYLVANIA

The Northeastern Pennsylvania Industrial Resource Center (NEPIRC) provides technical assistance and advice to startup manufacturers and makers who want to take their business to the next level.

WHAT IS AN INDUSTRIAL RESOURCE CENTER?

Across Pennsylvania, Industrial Resource Centers (IRCs) provide expert assessment, benchmarking, consulting, workforce training and talent attraction services to startup, small and mid-sized manufacturers looking to scale their operations.

HOW CAN NEPIRC HELP A STARTUP MANUFACTURER?

NEPIRC is the industrial Resource Center serving the northeastern, northern and parts of central Pennsylvania. Since 1988, NEPIRC has been assisting regional manufacturers in achieving their growth and profitability objectives by accelerating their entry into new markets, easing their adoption and integration of new technologies, simplifying their attainment of industry certifications, maximizing their productivity and providing training that upgrades the technical and leadership skills of their workforce. Many services available to startup firms are offered at no cost or very low cost to the company.

WHAT SERVICES ARE AVAILABLE THROUGH NEPIRC?

NEPIRC offers an array of assistance to startup manufacturers, including:

SUPPLIER SCOUTING

Identifies PA-based suppliers of raw materials, subcomponents, packing and packaging materials, printed materials and other inputs. Creates localized supply chains.

FACILITY EVALUATION

Assistance in evaluating and selecting a facility to meet your needs.

SHOP FLOOR LAYOUT

Optimizes shop floor layout for maximum efficiency and minimum waste.

MACHINERY SELECTION

Assistance in selecting the best machinery for the task.

**Many other forms of assistance are available.
Contact NEPIRC for more information**

NEPIRC
570.819.8966
Info@NEPIRC.com
NEPIRC.com

RESOURCES

ECONOMIC DEVELOPMENT IN NORTHEASTERN PENNSYLVANIA

Northeastern Pennsylvania's Economic Development Agency's, Chambers of Commerce, and Regional Non-Profit Organizations can help guide you through the start of your new business.

ECONOMIC DEVELOPMENT ORGANIZATIONS

Berwick Industrial
Development Association
📞 570.752.3612
🌐 bida.com

Carbon Chamber and
Economic Development, Corp.
📞 610.379.5000
🌐 carboncountychamber.org

Hazleton CAN DO, Inc.
📞 570.455.1508
🌐 hazletoncando.com

Lackawanna Planning & Economic
Development
📞 570.963.6830
🌐 lackawannacounty.org

Luzerne County
Community Development
📞 570.693.3800
🌐 luzernecounty.org

Pike County Economic
Development Authority
📞 570.296.7332
🌐 pikepa.org

Pocono Mountains Economic
Development Corporation
📞 570.839.1992
🌐 pmedc.com

Schuylkill Economic
Development Corporation
📞 570.622.1943
🌐 sed-co.com

SLIBCO
📞 570.342.7711
🌐 scrantonplan.com/slibco

Wayne Economic
Development Corporation
📞 570.253.2537
🌐 wayneeconomic.com

CHAMBERS OF COMMERCE

Carbon Chamber and
Economic Development, Corp.
📞 610.379.5000
🌐 carboncountychamber.org

Columbia Montour
Chamber of Commerce
📞 570.784.2522
🌐 columbiamontourchamber.com

Greater Hazleton
Chamber of Commerce
📞 570.455.1508
🌐 hazletonchamber.org

Greater Pittston
Chamber of Commerce
📞 570.655.1424
🌐 pittstonchamber.info

Schuylkill Chamber
of Commerce
📞 570.628.4647
🌐 schuylkillchamber.com

Scranton Chamber
of Commerce
📞 570.342.7711
🌐 scrantonchamber.com

Wyoming County
Chamber of Commerce
📞 570.836.7755
🌐 wyccc.com

Wyoming Valley
Chamber of Commerce
📞 570.823.2101
🌐 wyomingvalleychamber.org

NON-PROFIT ORGANIZATIONS

NEPA Alliance
📞 570.655.5581
🌐 nepa-alliance.org

NEPIRC
📞 570.819.8966
🌐 nepirc.com

Penn's Northeast, Inc.
📞 800.317.1313
🌐 pennsnortheast.com

EDUCATION

EDUCATION IN NORTHEASTERN PENNSYLVANIA

Northeastern Pennsylvania's education system prepares students from elementary school to college, above and beyond the country's standards.

NORTHEASTERN PENNSYLVANIA HAS A STRONG REPUTATION FOR QUALITY EDUCATION.

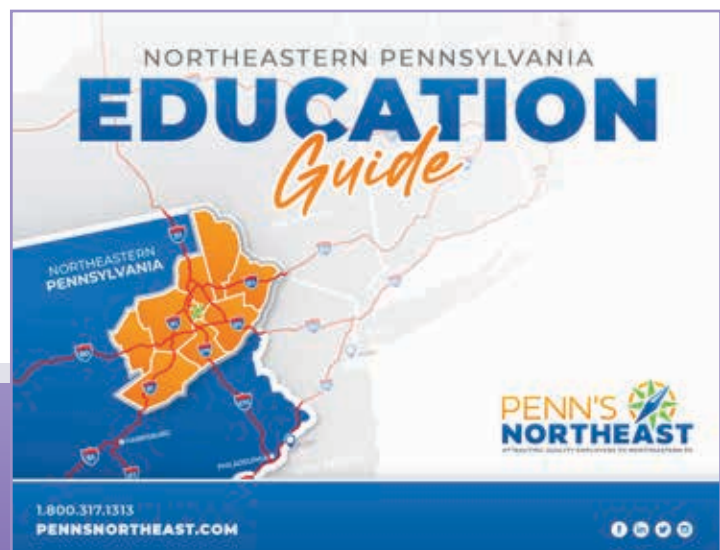
With 19 colleges and universities and more than 40,000 students enrolled, you are guaranteed to find the quality workforce your company needs to be successful in Northeastern Pennsylvania.

Our higher educational institutions include top-ranked graduate and undergraduate universities, community colleges, and trade schools that offer a range of degree and certificate programs and have a track record of providing high-quality education and producing successful graduates.

THE NORTHEASTERN PENNSYLVANIA EDUCATION GUIDE

This guide includes detailed information on the higher education institutions in the region!

AVAILABLE FOR DOWNLOAD AT:
PENNSNORTHEAST.COM



NORTHEASTERN PENNSYLVANIA'S SMALL BUSINESS & ENTREPRENEUR RESOURCE GUIDE



Penn's Northeast (PNE) serves as Northeastern Pennsylvania's regional economic development agency for site selection consultants, real estate brokers, developers, and businesses looking to expand or locate to our 9 county region that includes Carbon, Columbia, Lackawanna, Luzerne, Monroe, Pike, Schuylkill, Wayne, and Wyoming counties.

WILLARY FOUNDATION

The Willary Foundation is a family foundation dedicated to developing ideas and projects that are interesting, creative and imaginative, and which benefit communities in Northeastern Pennsylvania. Willary seeks to foster groups with unique, innovative, or unusual ideas and efforts.



Ben Franklin Technology Partners (BFTP) is a program initiative that operates incubators and collaborates with other privately and publicly operated incubators throughout Pennsylvania, serving the fields of bioscience, technology, and innovation.





PENN'S NORTHEAST, INC.

1.800.317.1313

PENNSNORTHEAST.COM