



# SBA Success Stories

## Criteria and Guidelines for Submitting a Success Story to the SBA

### SBA Success Story Criteria

- Must be a small business – [www.sba.gov/SizeStandards](http://www.sba.gov/SizeStandards)
- Must have been in business for at least three years  
OR been under current ownership for at least three years
- Must have benefited from SBA assistance
- Must be in compliance on SBA loans and other SBA programs

### What SBA Looks For in Success Stories

- A diverse mix –
  - Owner backgrounds (different ethnicities and cultures, veterans, women, 50+ encore entrepreneurs, family-owned, etc.)
  - Location (rural, economically depressed areas, etc.)
  - Different types of SBA assistance used
  - Different industries and sizes
- Businesses that overcame a challenge or obstacle
- Business owners who are innovative
- Businesses contributing to the community and adding new jobs
- Businesses experiencing steady and substantial growth or success

### Information to Submit to the SBA

- Business name
- Business owner name and title
- Business address
- Owner’s phone and e-mail
- Number of employees
- Year business established
- SBA assistance used with specifics (loan amount, type of counseling, etc.)
- “The news hook” – why this business is a success story
- Special notes about owner or business

### SBA Boise District Office Contact

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### Types of SBA Assistance

**Counseling**  
SCORE  
SBDC  
VBOC

**Capital**  
7(a) Loans  
504 Loans  
Microloans  
Export/IT  
SBA Express  
Veterans Advantage  
Disaster Loans

**Contracting**  
8(a) Program  
HUBZone  
WOSB  
Veteran Cert  
APEX

**Other**  
SBIR/STTR  
Surety Bond  
Emerging Leaders  
Boots to Business