

February 2021

## Message from the CEO

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2020 was a trying year for most, but now it's 2021. I have a dear friend who always says, "New Beginnings", and she is right.

I look forward to 2021. It is a new beginning, full of new ideas and innovation, time to end old habits and create new ones. Time to analyze what didn't work and create a new way of doing things.

Some of us worked virtually this past year and might do the same this year. Some lost their jobs or started new businesses. Whatever your circumstance look at it as an opportunity. Be ready to transform like a moth to a butterfly. Remember without change there is no growth, and we want your businesses to grow and succeed. Look onward and upward, even the sky is limitless. And so are you!

*Sharon Taylor*

## 2021 Business Trends

1. Consultant - If you are knowledgeable and passionate about a specific topic (business, social media, marketing, human resources, leadership, communication, etc.), starting a consultant business can be a lucrative option. You can start your consulting business on your own, then grow your business and hire other consultants over time.
2. Online reseller - Those passionate about clothing and/or sales may want to consider starting an online reseller business. Although it takes a lot of time and dedication – and an eye for fashion – this is a great idea that you can start as a side hustle and turn into a full-time resale business. You can start by using online store websites like Poshmark and Mercari to sell your unwanted clothing, eventually expanding to your own resale website.
3. Online Teacher - The demand for online education has opened up a wide possibility for entrepreneurs to start their own ventures. Since this is an online business idea, you can choose any subject you are knowledgeable about and teach a course regardless of your location. If you don't have advanced knowledge in any particular subject, you can always consider teaching English as a foreign language online to students overseas.

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*While starting a retail business or restaurant might have been good ideas previously, you might be best served to reconsider those thoughts until you see how the next year plays out. Instead of some more traditional businesses, think about those that can support how people are now living their lives.*

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## 2021 Business Trends (continued)

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*Small businesses that involve website design, a subset of digital marketing, tend to be among those that make the most sales and bring in the most profit.*

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4. Online Teacher - Transcription Service - If you have a good ear and can type quickly, a transcription service is a great business idea that allows you to work from home with a flexible schedule. [Medical transcription services](#) are especially needed as voice recognition technology proliferates for healthcare provider dictation. If you're not looking to start all at once, or if you have a day job you would like to keep for the time being, you can accept as few or many transcription jobs as you'd like. To boost your business prospects and justify charging more, consider becoming a certified transcriptionist and delving into a few specialties.
5. Food Truck - With indoor dining limited in many locations right now, aspiring restaurateurs might find more success with a food truck. Food trucks come in all shapes and sizes, serving up a wide range of snacks and cuisines. Take your favorite style of food on the road and sell your culinary passions directly to hungry customers. Sure, you'll be working, but you'll be in a space you're passionate about, with a chance to connect to people who have similar interests.  
Whatever your endeavor be flexible and innovative.

## Small Business Grant Platforms

### Federal small-business grants

Government agencies are among the biggest distributors of business grants, supporting a range of enterprises from environmental conservation to child care services. Applying may seem intimidating, but federal grants are great opportunities for small-business owners looking to grow.




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*Small business grants provide free money for startups and existing businesses, including businesses impacted by the coronavirus pandemic.*

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1. **Grants.gov:** Grants.gov is a comprehensive database of grants administered by various government agencies, such as the U.S. Department of Education and the Department of Veterans Affairs.
2. **Small Business Innovation Research and Small Business Technology Transfer programs:** The SBIR and the STTR grant programs focus on research and development for technology innovation and scientific research. The programs help connect small businesses with federal grants and contracts from 12 government agencies. To qualify, you must operate a for-profit business, have no more than 500 employees and meet other [eligibility requirements](#).
3. **USA.gov:** You won't find any federal small-business grants here, but this government website provides resources for starting or growing a business, including a link to [GovLoans](#), which has information on the types of available federal small-business loans.

A caption is a sentence describing a picture or graphic.

### State and regional small-business grants

1. **Economic Development Administration:** This U.S. Department of Commerce agency provides [grants](#), resources and technical assistance to communities to support economic growth and encourage entrepreneurship and innovation. Each state's agency helps businesses find financing (including state or regional grants), secure locations and recruit employees. You can search the [economic development directory](#) for regional offices and local resources.
2. **Small Business Development Centers:** Your local SBDC provides support for small businesses and aspiring entrepreneurs. They're often associated with local universities or the state's economic development agency, and many can help connect business owners with financing opportunities, as well as counseling, training and technical assistance.

### Specialty small-business grants

To help spread entrepreneurial success across demographics, many organizations focus their funding efforts on specific communities.

We've put together lists of:

- [Small-business grants for women.](#)
- [Small-business grants for veterans.](#)
- [Small-business grants for minorities.](#)

## Young Entrepreneur Spotlight

### Timothy Armoo – 24



Timothy Armoo is a passion-driven and inspiring young entrepreneur to be looked up to in 2020.

He is the Co-founder and CEO of the multi-award-winning company, Fanbytes, an advertising video platform that helps major brands become relevant for Millennials and Generation Z.

The company has developed a chain of online communities and influencers entertaining millions of teenagers worldwide.

Fanbytes work on crazy campaigns on popular social media platforms such as Snapchat and TikTok with well-known brands such as Apple Music, Sony, YouGov, Deliveroo, Warner, and Universal Studios and even the government.

They have redefined how brands communicate with Millennials and Generation Z. The company is a pathfinder in its field and has won recognition from Forbes, Adweek, Business Insider, the Huffington Post, and several others.

## A Resource For You



*Our goal is to help you uncover your true potential in order to lead a life that is worth celebrating. While we can't change difficult situations of the past, we can work together to better understand and resolve challenges in your life.*

*By applying complementary therapy approaches and techniques, we will unearth long-standing behavior patterns or negative perceptions that may be holding you back from experiencing a more fulfilling and meaningful life.*

[www.smrcounselingservices.com](http://www.smrcounselingservices.com)

*Note: If you'd like your business spotlighted or like to share your comments, please contact us at: [theBVDCenter@gmail.com](mailto:theBVDCenter@gmail.com) or visit us at: [theBVDCenter.org](http://theBVDCenter.org)*