



*Linking Alaska's small businesses to  
the right resource at the right time*

From the University of Alaska  
Center for Economic Development & Partners

# Where do I go?

## *If my business is?*

- Concept stage
- Startup
- Expanding
- Arts
- B&B
- Energy
- Retail
- Seafood production
- Tourism



## *and I need help with?*

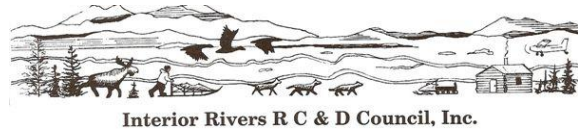
- Accounting
- Brochure design
- Business planning
- Financing
- Legal services
- Marketing
- Mentoring
- Office space
- Pricing



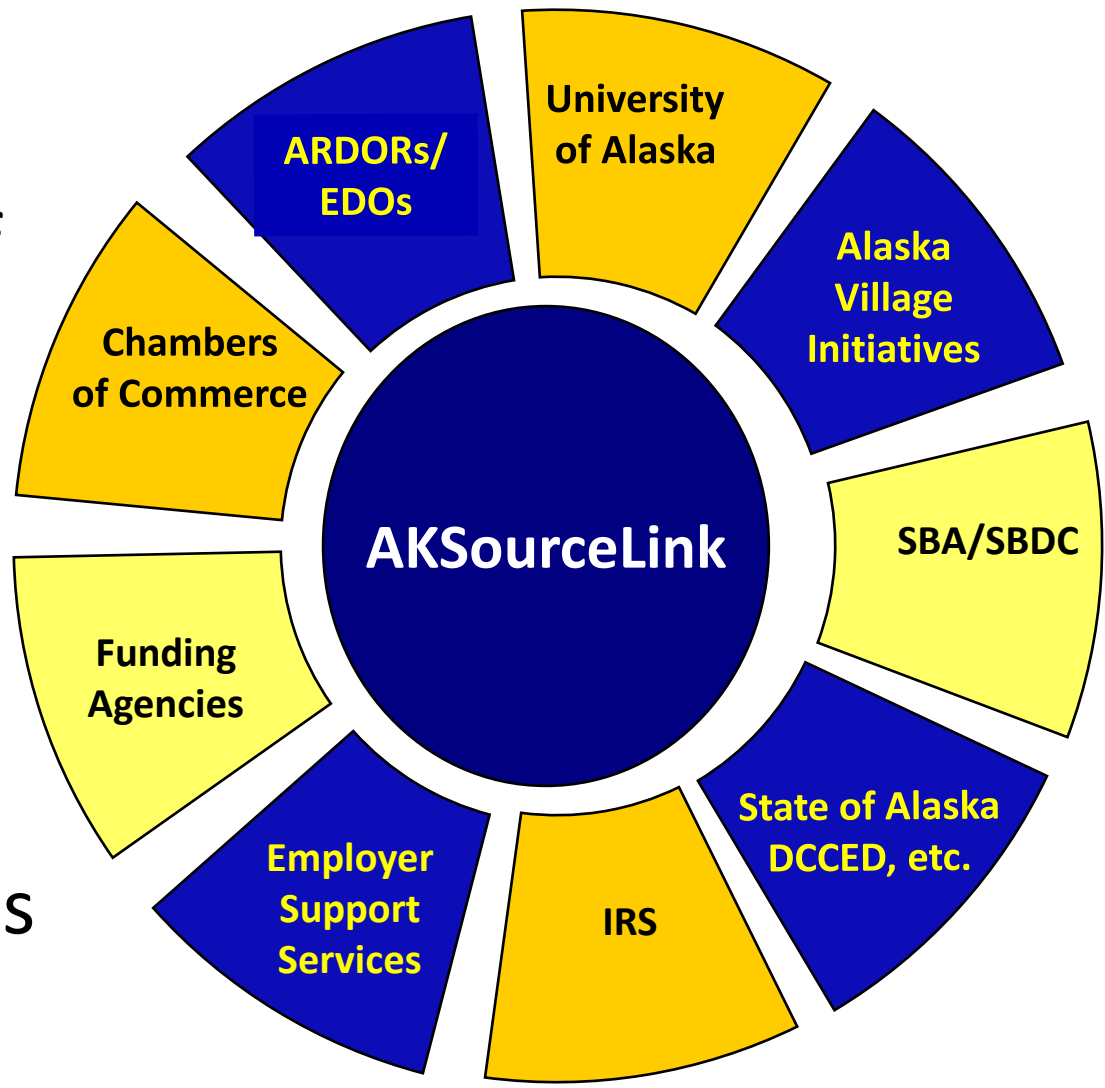
## Finding a solution for Alaska

One-fifth the size of the contiguous United States

# Founding Partners



- A free community referral network of more than 100 resource partners
- A statewide collaboration of nonprofits, government & university programs





## Welcome to AKSourceLink

### Who We Are

AKSourceLink helps small businesses to grow and prosper by providing business owners with easy access to needed services. AKSourceLink strengthens the nonprofit network by collaborating with small business providers to enhance their effectiveness, resulting in economic growth and impact.



### [Seafood Direct Marketers Process](#)

A comprehensive guide intended to assist direct marketers through the process of obtaining a Direct Market License.

### What We Do

AKSourceLink connects a network of more than 140 not-for-profit business support organizations across the state of Alaska to aspiring and existing business owners who need their services. Browse through a complete list of [resource partners](#) in our network.

### Alaska Marketplace Competition Underway

The 2011 *Alaska Marketplace* Competition will take place over a 17 month period, beginning with a call for applications, culminating with an award ceremony, and ending 12 months later when the innovative ideas have been implemented.

Short, simple *Alaska Marketplace* Applications were due August 1, 2011. For the first time ever, 2011 participants were given the choice between two different tracks:

## Find an Expert



Need help with a business plan? Financials? Marketing Plan? Taxes? [Find an expert right now!](#)

## Resource Library



Find information on a wide variety of [business topics](#).

## Newsletter Signup



Stay up to date with AKSourceLink! [Signup or view our newsletter archive](#).



# Annual Data

Calendar Year 2010

# Year at a glance

## 2010

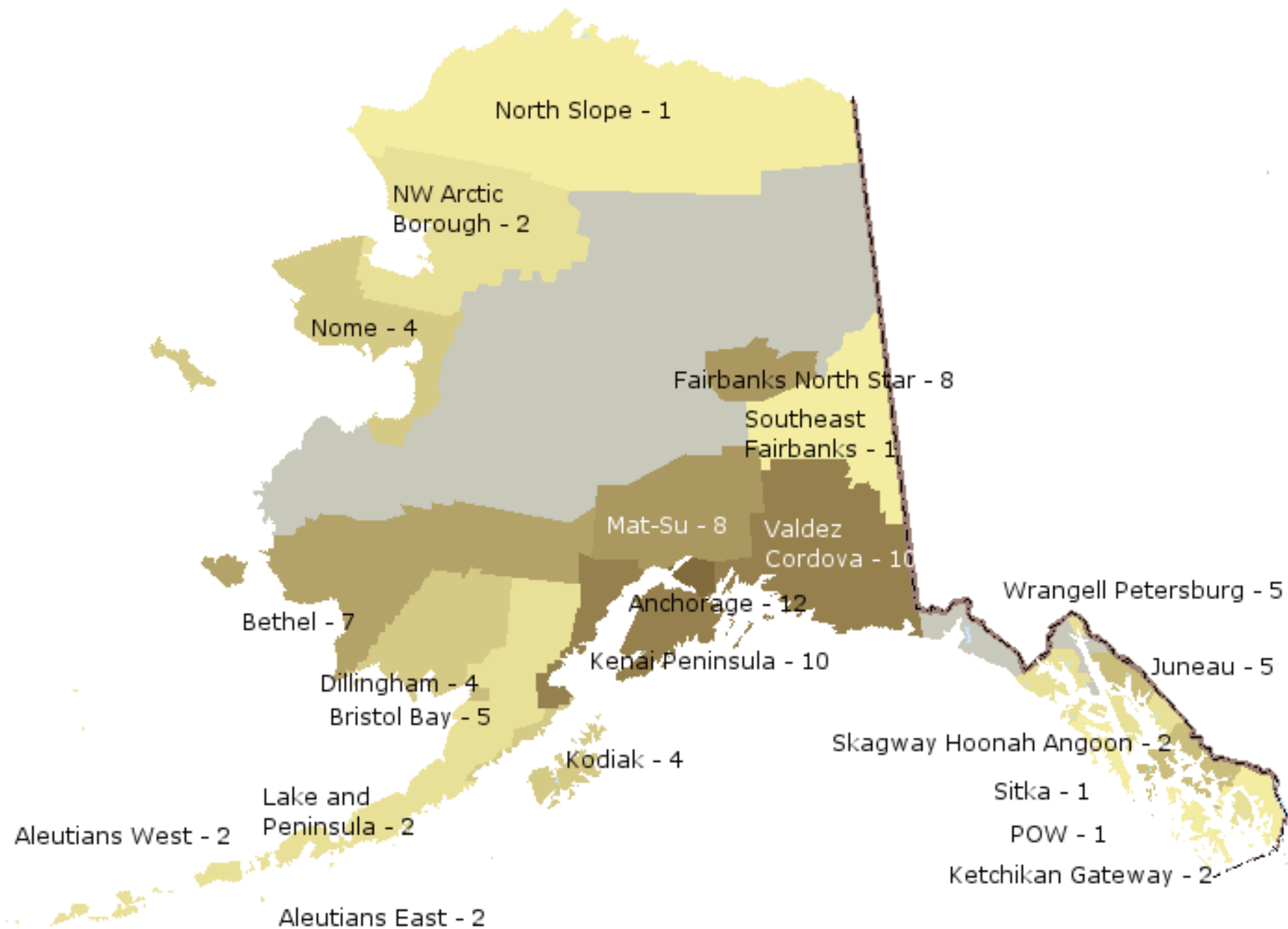
- ▶ 4,576 total visits
- ▶ 2,567 unique visitors
- ▶ 2,069 returning visitors
- ▶ 57.8 percent direct traffic
- ▶ 18,677 page views
- ▶ 346 customized searches for assistance – 7.9 percent of visitors conducted a search

## 2011 through November 28

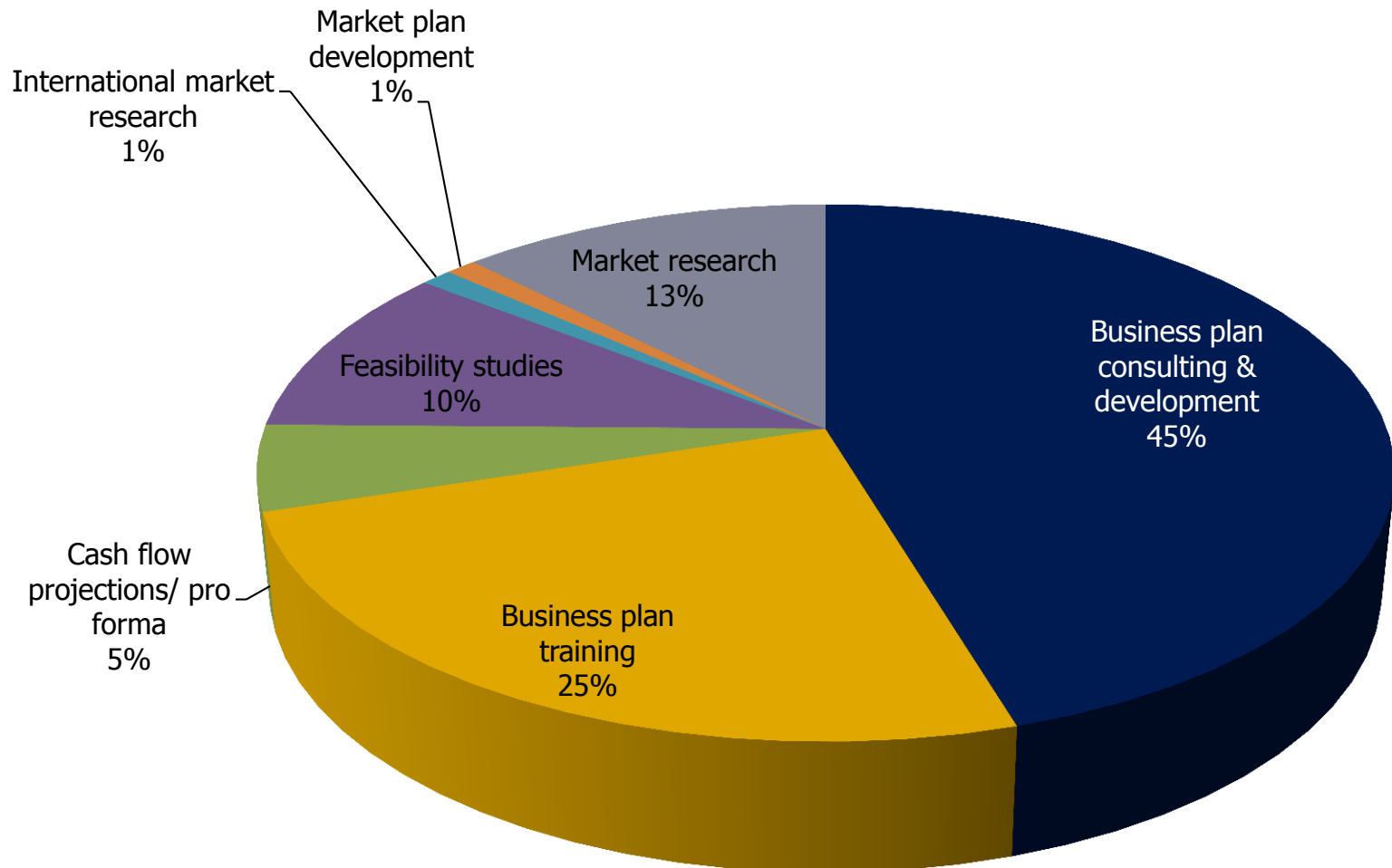
- 5,303 total visits
- 3,318 unique visitors
- 2,027 returning visitors
- 36.4 percent direct traffic
- 19,826 page views
- 230 customized searches for assistance – 4.3 percent of visitors conducted a search

# Geographic search data

- ▶ **Top 10 zip codes** – Anchorage, Juneau, Nome, Fairbanks, Seward, Palmer, Kotzebue, Wasilla, Bethel, and Aniak
- ▶ **Other zip codes** – Adak, Big Lake, Chugiak, Clark's Point, Copper Center, Cordova, Craig, Dillingham, Douglas, Eagle River, Fort Yukon, Galena, Gambell, Girdwood, Glennallen, Goodnews Bay, Grayling, Healy, Kake Kenai, Ketchikan, King Cove, King Salmon, Kipnuk, Kodiak, Kotlik, McGrath, Nikolski, North Pole, Pelican, Petersburg, Point Lay, Port Heiden, Saint Mary's, Saint Michael, Saint Paul Island, Scammon Bay, Skagway, Soldotna, Sterling, Unalaska, Wrangell, Yakutat



# Business planning services



# Financial resources services

