

At the Center for Business Growth and Innovation, our associates strive to support small businesses throughout Iowa. Through Panther Business HQ, students partner with small business owners to discuss and understand their unique marketing and financial needs. With free advising from Panther Business HQ, we hope to help you reach your social media marketing goals and build a strong, online presence through platforms such as Facebook and Instagram.

Our financial consulting service will assist in analyzing your financial statements and prepare a financial scorecard that will compare your business's performance to others in the same industry. This process will also help to identify any strengths and weaknesses within operations. All business conducted by the Center for Businesses Growth and Innovation is under complete confidentiality.

PANTHER BIZ HQ PROCESS:

Step 1:

Contact Panther Business HQ through Patrick.Luensmann@uni.edu to set up a meeting or to ask any questions.

Step 2:

Complete a brief [questionnaire](#) to help us learn more about your business and any goals you would like to achieve.

Step 3:

Meet with Panther Business HQ – meetings will be held at the Center for Business Growth and Innovation, which is located at 8120 Jennings Drive, Suite 13 in Cedar Falls. Meetings can be conducted via video conference or phone call.

Step 4:

During the meeting, your student associate will walk through your social media profiles and go over the goals you have for your online presence.

Step 5:

Post-evaluation, students will compile a report specifically catered to your business's needs based on market research and current trends. Reports include advisement on content, post frequency, branding, and detailed how-to guides. Reports may take 1-2 weeks depending on the extent of research.

Step 6:

Upon completion of the report, you will receive your final copy via email. Panther Business HQ is open to any follow-up meetings to answer further questions.

