



Created in Oakland

Call for Participation

Are you an owner with great ideas and determined to grow your business 25%, 50%, 75%, or more?

Are you feeling stuck or unsure how to achieve growth goals?

The *Created in Oakland Program* is sponsored by the City of Oakland with following goals:

- Assist businesses in achieving \$1M in annual sales and sustaining growth.
- Improve the business climate for growth in Oakland
- Support those businesses whose owners intend to stay in Oakland and create jobs.

Benefits to participants:

- Increase revenue streams
- Develop new products
- Find your ideal customer
- Increase market share

Program structure:

- Nine-month duration
- Monthly half-day group working sessions
- Invited industry and functional business experts,
- Individual advising sessions
- Opportunities to expand business network
- Low-scaled fees

Participant Criteria:

- Oakland City business license
- Committed to operating and growing in Oakland
- Current revenues within range of approximately \$200,000 to \$700,000
- Initial idea for expansion, new product or service enhancement
- Need for business resources, contacts, and advice
- Limited budget for investment in growth

Contact Today Program starts in August, 2008:

info@businessvaluealliance.net

Darlene Crane, Co-Founder
Strategy and Product Development
(510) 886-4483

Claire Kinlaw, Co-Founder
Project Management and Team Performance
(510) 531-4996



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The Business Value Alliance Team

Darlene Crane and Claire Kinlaw co-founded the Business Value Alliance (BVA) to demystify steady incremental business growth for small business owners. BVA specializes in product development, service enhancement and intellectual property, because these are key drivers of business growth. Darlene and Claire develop methods and programs tailored to businesses that have great potential for growth but limited resources. In partnership with business and economic development organizations, BVA conducts research and creates programs that enable greater numbers of businesses to achieve higher levels of sustainable growth.

Darlene Barrientos Crane, MBA Finance, is a big picture thinker who guides executives and teams through dramatic change to achieve measurable financial gains. *For Darlene the project is not finished until you have money in the bank.* She draws on 25 years of merger integrations, IT upgrades, and business turnarounds from multi-billion dollar companies to family owned-businesses. She guides clients in taking innovative ideas through the complete development cycle. She thrived in her role as a Group Product Manager for Bank of America Credit Card Division. Clients have included City of Oakland, Maxtor, Quantum, Franklin Resources.

Claire Kinlaw, Ph.D. biochemistry, helps clients gets the most value from complex teams, high cost professional talent, and projects to develop valuable products that succeed in a market. *In Claire's view, in Silicon Valley, human capital is the source of wealth, so you better know how to develop, nourish and leverage your people.* She combines 20 years project leadership and program management in life sciences and 10 years of consulting with clients such as NASA, Nvidia, and Affymetrix. Claire is currently enrolled as an MBA candidate with the Haas Business School.



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