



Washington SBDC 2017 ECONOMIC IMPACT



SBDC Advisors Make a Difference

	2017	2008—2017
Small Businesses Helped by the SBDC	2,150	17,377
Jobs Created & Saved in the Community	941	10,727
Capital Formation	\$70,964,828	\$510,676,774

Economic impacts are self-reported and client-verified.



Salmon Cannon makes a splash with SBDC advising and global market research

SEATTLE, Wash.—The difference between the Whooshh fish transport system and traditional fish ladders—the data suggests—is like the difference between crossing the Sierra Nevada Mountain Range with the Donner Party or snug inside the club car of the California Zephyr.

The Whooshh transport system literally whooshes the fish up and over the dam in a matter of seconds via a seamless pneumatic tube system that works something like a gentle vacuum.

CEO Vince Bryan III said the Whooshh fish transport system is just starting to be used around the world, but unfortunately, it isn't being deployed fast enough.

"It isn't the technology holding us back," Bryan said, "it's the regulatory framework." According to Bryan, no one anticipated an entirely new approach to fish passage, so working with state, federal or tribal agencies to get permission to deploy the new technology on U.S. waterways is incredibly time-consuming. Fish populations continue to decline, Bryan said, and every spawning season without adequate fish passage is another generation lost.

So far, Bryan said, the company has been financed by angel investors and they have grown from 3 employees to 12, but they are working to secure institutional financing and international traction to take a quantum leap forward.

In early 2017, he and his leadership team began working with Sharon Sappington, an export advisor with the Washington Small Business Development Center (SBDC) to find new markets, especially foreign markets, where barriers to implementation are less onerous.

Executives at Whooshh first began meeting with Sappington for assistance with their foreign strategy, but as they talked, Sappington realized that domestic research would be beneficial. "This technology is extremely flexible and can work in many different aquatic habitats," Sappington said, "but their marketing efforts have to be very focused."

In order to develop more targeted business development strategies, Sappington recommended Whooshh identify which domestic dams were privately owned and which were publicly owned, who had jurisdiction over the waterway, which dams already had fish passageways, which dams were up for relicensing and which dams were a primary impediment to significant fish migration. For instance, installing Whooshh on a dam upstream from other dams with no fish passage would not be effective. As a starting point, and to test the usefulness of the information, Whooshh decided to concentrate on the Feather River in California, looking at both the main river and its tributaries.

Student interns with the Washington SBDC Mar-

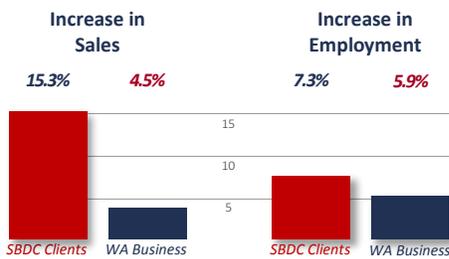
ket Research Intelligence Team dug into the specifics of the Feather River, but the larger context as well, said intern supervisor Tim Taylor. One team went online to search the nooks and crannies of hundreds of data bases to see what information was available, while another team went to the source, searching the Feather River and its tributaries via Google Earth and creating a map of every impediment they could find.

The information, especially data unearthed from the Army Corps of Engineers, was invaluable, said Steve Dearden, VP of sales and responsible for California, and Whooshh is continuing to use the data to build its U.S. marketing strategy.

The Whooshh fish passage system is currently in use or being tested at several locations in Washington State, including the Cle Elum Dam on the Yakima River, where Whooshh conducted a successful test to transport Sockeye salmon more than 1,700 feet and over the 165' high dam. The eventual goal is to move more than 200,000 fish above the dam where they will populate more than 29 miles of pristine spawning habitat.

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Washington SBDC Performance Clients vs. state average



Independent Annual Survey Source: Dr. James Chrisman, Mississippi State University

\$4:\$1

For every \$1 invested in the Washington SBDC program, our clients generate \$4.37 in incremental tax revenue.

Washington SBDC Locations



The Washington SBDC is a partnership with the U.S. Small Business Administration, Washington State University's Office of Research and other Washington institutions of higher education and economic development organizations.