OSB Highlights:

- In early 2010, Koji Kanematsu, owner of Onigilly, visited the Office of Small Business with an idea to bring healthy Japanese fast food to the streets of America. In addition to providing him information on starting a mobile food cart, OSB counselors connected Koji to La Cocina for commercial kitchen space, and Opportunity Fund and Working Solutions for startup capital. After the tremendous success of his multiple mobile food locations, **Onigilly opened two brick and mortar restaurants in San Francisco in just two years!** With the help of investors, Koji hopes to open 500 Onigilly locations across the US in the near future. **OSB is proud to have assisted an individual turn an idea into a successful business by making the crucial connections to help him flourish.**

- In order to streamline business counseling services, OSB implemented in September an **automated client intake process.** Rather than filling out a paper intake form, clients can now fill out an online intake form at our counter kiosk or at home. The form automatically captures the user’s information into our CRM database, eliminating manual data entry and **creating more efficiencies in the delivery of our services.**

### Clients Served: July - Sept, 2013

<table>
<thead>
<tr>
<th>Month</th>
<th># of Clients</th>
<th>% +/- (compared to last year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>344</td>
<td>0%</td>
</tr>
<tr>
<td>August</td>
<td>297</td>
<td>8%</td>
</tr>
<tr>
<td>September</td>
<td>256</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>897</strong></td>
<td><strong>11%</strong></td>
</tr>
</tbody>
</table>

### Race/Ethnicity (252 Reporting)

- Caucasian/White: 34%
- Latino/Hispanic: 19%
- African American/Black: 13%
- Asian: 26%
- Pacific Islander/Native Hawaiian: 1%
- American Indian/Alaskan Indian: 1%
- Arab: 1%
- Other: 2%
- Multiracial: 3%

### Languages Spoken

- English: 90%
- Spanish: 7%
- Chinese: 3%

### OSB Client Industries

- 01 Commission Merchant or Broker (Insurance, Real Estate, Travel Agents): 2%
- 02 Building Contractor: 3%
- 03 Hotels, Apartments, etc.: 0%
- 04 Laundry, Dry Cleaning, etc.: 1%
- 05 13 Wholesale Sales: 1%
- 11 Transporting Persons for Hire (Limo, Taxi, Passenger Transportation): 2%
- Undecided or Unspecified: 22%
- 07 Other Business Services (Prof. Services, Consulting, Personal Services, etc.): 36%
- 08 Retail Sales (All Retail, Food & Drink): 33%
**License 123 Users**

<table>
<thead>
<tr>
<th></th>
<th># of Users</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Users</strong> (Including Repeats)</td>
<td>861</td>
<td></td>
</tr>
<tr>
<td><strong>Total Unique Users</strong></td>
<td>583</td>
<td>68%</td>
</tr>
<tr>
<td><strong>Repeat Users</strong></td>
<td>278</td>
<td>32%</td>
</tr>
<tr>
<td><strong>New Business</strong></td>
<td>647</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Existing Business</strong></td>
<td>214</td>
<td>25%</td>
</tr>
<tr>
<td><strong>SF Users</strong></td>
<td>721</td>
<td>84%</td>
</tr>
<tr>
<td><strong>CA (non-SF) Users</strong></td>
<td>116</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Out of State Users</strong> (13 States Represented)</td>
<td>24</td>
<td>3%</td>
</tr>
</tbody>
</table>

**License 123 Biz Industries**

- Food and Drink: 25%
- Retail: 24%
- Personal Services: 13%
- Consulting: 13%
- Contracting/Construction: 7%
- Education: 0%
- Manufacturing: 1%
- Healthcare: 2%
- Real Estate: 2%
- Professionals: 3%
- Auto Repair: 1%
- Business Services: 8%