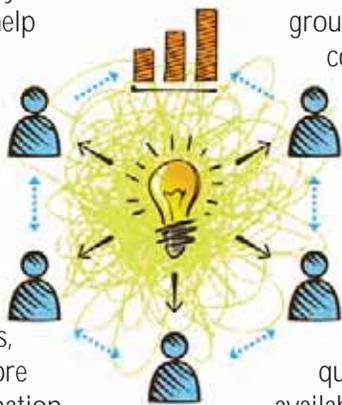


## Better information, better decisions — and a better way to help your company!

You know more about your company than anyone else. But like most CEOs you could probably use some help when it comes to decisions about new markets, generating sales leads or deriving more value from your website.

Economic gardening represents a new way of thinking about supporting growth companies and letting business owners know how important they are to our local economies. So instead of offering traditional incentives like tax credits or real estate discounts, we're offering something that might be even more valuable to you: information — strategic information — gathered with your guidance and specifically for your company. We've observed this model in many other areas around the country and seen what kind of impressive results it produces.

Here's how it works: Partnering with GrowFL, we've set up a local network to provide virtual access to a team of highly



skilled research specialists that will be matched with a select group of qualifying companies. Using private conference calls and a secure online workspace this team will interview your and your team to help identify specific issues. The team devotes about 40 hours for each engagement to your company over the course of the program as they work quickly to deliver action-oriented information. (Amount of time may vary depending on funding source.)

We emphasize the phrase “select group of qualifying companies” because this program is available only to companies that meet certain criteria — and is offered to them at no cost. As a growing company, you make a positive impact on our local economy. We want to help you make an even bigger impact. Economic gardening services are specifically designed to help growing companies make better decisions while navigating the challenges associated with growth.

### Who should apply?

To be eligible for the program, participants must:

- Be a for-profit, privately-held company that is headquartered in Florida.
- Generate annual revenue or working capital of between \$750,000 and \$100 million.
- Employ between 6 and 150 full-time employees.
- Provide products or services beyond the local area to regional, national or global markets.
- Desire to grow beyond second-stage.

### What to expect

**Fees:** Companies can choose to either self-fund or apply for grant assistance, if available.

**Time:** Accepted companies will spend 10 to 20 hours collaborating with their research team over the period of the program. The team, in turn, will be spending additional time behind the scenes working on your company's issues.

**Potential issues:** Identifying and prioritizing sales leads and business opportunities; refining your core strategies and business model; and using social media to connect with customers and create buzz about your products or services.

**Logistics:** You don't even have to leave your office. All communications are handled through the phone and a secure online portal where a workspace will be assigned to your company.

## Hundreds of companies across Florida have tested and implemented this program with outstanding results:



"As a small business, we have struggled at times to find resources to help with strategic planning and to identify and expand our current product portfolio. The GrowFL program and the Economic Gardening Institute have helped to provide these essential resources. We have found the strategic insight and quality of market research to be extremely helpful. As a result of the input by the Economic Gardening Team, we are identifying potential business opportunities and refining new product requirements."

David Akers, President, SmartSAT, Inc., Largo

"My participating in GrowFL has been one of the best decisions that I have ever made for my business and for myself. The knowledge and expertise available through GrowFL along with the hands-on problem solving discussions that take place at each CEO Roundtable are invaluable tools for small businesses. I will tell you that this program has refocused our entire business operation, and has brought back the drive and determination along with newly gained knowledge that will allow my management team to hurl our company to the next level."

Robert E. Sanchez, Vice President/COO, United Screening Services Corp., Miami

"The take-away for us was that we were able to say, 'Look, we're a niche business. We happen to sell scientific equipment and we can't be everything to everyone.' The team cleared that for us. They defined that for us. Since then, we've cleaned up our website with their help. We are able to look at different markets. We took all the information and applied it to our business... in January and February 2013, we had a 100% increase in revenue over the last year. I attribute those results to the support and information that was given to me by the GrowFL team."

Ramon Rivera, CEO, Diamond Systems, LLC, Titusville

### How to get started

- 1 To ensure that you understand how the program works and if you would benefit, businesses can contact GrowFL directly or work with a local participating organization. To find a one in your area, call 407-823-0388.
- 2 Complete the online application at <http://www.growfl.com/apply>. Among other things, you'll be asked to submit revenue and employment for the past five years. You'll also be asked to list strategic business issues in which you need help.
- 3 Someone from our organization will contact you within 24 hours.
- 4 Your application will be reviewed by the selection team.
- 5 Once accepted into the program, we'll schedule an interview between you and the research team to start the process.

### Value for your time

We understand that your to-do list already has reached a mind-boggling length. This program is built to accommodate an entrepreneur's time-crunched schedule. All research specialists in the network have been trained and certified by the National Center for Economic Gardening that enables them to catch up to you and your company quickly. Plus, participation in the program is completely virtual. Communications are conducted via phone and through GrowFL's online software system.

In this online portal, you'll be assigned a secure workplace to interact with the research team. Any information that you submit here is confidential and will be seen only by the research specialists assigned to your company.

### For more info, contact:

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GrowFL  
Ph: 407-823-0388  
Email: [TSweet@GrowFL.com](mailto:TSweet@GrowFL.com)

GrowFL was created in 2009 by the Florida legislature as an economic development program focused on assisting second-stage growth companies to prosper in the state of Florida. By providing strategies, resources and support to second-stage companies for next level growth through Strategic Research and peer-to-peer CEO mentoring, GrowFL helps companies overcome obstacles to growth and leads them towards prosperity. Based on the philosophy of Economic Gardening®—to grow existing businesses in a community, region or state—GrowFL, the Florida Economic Gardening Institute, is a critical component to the state's economic development strategy and Florida's entrepreneurial ecosystem. GrowFL is a statewide economic development organization certified by the National Center for Economic Gardening through the Edward Lowe Foundation. GrowFL has assisted more than 700 companies through our Strategic Research and CEO Roundtable programs and recognized 200 successful entrepreneurs through our annual awards program, Florida Companies to Watch. Learn more at <http://GrowFL.com>.