

A program of:



In partnership with:



GrowFL System  
for Integrated  
Growth

# Get access to just-in-time expertise — wherever your company needs it most

Are you struggling to scale your company? Like many second-stage business owners, you may be noticing systems that once served you well are starting to show cracks — or that you need new skills and information to continue to grow profitably. The GrowFL System for Integrated Growth<sup>SM</sup> (SIG) protocol addresses issues that impact your growth, whether they are internal or outside the walls of your company. For example, SIG can help you:

- Get a handle on financial management and understand what your books are telling you.
- Learn how to recruit, retain and develop talented employees.
- Explore new markets, create prospect lists for those markets or analyze competitors.
- Prepare to export — from documentation to identifying global markets and setting up distribution channels.
- Bring in best practices on supply chain and operations to complement your managers' working knowledge.



SIG is delivered virtually through a SWAT team of business experts, a series of phone calls and a secure, online portal so you never need to leave your office. The SWAT team doesn't dictate a particular course of action, but provides best practices and valuable data to help you better manage and grow your company. Experts in their respective fields, specialists operate under the guidance of the Edward Lowe Foundation, a national expert on second-stage companies.

SIG is ideal for companies at pivotal points: For example, even though your company is growing, you may feel overwhelmed — you don't know what you don't know. You may need to build a senior management team, but lack employees with in-depth knowledge in certain areas. Or you may be running on all cylinders and ready to take that next step towards increased sales and new markets. Whatever your situation, SIG can provide expertise for continued success.

## Who should apply?

To participate companies must:

- Be a for-profit, privately-held company.
- Typically generate annual revenue of between \$750,000 and \$100 million.
- Typically employ between 6 and 150 full-time-equivalent employees.
- Have both the appetite and aptitude for growth.
- Provide products or services beyond the local area to regional, national or global markets.

## What to expect

**Fees** — The cost of the program is \$7,500, however there are grants that can cover approximately 50% of the cost, depending on funding availability. Contact GrowFL to determine eligibility.

**Time commitment** — 8-12 hours spread over approximately two months.

**Focus areas** — HR (recruiting and retention as well as compliance), operations and supply chain, accounting and finance, global trade, sales and marketing, succession planning, secondary market research, online marketing and customer prospecting.

**Logistics** — The program kicks off with a call between the CEO and a SIG team leader to clarify your company's greatest needs. Next, you talk with SIG specialists to dive deeper into those pain points. Specialists then prepare their deliverables and schedule follow-up calls to walk you through those materials. Finally, the team leader conducts a debriefing call before wrapping up the engagement.

## CEO feedback

With 22 years in business, Dr. Nancy Crews, CEO and President of Custom Manufacturing & Engineering (CME) found their niche in electrical and Electro-Mechanical Assemblies, Custom Test Equipment and Repair and Calibration Services. Although they had become experts in their products, Nancy entered the System for Integrated Growth (SIG) program after she felt CME was too reliant on government contracting and needed to diversify into other industries. "We turned to GrowFL because we were facing a few different problems being in government contracting," she said. "The budget cycles are subject to the political environment and their product life cycles are long, they might not procure another product for 10 to 20 years."

After speaking with Stephanie Kempton, GrowFL's team lead, for SIG together, they determined the major questions that Nancy knew if answered, could take her business to the next level. Where is the industry demand? How can I optimize my digital presence in the industry? What are the top industries that use these types of products?

GrowFL's Clay Smithers, who specializes in geographic information system research, gave Nancy the exact data she needed to move forward, like detailed maps showcasing where in the nation CME's prospective customers are located. Once their key prospects and market were determined, Nancy worked with David Brim, the GrowFL's social marketing expert on the team, and was given the tools she needed to improve CME's digital marketing and lead generation results.

As for the next steps after completing the SIG Program, Nancy is actively working on transitioning her company from market research to sales. "We're in the process of writing a new business plan, continuing to make social media improvements and we're attending the biggest trade show for our industry in Las Vegas," she said.



## Getting started

Companies will be asked to submit an online application and provide revenue and employment amounts for the past three calendar years, the current year and projections for the next two years. You'll also be asked to list where assistance is needed. Your program administrator can help you think through these initial issues.

If accepted into the program, we'll schedule an interview between you and a SIG team leader to start the process.

For more info, contact:

Tammie Sweet  
GrowFL  
Email: [TSweet@GrowFL.com](mailto:TSweet@GrowFL.com)  
[www.GrowFL.com](http://www.GrowFL.com)



### About GrowFL

GrowFL was created in 2009 and is dedicated to support and accelerate the growth of second-stage companies throughout Florida, by providing their leaders focused, efficient, and timely access to resources they deem important, such as connections with other second-stage company leaders, and to professional organizations whose expertise, experience, and products lead to the second-stage company's continued growth and prosperity resulting in diversification and growth of Florida's economy.

### Ed Lowe's Legacy

Ed Lowe often talked about breaking down brick walls — challenges that stood in his way while growing his company. As the inventor of Kitty Litter, the country's first cat-box-filler, Ed created not merely a new product but an entirely new industry. By the time he sold Edward Lowe Industries in 1990, it had grown to about 600 employees and \$165 million in annual sales. Although Ed overcame the odds despite a lack of structured assistance, he wanted to help future generations of entrepreneurs. Together with his wife, Darlene, Ed launched the Edward Lowe Foundation in 1985 to provide greater support and resources for entrepreneurs. In addition to the System for Integrated Growth, the foundation also offers a variety of educational retreats and peer learning programs for second-stage business owners, presidents and CEOs.

