



## Helping Florida Growth Companies

### Navigate a Fast and Furious Economic Landscape

Has your business grown to a point where you need to think about better defining your strategy, developing your management team, identifying new markets and understanding your competition? Maybe you have been working in your business and realize it is time to step back and work ON your business.

*The GrowFL program supports the growth of Florida businesses by providing a **free** suite of economic gardening support services, as well as unique access to market research and technology.*

With these advantages, your company can discover and expand sales opportunities, create supply chain efficiencies and better understand your competition. It's all about giving you what you need to grow your business ... all at no charge to you.

### Technical Assistance

The Technical Assistance program supplies businesses with relevant and actionable information about their competitors and markets. Information is mined from high-powered databases, geographic information systems, and Search Engine Optimization (SEO) and social media tools to glean useful information to increase client competitiveness.

Companies can apply to this free program through an online application. Once accepted, CEOs are paired with an Economic Gardening Team that operates as an extension of the CEO's staff for the duration of the engagement. The Economic Gardening Team offers in-depth technical assistance on anything from extensive research into expanding a customer base to strategies for improving leadership structure.

### Referral Networks & Events

GrowFL assists companies seeking business relationships, qualified introductions or outside vendors for capital or labor services. The GrowFL program maintains a database of company offerings through its referral services and hosts events to fit the unique needs of second-stage companies.

*"Since enrolling in the economic gardening program – just this past December – we have gained clients in other regions of Florida, Georgia, and even Maryland. We've added one position already, and are looking forward to the further growth of our business."*

*Pam Butler, Aegis Business Technologies*



### Economic Gardening Services Include:

- Technical Assistance Program
- Referral Networks & Events
- CEO Forums
- CEO Roundtables

### CEO Forums

Forums are informational presentations that bring together leaders of second-stage businesses in a confidential setting to meet and learn from CEO peers.

### CEO Roundtables

CEO Roundtables are implemented through The Florida PeerSpectives® Network, composed of roundtables throughout the state. Each roundtable brings together 10 to 12 qualified entrepreneurs 10 times each year for collaborative problem-solving sessions that address issues important to their companies. Invited CEOs share their management challenges, ideas and experiences in confidential, structured roundtables led by a trained facilitator.

## How Do I Qualify?

Companies interested in participating in GrowFL programs must meet certain qualifications (\*) associated with second-stage companies:

- Be a for-profit, privately held business based in Florida;
- Employ at least 10, but not more than 100 people;
- Have gross revenues between \$1M – \$50M;
- Be a company focused on growth, and have a history of growth with increases in the number of employees or gross revenues during at least three of the last five years; and,
- Operate in the following sectors: manufacturing; finance and insurance services; wholesale trade; information industries; professional, scientific and technical services; management services; and, administrative and support services.

*\*More specific criteria and a formal application are required to participate in the Technical Assistance program.*

*“The Team helped solve two pressing business issues regarding supply chain and strategic marketing decisions. I’d say we received a \$25,000 value for what they provided. That’s something we never could have paid for or justified on our own.”*

*Jon Rosenthal, Florikan*



## About the Florida Economic Gardening Institute and GrowFL

Funded by the Florida Legislature, the Florida Economic Gardening Institute at the University of Central Florida and its GrowFL program are committed to local delivery of statewide services to help second-stage companies achieve their potential.

GrowFL applies lessons learned from the proven art of “economic gardening,” pioneered more than a decade ago in Colorado, and now being applied nationwide to help second-stage companies grow.

To find out more about GrowFL programs and how we can help you and your growing company, please give us a call at (407) 823-6384 or visit us at [www.GrowFL.com](http://www.GrowFL.com).

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