

# GrowFL 2013/2014 Statewide Initiative

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## Participant information sheet

### Program Outline

1. One year training and leadership development program for a minimum of 6 people, including CEO (required) and 5 employees – 2 existing and a minimum of 3 new hires.
  - In-depth research access, working with a team of specialists in Marketing Strategy, Internet Marketing Strategy and Business Development.
  - Assistance for development and implementation of strategies.
  - Virtual collaboration center for shared interaction with the GrowFL specialists.
2. Once a month CEO Roundtables with peers to discuss strategies around solving specific business issues and further develop strategies for growth, if available in your community. (Additional charges apply and are not covered under the grant.)
3. Invitation to attend other networking and learning events throughout your engagement.
4. CEO enters into an agreement with the Florida Economic Gardening Institute at the University of Central Florida to establish the business's commitment to participate in the GrowFL program.

### Eligibility Criteria

- Be a second-stage company, headquartered in Florida and with intent and desire to grow.
- Fit general definition of second-stage growth company – 10–99 employees and \$1 million to \$50 million in revenue.
- Be in a qualifying target industry.
  - NAICS 31–33—Manufacturing
  - NAICS 52 – Finance and Insurance Services
  - NAICS 42 – Wholesale Trade
  - NAICS 51 – Information Industries
  - NAICS 54 – Professional, Scientific and Technical Services
  - NAICS 55 – Management Services
  - NAICS 56 – Administrative and Support Services
- Intellectual Property and/or strategy to sell outside the State of Florida
- Ability for CEO and 2 current employees to participate. Ideally sales and/or marketing staff.
- Ability to hire 3 new people within 12 months of approval into the program.

## Description of Program Services

- **Individualized training services on business core strategy and sales development**

GrowFL training services are provided by a team of specialists who will help you on a variety of business growth challenges you may be facing. You can obtain valuable information regarding vertical markets, industry trends, competitive intelligence and customer concentration maps all tailored to your business. Each company will be assigned a Lead Consultant who is certified in the Economic Gardening frameworks for growth. They will work to determine the scope of the training services, facilitate the involvement of the specialists, and be in frequent communication with the company throughout the program.

- **Access to the GrowFL Referral Network**

GrowFL has established a sizable statewide network of referral partners, professionals that will work with our clients to provide operational and implementation services that fall outside the scope of our strategic focus. These include areas such as website and internet marketing, debt and equity capital, human resources and staffing, business risk and employee insurance, leadership and organizational development, and business process optimization and information technology services. Based on your request, our Lead Consultant will identify and facilitate an introduction to selected Referral Partners who will work directly with you.

- **Access to the University of Central Florida (UCF) Mentor Network for Entrepreneurs**

UCF has a widespread network of experts ranging in experience from business and product management professionals to top industry executives and veteran entrepreneurs. All of these individuals volunteer their time to provide their advice and insights to you. Your Lead Consultant will work with each of you to identify and pair you with a mentor.

- **CEO Roundtables (If available)**

GrowFL CEO Roundtables provide the opportunity every CEO needs to discuss business practices and management strategies in a confidential setting with peers. Ten times a year each roundtable group, led by a trained facilitator, discusses how to overcome obstacles in areas such as finance, employee relations, legal compliance, marketing and many others. CEOs have the opportunity to share and learn from peers' achievements and mistakes.

The benefits of participating in a CEO Roundtable are:

- Timely insights from experienced peers
- Proven, productive problem-solving methods
- Unbiased, knowledgeable feedback
- New perspectives on management techniques
- Expanded network of contacts

## **Additional GrowFL Programs**

### **CEO Forums**

Our statewide entrepreneurial support partners host CEO Forums for local leaders of growing companies. These informational presentations and networking opportunities bring together CEOs of successful mature companies to guide and counsel second-stage CEOs who have grown past the startup phase but not yet reached maturity.

### **Florida Companies to Watch**

The Florida Companies to Watch awards program recognizes and honors growing second-stage companies, headquartered in Florida, that exhibit innovative business strategies and processes that are “worth watching”. Fifty deserving companies comprise the winning class of 2013 and join an esteemed group of 100 Florida alumni honored as the 2011 and 2012 Florida Companies to Watch. This program is presented by GrowFL and the University of Central Florida in association with the Edward Lowe Foundation. As a participant in the GrowFL program, you will be included in the nomination process for Florida Companies to Watch. For more information visit <http://flctw.growfl.com>

### **Webinars**

Free monthly webinars, hosted by GrowFL, are presented by a variety of speakers to provide knowledge, ingenuity and guidance to second-stage CEOs and their teams. GrowFL brings in experts to expand your knowledge in a variety of areas, with topics that include Sales, Funding, Business Strategies, and more!

Application attached:

***PART I***

***EMPLOYER IDENTIFICATION***

1. Quick Response Funding Requested \$8,400
2. Business Name \_\_\_\_\_
3. Address: \_\_\_\_\_
4. Detailed description of business including industry information, history of business and projections of company \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Legal Structure of business unit:  Sole Proprietor  Partnership  Corporation
6. FEID No. \_\_\_\_\_
7. Contact person responsible for application completion \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
e-mail address: \_\_\_\_\_  
Business website address: \_\_\_\_\_
8. County your company is located \_\_\_\_\_
9. Primary NAICS (North American Industry Classification System) Code \_\_\_\_\_ (As assigned by Department of Labor)
10. Is the business located in a rural area, brownfield area, or Enterprise Zone?   
Yes  No (If yes, please check the appropriate box).  
 Rural area  Brownfield Area  Empowerment Zone  Enterprise Zone.  
If Enterprise Zone or Empowerment Zone, which one: \_\_\_\_\_
11. What is the overall average wage of the employees being trained under this grant? \_\_\_\_\_
12. Total number of existing full-time employees at this site \_\_\_\_\_.
13. Number of existing employees to be trained under this grant: 3

14. Number of new jobs to be created during the next 12 months and trained under this grant: 3.

15. Has the business ever been subjected to criminal or civil fines and penalties?

Yes    No   If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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I understand this application is being submitted in conjunction with GrowFL, the University of Central Florida.

To the best of my knowledge, the information included in this application is accurate:

\_\_\_\_\_  
(Signature of Authorized Officer)

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Company Name)

\_\_\_\_\_  
(Title of Authorized Officer)

\_\_\_\_\_  
(Date)