



Cultivating Growth Companies

G R O W F L . C O M

Company Case Study

Endorphin Corporation

President: Vince Smith
Employees: 9
Location: Tampa Bay (Pinellas County)
Website: www.endorphin.net
Product/Services: Rehabilitation and fitness products

Company Background: For more than 20 years, Endorphin Corporation has provided high-quality rehabilitation and fitness equipment for hospitals and long-term care facilities. Recently, Endorphin created a new product for direct consumer purchase and use. Endorphin President Vince Smith knew that by entering the consumer market, he had the potential to quadruple the size of his business. He also quickly realized that he needed help with this new business model.

The Endorphin Corporation GrowFL Experience

Vince explains that the process of launching a product in a new market was similar to starting an entirely new business within his existing company. He first turned to Pinellas County Economic Development for assistance, where he was introduced to the GrowFL program. Vince said he needed help in order to get over the first major hurdle and begin rolling out his company's new rehabilitation machine.

The Economic Gardening team provided Vince with detailed information on potential market demographics, marketing strategy, market research and competitive analysis—all crucial research data that his team could not have been able to compile in a short amount of time. Vince compared the team's service to having several high-level professionals on his staff, something the company would not have been able to afford on its own.

Right off the bat, the GrowFL team addressed Endorphin's Web strategy by showing Vince how to optimize the company's website for Internet search engines, in addition to incorporating Facebook advertisements into the company's marketing strategy. Vince explained that the Search Engine Optimization (SEO) and social media tools that GrowFL provided him were a quick, inexpensive and relatively easy approach to assist with sales lead generation.

The team also helped Vince explore new target markets for the company's new consumer-focused product line. In addition to identifying these new markets, the GrowFL team provided detailed information on their buying habits and behaviors based on extensive research and demographic information.

For Endorphin, the most beneficial component of the GrowFL program was the advice it received on the company's core business strategy. The team helped Vince narrow down the direction his business needed to take as it continues to grow over the next year. Vince and the team at Endorphin are now beginning to implement the strategies laid out by the GrowFL team.

Overall, the assistance provided by GrowFL helped Vince improve his business plan and create new marketing strategies. Vince expects to double his workforce in the next two years and for his bottom line to improve significantly with the increased flow of sales resulting from the new product line. He credits GrowFL with his recent success, and expects the benefits of the program to manifest even more over the next few months.