



TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL

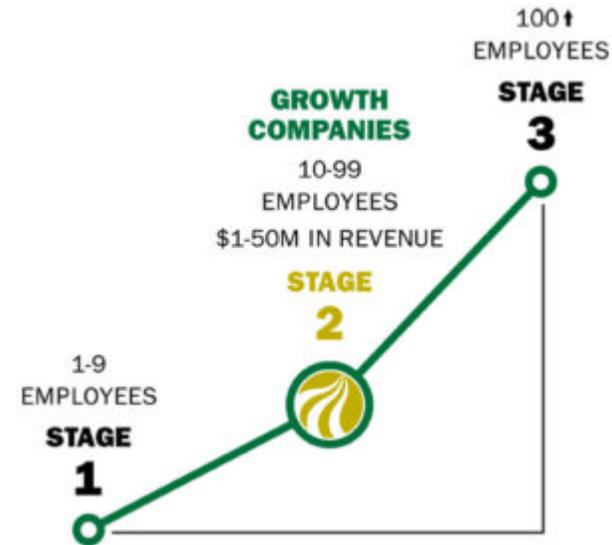
GrowFL Partner Webinar

Featuring Stephanie Kempton, GrowFL Strategic Research Team Lead

GROWFL

TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL

- ▶ We put the CEO at the center of everything we do.
 - ▶ GrowFL was created in 2009 as an economic development program focused on assisting second-stage growth companies prosper in the state of Florida.
 - ▶ GrowFL helps companies overcome obstacles to growth and works to improve top-line revenue through our signature programs:
 - ▶ Strategic Research
 - ▶ Peer Learning and
 - ▶ Leadership Development



Stephanie Kempton

GrowFL Strategic Research Team Lead

- ▶ Stephanie brings more than 20 years of marketing and communication experience to GrowFL.
- ▶ Her background in research, corporate strategy, marketing, advertising, product management and media planning provides second-stage client companies with the insight to grow their company to the next level.
- ▶ Stephanie has held positions as a group product manager, research analyst, corporate strategist, media planner, account supervisor, director of advertising, account planner and director of research and planning.



Strategic Research Growing Top-Line Revenue

- ▶ Companies grow 25% faster when participate
- ▶ Develop strategic approach with CEO by discussing EG frameworks:
 - ▶ core strategy,
 - ▶ market dynamics,
 - ▶ qualified sales leads,
 - ▶ innovation, and
 - ▶ temperament
- ▶ Bring proprietary databases to second stage with market research, GIS and digital marketing specializations to answer questions outlined in the approach

Strategic Approach Example

- ▶ ACME Co, located in Orlando, FL, is a robotics company that has a patented robot that lays bricks for commercial building veneers. Their trade area is currently the state of Florida. They are limited by their network for growth in the state and want to expand into new geographical markets. The questions to be answered are:
 - ▶ What are the markets for robotic brick laying?
 - ▶ How big is the market—sales and rental ?
 - ▶ Where are brick shipments going and who are the big players in those markets?
 - ▶ Which areas of shortages of brick layers?
 - ▶ Which areas have the most construction: university growth, hospital growth, military growth (projects)?
 - ▶ Who is in the market
 - ▶ Who do I contact?
 - ▶ Where can I connect with these contacts using digital media and other networks?
 - ▶ Who are the major players in construction robotics and what are the niches they are occupying?

Get involved in GrowFL...

Help Support Scalable Growth Companies in Your Community

- ▶ Do you have a scalable growth company that has grown beyond the start-up phase?
- ▶ Are they interested in taking their company to the next level?
 - ▶ Our overall programs focus on companies from all industries.
 - ▶ Our partnership with FloridaMakes has an additional emphasis on manufacturing and manufacturing-related businesses.
- ▶ Connect with our team and learn more about how to get involved.

Upcoming Events!

- ▶ 2017 Economic Update - Featuring Mike Timmerman, Economist
 - ▶ January 3, 2017, 11:45 am - 1:30 pm - Tampa, FL
- ▶ Workshops in Tampa and Orlando
 - ▶ Entrepreneur Operating System for Manufacturers
 - ▶ January 5 - 12:00 pm - 4:00 pm - Orlando, FL
 - ▶ February 2 - 12:00 pm - 4:00 pm - Tampa, FL
 - ▶ The Value Triangle - Achieving Long-Term Success for Manufacturers
 - ▶ February 2 - 12:00 pm - 3:00 pm - Orlando, FL
 - ▶ March 2 - 12:00 pm - 3:00 pm - Tampa, FL
 - ▶ Use Code - GROWFLPARTNER - for complimentary registration.
- ▶ View more information at www.GrowFL.com

FloridaMakes



Contact us!

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