



National Center for Economic Gardening

- Founded by Chris Gibbons, CEO, and based on the principles originating in Littleton, Colorado
- Governing body for principles, process, tools, certification and training
- Hosted by the Edward Lowe Foundation

The Philosophy Behind Economic Gardening

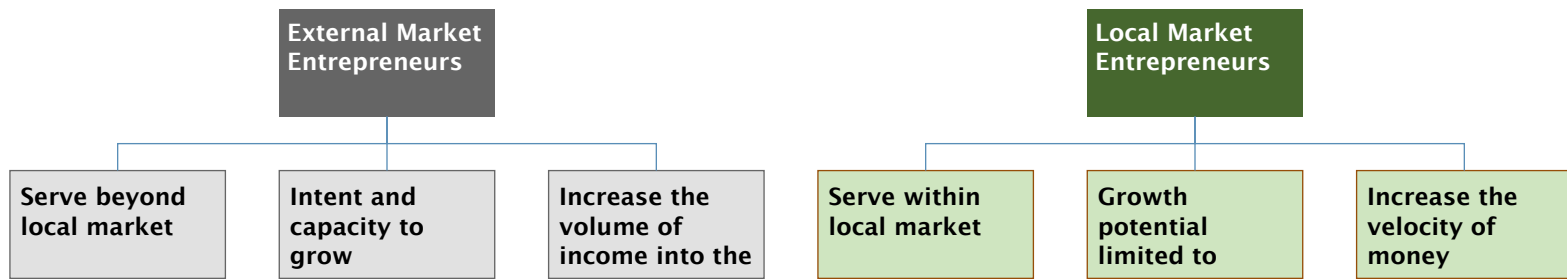
Loving those
who
loved you first





Increase attention on growth companies

- Privately-held
 - 10-99 employees
 - 1-50 million in revenue
 - Includes high growth, high potential and steady growth
- Past startup - with proven model
 - Intent and capacity for growth



Why Second-Stage Companies?

- Create jobs
- Increase volume of income into the region
- Attract outside capital
- Attract companies and talent
- Drive culture
- Affect philanthropy

Company Stages Don't Look Alike

- Second-stage companies require different services
- Strategic issues become critical at this stage
- Move quickly and need assistance that moves at their speed
- Often overlooked



Second-Stage and Economic Gardening

- Business model is in place
- Ready to
 - Think strategically
 - Assess the business model and reinvent if necessary
 - Expand existing or identify new markets
 - Assess gaps and strengths of the management team
- Ability to take in information and apply appropriately
- Tend to grow incrementally instead of large

Entrepreneurial Growth C

- Stage 2 growth company
 - External markets
 - High paying
- Stage 1
 - Local market
 - Retail
- Major corporations
 - Foreign countries



Misconceptions

- Just grow your own
- Small business assistance
 - Business plans, financials, advertising
- We do that -- we just didn't call it EG
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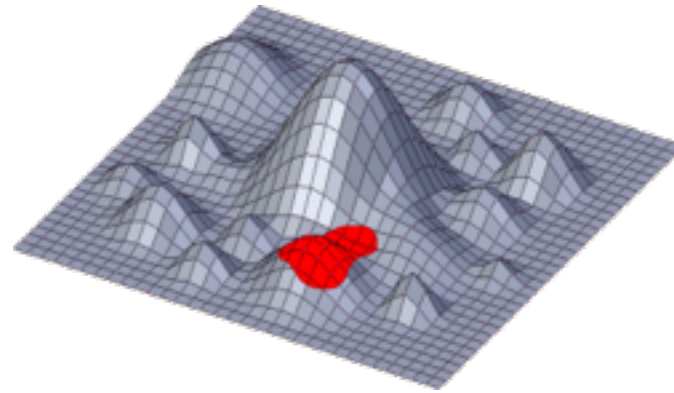




- Type of company
 - Stage 2
 - Export innovation
- Areas of focus
 - Strategic
- Tools
 - Corporate
- Principles
 - New Sciences

Five Classes of Business Problems

- Core strategy
- Market dynamics
- Innovation
- Temperament and teams
- Qualified sales leads



Tools

- Database research
- Geographic Information Systems (GIS)
- Search Engine Optimization (SEO)/Marketing
- Social media
- Listening posts

