

Pure Michigan ECONOMIC GARDENING® PROGRAM

The Economic Gardening® program is designed to provide significant, sophisticated technical research assistance to qualified second-stage companies with the intent and capacity to grow their business.

At the critical second-stage juncture, business challenges may be difficult to identify and resolve. The Economic Gardening® service helps CEOs build stronger teams, identify new markets and sharpen their competitive edge using high-end corporate research tools.

Key business issues

- Core business strategies and management
- Market research and competitor intelligence
- Internet presence, search engine optimization, and social media marketing
- Data analysis using geographic information systems (GIS)

What you can expect

- Focus on one or two major business issues or strategic growth challenges, such as developing new markets, refining business models or gaining access to competitor intelligence
- A quick-turnaround engagement—it is targeted, fast, and virtual, taking approximately six to eight weeks
- CEO commitment of eight to 12 hours to communicate with a team leader and national research specialists
- Specialists commit to 36 hours working for your company
- Information is provided within days—not months or years
- No cost to you—all costs are covered by the MEDC

What you can gain

- Strategic information to help you make critical business decisions
- Increased visibility in search engine results and increased website traffic
- Identified websites, blogs, and online communities to better connect with customers
- Mapped geographic areas for targeted marketing
- Knowledge of market trends, potential competitors, and newly tapped resources
- Marketing/qualified sales leads

How to be considered for this service

Meet the basic eligibility criteria:

- Be a for-profit, privately held Michigan company
- Generate annual revenue \$500,000–\$50 million
- Employ 5–99 full-time equivalent employees
- Demonstrate growth in employment and/or revenue during two of the past five years
- Have potential revenue growth in the next three years
- Provide products or services beyond the local area to regional, national or global markets

Questions?

Please contact Susan Holben, Economic Gardening Specialist, MEDC, at holbens@michigan.org or 888.522.0103

ECONOMIC GARDENING NETWORK®

Interested? To apply, fill out the secure online application at michigan.nationalcentereg.org