



**Enterprise Development Growth Engine**

For Virginia Small Advanced Manufacturers

[www.genedge.org](http://www.genedge.org)

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## Do you want to accelerate the growth of your business?

Many smaller companies need help to sustain and grow their businesses in today's challenging economy, but don't have sufficient in-house resources to focus on growth while running their day to day operations.

**Enterprise Development Growth Engine (EDGE)** is a new program designed for small manufacturing, engineering and technology companies in Virginia. The program will provide meaningful assistance to generate sustainable positive financial impact to your business.

## If something is holding you back from growing your business, would you be interested in support to:

- Develop a strategy to effectively and efficiently boost your company in meeting future challenges and opportunities?
- Discover new sales opportunities through new business models, processes, partnerships, brands, channels, and / or customer experiences?
- Identify opportunities to develop or commercialize new or existing technologies?
- Develop a supply chain strategy to be more competitive and minimize risks in sourcing?
- Identify external solutions to unmet technology needs?
- Qualify to supply new customers through certification to regulatory standards such as ISO, FDA and UL?
- Improve operational efficiencies to increase profit?

## How can GENEDGE help your business?

GENEDGE, the Manufacturing Extension Partnership (MEP) affiliate for Virginia, has provided high quality, affordable consulting services across Virginia for over 20 years. We have successfully helped scores of companies like yours grow their top and bottom lines. Follow this link to learn how we have helped industry leaders like you build their business value. >> <http://dmep.genedge.org>

EDGE is a selective program focused on accelerating growth of small companies. GENEDGE has set aside grant funding to assist 10 to 15 companies beginning spring 2016 to develop and execute a strategic growth strategy. EDGE provides custom, individualized services that specifically address the strategic and unique business challenges faced by small manufacturing, engineering, and technology companies.

If selected, your company's key business indicators will be reviewed including sales, cash flow, productivity, quality systems, information systems, personnel, business strategies and planning, as well as your insights on what is working versus what is not working. We will use a tool developed by MIT to help you identify the value of your business, the gaps in value, and the potential value when the gaps are addressed.

Based on this information, a GENEDGE Consultant will prepare and deliver a customized set of services to accelerate your business growth.

## Who is eligible?

Virginia manufacturers and companies operating within qualifying manufacturing, engineering and technology sectors with about 15 to 49 employees, that are interested in growing their businesses. Workshops will be held in southern and southwest Virginia beginning in February 2016. Any Virginia company meeting the program criteria may attend a workshop and apply.

## How does the program work and how do I get started?

- You must attend an outreach workshop to apply for the program
- The EDGE process, specific services and tools will be explained. A case study will be used for illustration.
- The CoreValue® Discover self-assessment will be completed during this workshop.

(continued on next page)

**For information contact:**

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If you are interested in participating in EDGE, please express interest on the workshop evaluation form. Complete the 'Readiness for Change' assessment and submit an application electronically to GENEDGE.

If your company meets the EDGE criteria, a more in depth CoreValue® Assess will be completed. This tool is a business valuation model developed by MIT that has been adopted by a variety of consulting, accounting, private equity and legal firms to provide valuation services for their customers.

- Your GENEDGE Consultant will work with you to build your CoreValue® Assess Model.
- Gaps in CoreValue® output versus best-in-class will be prioritized.
- A unique, customized services plan will be prepared for your business to close significant value gaps and accelerate business growth.

**A limited number of workshop seats are available. Sign up now!**

- May 26th EDGE Workshop @ Virginia State University in Petersburg
- June 14th EDGE Workshop @ **venue TBA soon** in Richmond

Registration can be found at >> <https://www.genedge.org/workshops-events-calendar>

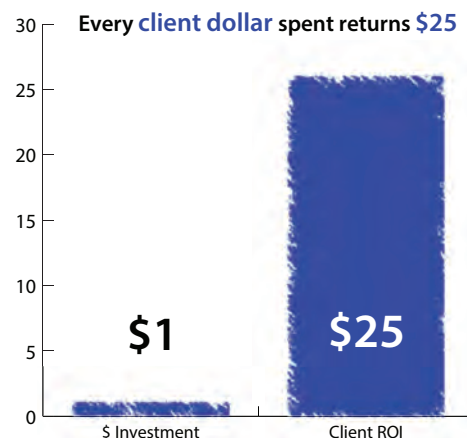
### What is the cost?

**Introductory Workshops** - \$49 per company, up to three attendees.

**EDGE Consulting Services** - Customized services will be developed to assist each selected company to strategically grow its business using a cost share model. Participating companies pay 25% of the cost of the services with grant funds bearing the remaining costs.

### Why GENEDGE?

For every \$1 invested in GENEDGE assistance and service, \$25 is returned to the client's bottom line based on cumulative bottom line survey results for calendar years 2003 to 2015. (See graph to right)



### EDGE partners and/or consultative resources:



### About GENEDGE:

GENEDGE is a consulting enterprise whose mission is to enhance the productivity and technological performance of Virginia's manufacturing and industry. We deliver consulting based expertise and technology transfer to over 200 companies each year to improve competitiveness, create jobs and sustain employment. We do this by helping our clients identify growth opportunities, increase productivity, lower costs, accelerate technology application, and strengthen team performance through services customized for the needs of individual enterprises. Our national affiliation with the Manufacturing Extension Partnership (MEP) network provides access to industry-wide services and proven, results-based solutions. GENEDGE affiliates also include the Manufacturing Technology Center (MTC) in Wytheville, VA and the Old Dominion University Business Gateway (ODUBG) in Norfolk, VA.

For more information please visit [www.genedge.org](http://www.genedge.org).

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