

Economic Gardening

AN ENTREPRENEURIAL APPROACH TO
ECONOMIC DEVELOPMENT

Key Parts of Presentation

- ▶ What is Economic Gardening
- ▶ Deliverables
- ▶ The CEO Experience
- ▶ Your Role
- ▶ Outcomes

What is Economic Gardening?

- ▶ A “grow your own” entrepreneurial approach to economic development
- ▶ Nurturing local companies (gardening) vs. recruiting companies from other communities (hunting)
- ▶ Focus on Stage 2 growth companies

YOUR DASHBOARD REGION:

Kansas Comparing 2015 and 2016

ALL-BUSINESSES

2015: 203.5 Thousand

2016: 213.0 Thousand

The ALL indicator compares the total number of businesses for the years chosen.

YE SAYS...

YE defines a business (establishment) as an economic unit that produces goods or services at a single physical location that is verified as "in-business" and does not include "legal entity" businesses that likely will never have a "doing business as" (DBA) presence. Following the individual establishment anywhere in the U.S. is what enables YE to track business performance through time at such a granular level. There are over 61 million businesses represented in YE.

MORE INFORMATION:

BUSINESSES BY TYPE

	2015	2016
ALL	203.5K	213.0K
RESIDENT	80.5%	81.1%
NONRESIDENT	8.9%	8.5%
NONCOMMERCIAL	10.6%	10.4%

JOBS BY STAGES

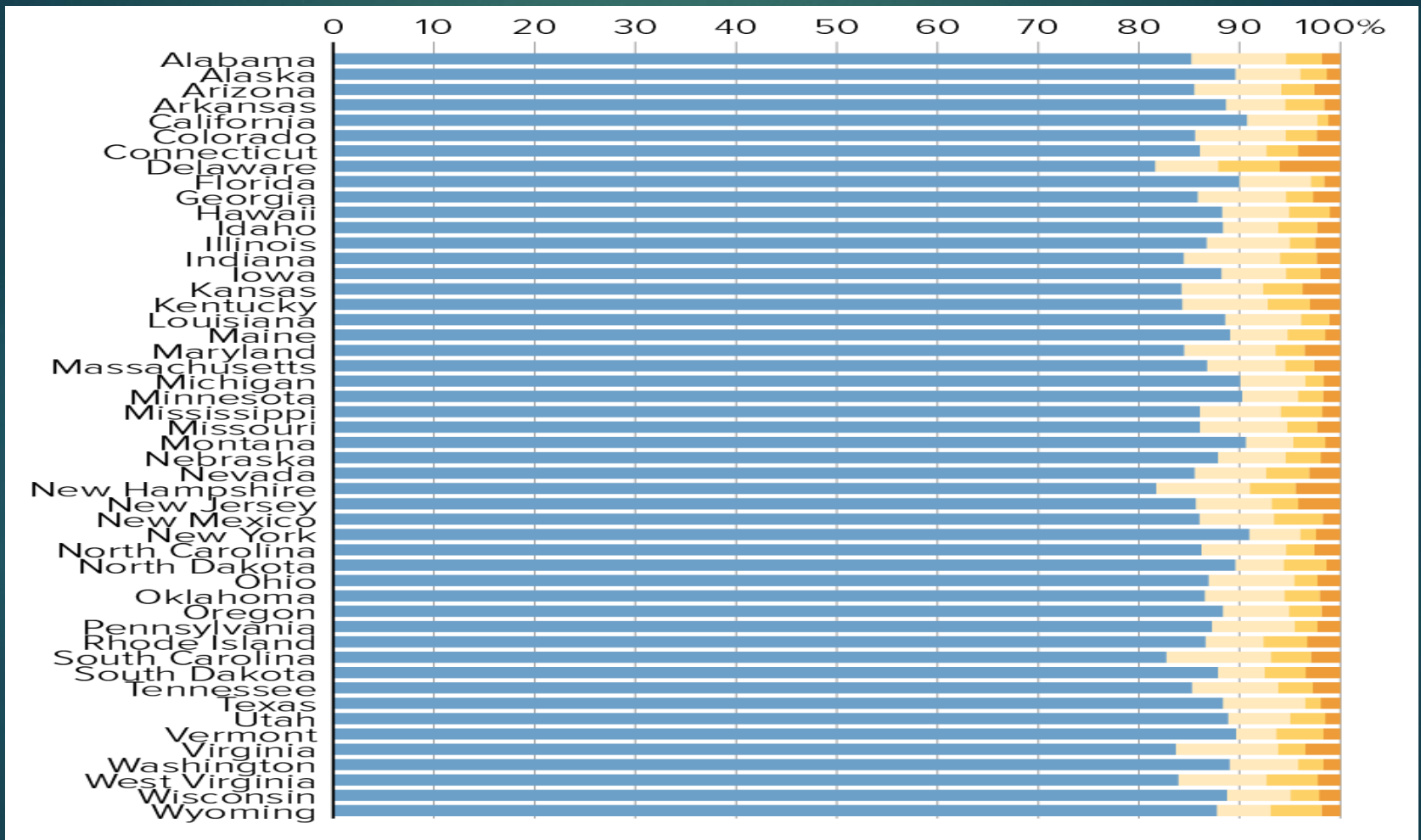
	2015	2016
ALL	1.9M	2.0M
SELF EMPLOYED (1)	1.5%	1.5%
ONE (2 TO 9)	27.4%	26.8%
TWO (10 TO 99)	40.5%	41.9%
THREE (100 TO 499)	18.3%	17.9%
FOUR (500+)	12.4%	11.9%

JOBS CHANGE

	2015	2016
GAINED	251.3K	337.7K
LOST	157.8K	210.1K
NET CHANGE	93.5K	127.7K

SALES/REVENUE

Most Jobs are Created Locally



Importance of Stage II

(c) NCEG

- ▶ 10% of businesses, 35-40% of jobs
- ▶ Proof of market, proof of management
- ▶ Exporting Innovation
- ▶ Past the survival issue ; now growing



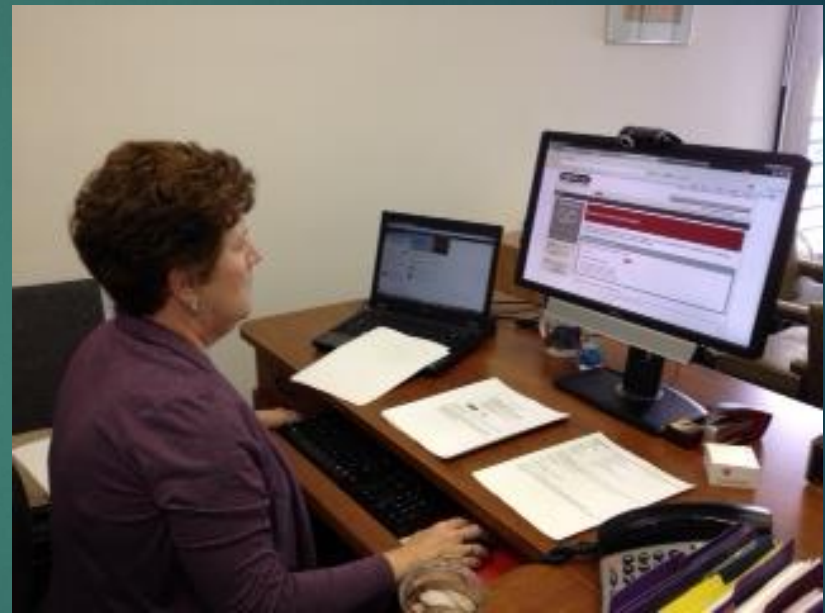
Part II

Deliverables

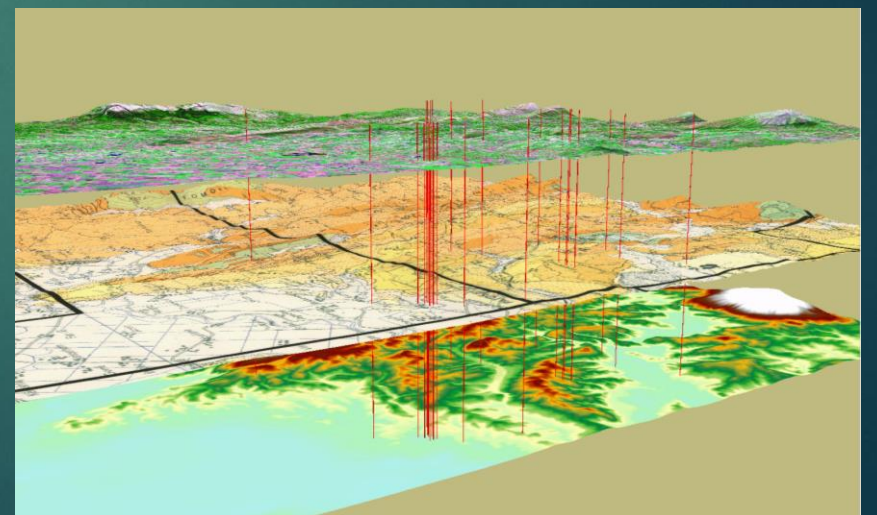
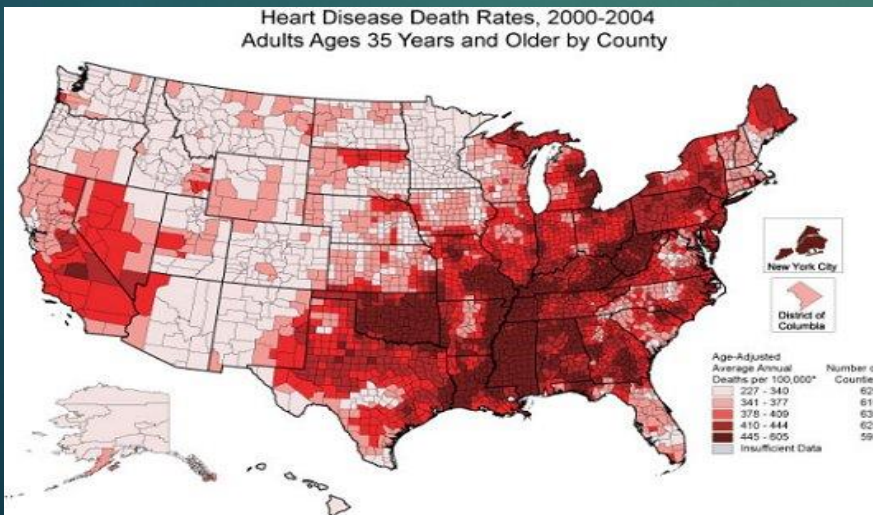
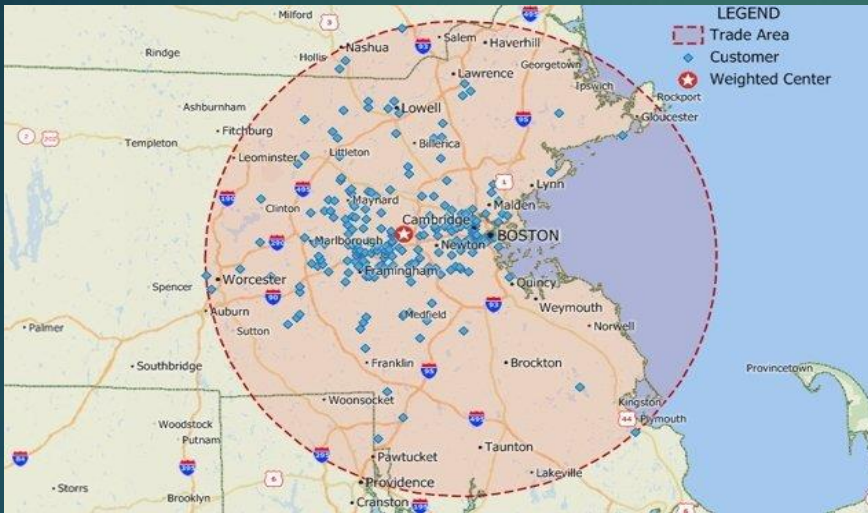
Database Research

(c) NCEG

- ▶ Commercial databases
 - ▶ Market information
 - ▶ Competitor intelligence
 - ▶ Company information
 - ▶ Individual information
 - ▶ Industry trends
 - ▶ Custom research



Geographic Info Systems



Digital Marketing

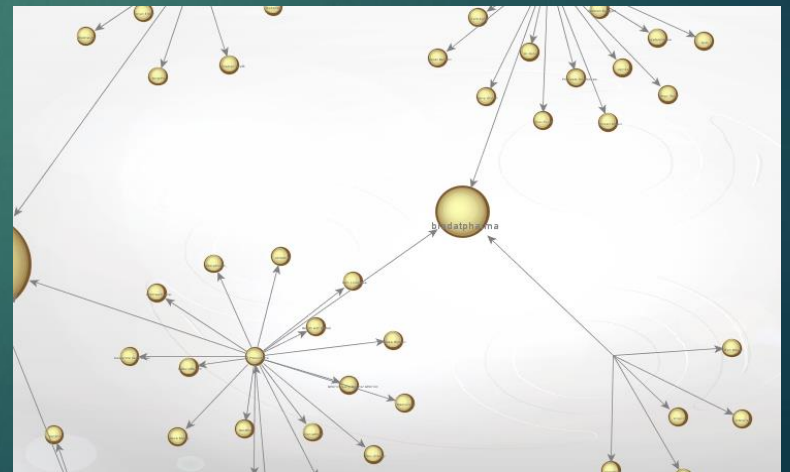
(c) NCEG

- Search engine optimization
- Best Keywords
- Google AdWords
- Social media
 - Linked In
- Competitor sites

	MYMIC	Simudyne	Reaction Grid	SciMed	3D ICC	VastPark
PR	4	3	4	3	3	3
DA	30	32	49	21	32	45
Ext Links	55,382	17,781	113,253	1,103	816	12,123
Linking Domains	40	24	296	12	27	303
Keywords	4	3	24	-	4	25
AdWords	-	1	-	-	-	-
Analytics	GA	GA	GA	GA	GA	n/f
TW	3	26	839	-	1,037	22
FB	36	8	46	1	536	27
G+	1	-	4	-	-	-
Blog?	n/f	Y	Y	N	Y	News
Newsletter sign-up	N (News)	n/f	n/f	n/f	Blog subscribe	Y
Contact Us Options	Form (CAPTCHA),					
	Email, Fax, Phone	Email, phone	Form	email, phone	Form	email only
Shopping Cart	N	N	Y	N	N	N
Social Icons	FB, LI, YT	TW, LI	LI, FB, TW, Flickr	n/f	TW	n/f
Downloads (Gated?)	N	N	N	N	Y (no gate)	Y - no gate
LinkedIn CP?	Y	Y	Y	n/f	Y	n/f

Listening Posts, Networks

- ▶ Listening Posts
 - ▶ Consumer chatter
 - ▶ Signals of change
- ▶ Network mapping
 - ▶ Websites
 - ▶ Linked In
 - ▶ Twitter
 - ▶ Industry centers of excellence



Five Classes of Business Problems

- ▶ Core Strategy
- ▶ Market Dynamics
- ▶ Innovation
- ▶ Temperament
- ▶ Qualified Sales Leads

Core Strategy Framework

(c) NCEG

- ▶ Volume x profit margin
- ▶ Commodity (low margin, high volume)
 - ▶ Win with lowest price
- ▶ Niche (high margin, low volume)
 - ▶ Win with innovation

Market Dynamics Framework

- ▶ Three way tension
 - ▶ Customer
 - ▶ Needs and problems
 - ▶ Competitor
 - ▶ Intelligence about operations, strategies
 - ▶ Company
 - ▶ Business models

Innovation Framework

- ▶ Innovate efficiencies
- ▶ Innovate what you sell

- ▶ How much to innovate and when
 - ▶ Operating in stable vs. volatile regimes
 - ▶ Exploitation
 - ▶ Exploration

Temperament Framework

(c) NCEG

- ▶ Preferences (left and right handed)
- ▶ 4 temperaments as filters / 4 outlooks
- ▶ Right slotting
- ▶ Communicating and influencing
- ▶ Customer satisfaction

Qualified Sales Leads Framework

(c) NCEG

- ▶ Building the Profile
- ▶ Who is in that universe
- ▶ Who is in the market today
 - ▶ Prospects undergoing change
- ▶ Contact info
- ▶ Media channels

Part III

The CEO Experience

Enrolled in the Program

(c) NCEG

- ▶ CEO contacted by local extension agent to determine interest
- ▶ Receives information about the Program
- ▶ Applies to program



Discovery Call

- ▶ With team leader only
- ▶ Background on person
- ▶ History of the company
- ▶ Company issues
- ▶ Written up by team leader
 - ▶ Sent to entire team



Team Call

- ▶ Specialists ask clarifying questions
 - ▶ Clarify unknown terms
 - ▶ Current publications, marketing
- ▶ Opportunity to change focus
- ▶ Assignment of questions



(c) NCEG



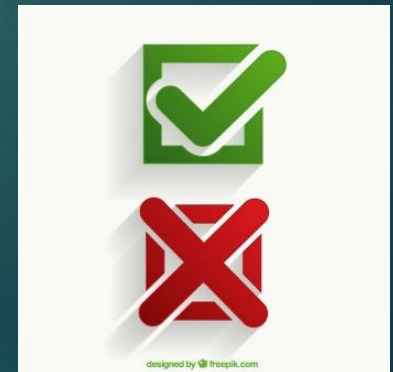
Research Work Posted

File Name	Size	Uploaded By	Date
Example keywords used in Google AdWords campaign.xlsx	20 KB	Ervin, Eric	06-12-2012 2:18 pm
Phygen_followup notes and suggestions.pdf	61 KB	Ervin, Eric	06-12-2012 2:16 pm
Phygen Coatings_competitor review.pdf	765 KB	Ervin, Eric	06-08-2012 5:09 pm
Phygen market report.pdf	580 KB	Dunning, Marcy	05-29-2012 12:50 pm
Phygen Coatings_LinkedIn Business Strategy.pdf	393 KB	Ervin, Eric	05-28-2012 4:57 pm
Phygen preliminary information.pdf	106 KB	Dunning, Marcy	05-16-2012 8:11 pm
Oil&Gas_ApplicationMatrix.xlsx	11 KB	Bell, David	05-10-2012 6:08 pm
Phygen PPT Master Rev 20120124.pdf	941 KB	Bell, David	05-10-2012 5:51 pm
ForiPhy_certified_dairy.pdf	140 KB	Bell, David	05-10-2012 5:48 pm
Phygen Presentation for Cargill.pdf	2.65 MB	Bell, David	05-10-2012 5:45 pm
PHY_Pentaflex_Story_Sheet.pdf	239 KB	Bell, David	05-10-2012 5:44 pm
Phygen Coatings for Waterjet Apps.ppt	4.31 MB	Bell, David	05-10-2012 5:41 pm
Phygen Food MasterV2.ppt	909 KB	Bell, David	05-10-2012 5:40 pm
Phygen_applicationsguide.pdf	290 KB	Bell, David	05-10-2012 5:26 pm
Phygen Brochure 5-4-12 English (email).pdf	4.46 MB	Bell, David	05-10-2012 5:24 pm
Phygen 5 10 12.mp3	9.14 MB	Collins, Gregg	05-10-2012 4:31 pm
FortiPhy Diamond Oil&Gas Quad Chart.pptx	1.81 MB	Bell, David	05-10-2012 4:31 pm
Oil&Gas_CoatingsSummary.doc	182 KB	Bell, David	05-10-2012 4:30 pm
FortiPhy Diamond Oil&Gas Quad Chart.pptx	1.81 MB	Bell, David	05-10-2012 4:30 pm
~\$FortiPhy Oil&Gas Quad Chart.pptx	0 KB	Bell, David	05-10-2012 4:29 pm
Advanced Nanotechnologies for Oil & Gas Exploration.ppt	9.49 MB	Bell, David	05-10-2012 4:29 pm
FortiPhy_Data_Sheet.pdf	130 KB	Bell, David	05-10-2012 4:26 pm

CHECK IN / CLOSE OUT CALLS

(c) NCEG

- ▶ Specialists check in after work posted
- ▶ Team Leader mid-course correction
- ▶ Close Out call / survey
 - ▶ Satisfaction with products and people
- ▶ Follow up survey
- ▶ Program Administrator end of year survey



How Do We Work?

- ▶ Not counselors
- ▶ Not consultants

- ▶ **Extension of CEO's team**
 - ▶ Give best info to make decisions
 - ▶ Framework for trouble shooting problems
 - ▶ Navigators, not pilots



(c) NCEG

Part IV

Your Role

Finding Growth Companies

- ▶ Dun & Bradstreet list
- ▶ Bankers
- ▶ Accountants
- ▶ Attorneys
- ▶ University tech transfer
- ▶ Office parks / industrial parks
- ▶ Hiring (Indeed, Monster websites)
- ▶ LinkedIn accounts

Enlisting Partners

- ▶ Invite service providers to lunch time presentations
 - ▶ Free lunch
 - ▶ Explain the program
 - ▶ Provide Marketing Field Kit
 - ▶ Stress the benefits of local, growing companies as good customers to the partner
 - ▶ Stress the benefits to local, growing companies to the overall health of the community
 - ▶ Tax base for public services and amenities
 - ▶ Support for charities

Presenting to CEOs

(c) NCEG

- ▶ For targeted companies with no warm introduction
- ▶ Hold lunch time presentations for CEOs.
 - ▶ Stress the short term, high end research help available to find new markets
 - ▶ Provide marketing materials
 - ▶ Provide case studies
 - ▶ Provide testimonials
- ▶ For cold calls, send emails with embedded video and request to meet over lunch at their place.

Marketing Field Kit

- ▶ An introduction to Economic Gardening for CEOs
- ▶ A link to the Economic Gardening website video
- ▶ A link to selected case studies
- ▶ A short article about Economic Gardening
- ▶ An overview of the Frameworks we use in an engagement
- ▶ Testimonials from CEOs who have used the program
- ▶ A short backstory on the program

Samplers

- ▶ Market Research reports
- ▶ Geographical Information System maps
- ▶ Digital Marketing reports
- ▶ Guide to Samples of Research Work
- ▶ Listening Posts and Network Maps

Vetting Criteria

- ▶ Is the company between 6 and 100 employees with sales between \$650,000 and \$50 million.
- ▶ Has the company grown in 3 out of the last five years?
- ▶ Does the company sell to external markets?
- ▶ Does the company compete on price or innovation?
- ▶ Does the company have growth plan?
- ▶ Does the company need market research and qualified sales leads?
- ▶ No retail, local market, financially stressed



(c) NCEG

Part V Outcomes

Participating Communities

(c) NCEG

- ▶ Marienthal, Plainville, Agra, Garnett, Little River, Belleville, LaCrosse, Clay Center, Phillipsburg, Hays, Coffeerville, Abilene, Clifton, Ellenwood, Emporia, Sedan, Prairie Village, Pittsburgh, Olathe, Topeka, Overland Park, Shawnee, Baldwin City, Chanute, Council Grove, Parsons, Scott City, Jewel, Smith City, Gridley, St. Marys, Wamego, Tonganoxie, LaCrosse, Pleasanton, Hoisington, Lawrence, Lebo, Stockton, Manhattan, Abilene, Independence, Buhler, Marion, Caney, Osage City, Paola, Wichita
 - ▶ **Total of 91 engagements to date**

Kansas Growth Companies

(c) NCEG

- ▶ Atchison – concrete sealant
- ▶ Pinto – tracks for getting out of snow
- ▶ Fliphound – purchase billboard space on smartphone
- ▶ Porch Swing – porch banners
- ▶ Sunlite – LED lighting
- ▶ Frankenstein Trikes – three wheeler motorcycles
- ▶ Thunderstruck – grill guards for deer
- ▶ XCEL NDT – weld inspection

Testimonials

- ▶ “Our cost of marketing went down 59% over the year prior and our sales up almost 40%! That was almost a year ago. We continue to grow by 25-30%. Thank you Economic Gardening”

Mary Kueny, Porch Swing

Kansas Outcomes

▶ Jobs Growth Rates

- ▶ EG = 11%
- ▶ US = 8%
- ▶ KS = 6%

▶ Income

- ▶ EG = 23%
- ▶ US = 6%
- ▶ KS = 4%

Questions

- ▶ <http://edwardlowe.org/entrepreneurship-programs/economic-gardening/>
- ▶ christiangibbons47@gmail.com
- ▶ 303.670.3599

Kansas Economic Gardening CEO Testimonials

"Just the GIS list itself is an enormous benefit for us! It includes phone numbers that we can reach out to directly and connect with ideal target customers. Just generating a list like this would take us a long time to get. Economic Gardening has been a huge opportunity for us and we are very grateful to you guys. I think the research team did phenomenal work. We're excited to get going with implementation!"

Redi Clean

"I think the biggest thing is that it's been nice to find people that are knowledgeable enough with Digital Marketing to be able to help guide us through some of the areas that we were not totally familiar with and make recommendations. Like the keywords and LinkedIn, these types of programs. It's been so very helpful to be aware of."

Atchison Industries

"Economic Gardening provided me more information than I thought I would receive. It was surprising how much work our Digital Marketing specialist put in on our behalf. He was very good at what he does!"

Ginger's Uptown

"From my perspective, it is two-fold. first, it re-affirmed the marketing and social aspects of what we're doing. Secondly, on the data gathering, understanding your competitors and customers provided a great opening that should allow us to build off of and become more strategic. I could not ask for any more than that."

Heartland Distribution

"You have offered us useful information by taking what we had as our needs, at the present time, and formatting that into a team to help us move forward with successful completion of the project, based on our needs."

Wilkins Manufacturing

"The Kansas Economic Gardening Team was very beneficial to my startup business. It helped me organize the roles that they do and what I need to get done for my business to implement. I would recommend them highly to any startup business, where ever they're at and use them as a follow-up as well. I'd go back and use them again and would recommend them to a friend."

Oxcart Products

"Economic Gardening really opened my eyes to the amount of opportunities that are out there that were easily glossed-over and passed by without even realizing it. To me that is the key value. For example, we knew Emporia was a town of mass but they were not on our radar, as far as approaching them. Emporia was one of the places that we just skipped over and went straight to a Wichita or a Salina, Topeka or Lawrence. We realized that in these smaller communities there are these gems and viable opportunities. We learned this from working with Linda, our GIS expert. She opened our eyes to opportunities that would have gone un-noticed."

Hugo Industrial Supply

"I feel like we are at a big point right now where we have the visual branding stuff almost finished. A lot of that is tied in with determining who we are trying to be and then it is on to packaging. After that comes the website, which is where all of the content and keywording comes in. It is great to see everything come together. I am excited to get more into the selling side of things! That is when it will all start to pay off!"

Reverie Coffee

"Identifying the regional city beautification grants for the cities, that was BIG. I sent out letters to those cities and we have had good response from that." Fisher Rocks

"It's almost hard to explain the value of it because you don't realize how much information you're getting. I know it'd be different industries, but I would recommend for anyone to do it. I can see how there would be some kind of value for most any kind of business." Western Associates