

ADVANCE MARYLAND

GREENHOUSE SOFTWARE SYSTEM™

A program for second-stage entrepreneurs

Apply at <https://maryland.nationalcentereg.org>

Sponsored By:  **EAGB**
Economic Alliance of Greater Baltimore



ADVANCE Maryland is a fast, targeted, virtual service designed to provide significant, sophisticated technical research assistance to qualified second-stage growth companies with the intent and capacity to grow their business. This service helps CEOs build stronger teams, identify new markets, and sharpen their competitive edge using high-end corporate research tools. This program is a must for growing small businesses needing assistance with business strategy, market research, social media marketing, search engine optimization, and Geographic Information Systems data analysis and mapping.

Who Should Apply?

Participants must:

- Be a for-profit, privately-held company headquartered in Maryland
- Generate annual revenue or working capital of between \$1 million and \$50 million
- Employ between 10 and 99 full-time employees
- Demonstrate growth in employment and/or revenue during two of the past five years
- Provide products or services beyond the local area to regional, national or global markets
- Be referred by a participating economic development or Entrepreneur Support Organization

Fees: Program costs are covered by Maryland Department of Commerce and EAGB as sponsors of this program

Timing: Engagements typically run from four to six weeks and require 8-12 hours of your time. We work at your pace, so if you need to slow things down, just let your team leader know.

Contact:

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The Process



Program Details

What You Get

In contrast to other types of business assistance, Economic Gardening has a laser-like focus on strategic issues, which means addressing challenges and identifying opportunities for your company. NCEG's National Strategic Research Team (NSRT) are experts in providing information in five key areas: core strategy, market dynamics, qualified sales leads, innovation and temperament. Within this framework, the NSRT uses sophisticated, corporate-level tools such as:

- ❑ *Commercial Databases*: This includes subscription-only data sets to identify new markets, competitor intelligence, new products and industry trends, along with industry and government regulations. In addition, the NSRT does "deep Web" searches by tapping information sources that are buried in the Internet beyond the first few pages of search engine results.
- ❑ *Geographic Information Systems (GIS)*: Computerized data mapping specialists locate densities of current customers and competitors, identify potential new clients and geographic markets, and produce qualified sales leads.
- ❑ *Search Engine Optimization (SEO) and Web Marketing*: Website analysis for any problem areas that might be deterring traffic and identifying key words and content to raise your visibility in search engine rankings. Specialists track social interaction on other websites, blogs and online communities to see who's talking about your products and services, determine key influencers in your market and help you connect better with customers. In addition, we've developed listening posts to scan news and blog sites and provide high-quality information on topics you select.

What You Don't Get

ADVANCE Maryland does not provide primary research (eg surveys, telephone calls, and focus groups), financial analysis, business plans or implementation. Unlike consultants, ADVANCE Maryland doesn't tell you what to do or how to implement findings. We leverage sophisticated research tools and provide you with information, data and conclusions to help you make decisions about current key issues. You know more about your company than anyone else; we simply give you a better view of the big picture so you can make necessary adjustments to perform better and grow larger.

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The EAGB promotes the region as a world-class market in which to live, work, learn, and invest and advances economic development through a partnership of government, industry, and higher education.

www.greaterbaltimore.org



Economic gardening is an entrepreneur-oriented approach to economic prosperity

maryland.nationalcentereg.org



The Department of Commerce's mission is to create, attract, and retain jobs while promoting Maryland's vibrant cultural economies.

www.business.maryland.gov