THE SYSTEM FOR INTEGRATED GROWTH℠
RESULTS OF OUR MARKET RESEARCH

- Four different phases within second stage.
- How second-stagers view outside assistance.
- What second-stagers need to continue growing.
IN SUMMARY

• The System for Integrated Growth is designed to meet our second-stage clients where they are in development. The program:
  
  • Clarifies what’s holding them back.
  
  • Brings in education and information to shore up knowledge.
  
  • Introduces them to private-sector assistance.
  
  • Most important, provides them new knowledge and confidence.
Engagement of 1-8 weeks

- Needs assessment
- SWAT team call and working period
- Present research findings & information
- Close engagement
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SECOND-STAGE STRATEGY

DISTINCTION

• Continual product innovation.
• More customized.
• Higher margins.
• Lower volume.

EFFICIENCY

• Continual process innovation.
• More standardized.
• Lower margins.
• Higher volume.
VALUE PROPOSITION CANVAS

Gain Creators

Products & Services

Pain Relievers

Gains

Customer Jobs

Pains
FIVE FORCES ON VALUE

- Power of Buyers
- Power of Suppliers
- Threat of Entry
- Threat of Substitutes
- Industry Rivalry
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SAMPLE OF SWAT TEAM EXPERTISE

- Sales and marketing
- Human resources
- Accounting and finance
- Operations
- Supply chain management
- Secondary market research
- Global trade
- Succession planning
- Online marketing
- Customer prospecting
Engagement of 1-8 weeks

1. Needs assessment
2. SWAT team call and working period
3. Present research findings & information
4. Close engagement
Engagement of 1-8 weeks

- Needs assessment
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