

“I wish I had this information 10 years ago, things would look different.”

- ELECTRONICS & INNOVATION, LTD.

“The process was efficient, the team delivered great information and this provided us with a better focus and direction for our marketing efforts. I would recommend this program to everyone but our competitors!”

- OPTICS TECHNOLOGY INC.

ACCELERATE YOUR GROWTH

Want more customers and better competitive analysis?

The GRE Economic Gardening Program supports the growth of second-stage companies by providing free access to in-depth sales and marketing research via a strategic research team.

- **Identify** more qualified sales leads and tap into new and growing markets
- **Leverage** social media to connect with customers
- **Improve** online marketing efforts with search engine optimization (SEO) and website analysis
- **Analyze** employee temperament to build strong management teams

Executives should plan to spend 8-12 hours with the strategic research team over the course of 4-6 weeks. Engagements are performed remotely through conference calls and an online workspace.

Does your company qualify?

- ✓ For-profit, privately held, headquartered and operating in the Greater Rochester, NY region
- ✓ 10 to 99 full-time equivalent employees
- ✓ \$1 million - \$50 million annual revenue
- ✓ Demonstrate growth in employment and/or revenue for at least 2 of the past 5 years
- ✓ Provide products and/or services to markets outside of the Greater Rochester, NY region

All program costs are covered by Empire State Development & Greater Rochester Enterprise

www.RochesterBiz.com/gardening
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**Where Smart People Live
and Smart Businesses Grow.®**

