Advance Iowa: Iowa’s Economic Gardening Program

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What is Economic Gardening?

- An economic development program
- Focused on “growing your own” companies
  - As opposed to recruiting new companies
  - Pioneered by Chris Gibbons in Littleton, CO
- Focused strictly on growth companies in Iowa that fit some basic criteria.
  - 10-100 Employees
  - $.5 Million to $50 Million in annual revenue
What Makes It Different?

- Focus on **Stage II growth companies**
- Focus on strategic issues
- High end, sophisticated corporate level tools
- Deep underlying scientific principles
  - Core Strategy
  - Market Dynamics
  - Innovation

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What Kind of Help Will I Get?

- **Strategic Information**
  - Market research
  - Competitor intelligence
  - Industry trends
  - Custom research
Example Projects

- Consumer Food Company
  - Online growth strategies
  - Distribution via Amazon
  - New product launch – regulations/marketing/pricing

- Construction Equip. Manufacturer
  - Prospect identification and filtering
  - Geographic targeting
Example Reports

Asphalt Plants mapped by Age Range from date of established business.
How to Apply

- We require any client firm to apply through their local Economic Development Organization (EDO)
Questions?

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