

# 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

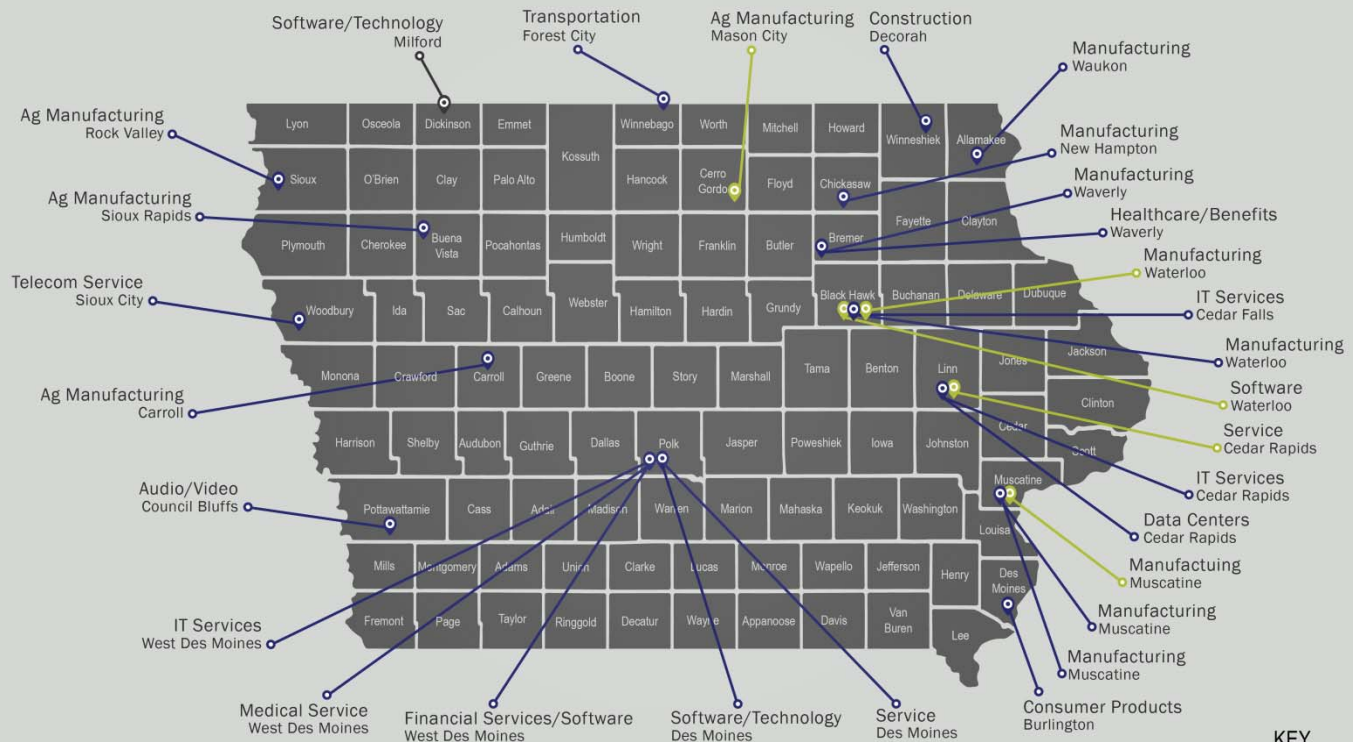
# What Kind of Help Will I Get?

- Strategic Information

- Market research
- Competitor intelligence
- Industry trends
- Custom research



# Clients Served



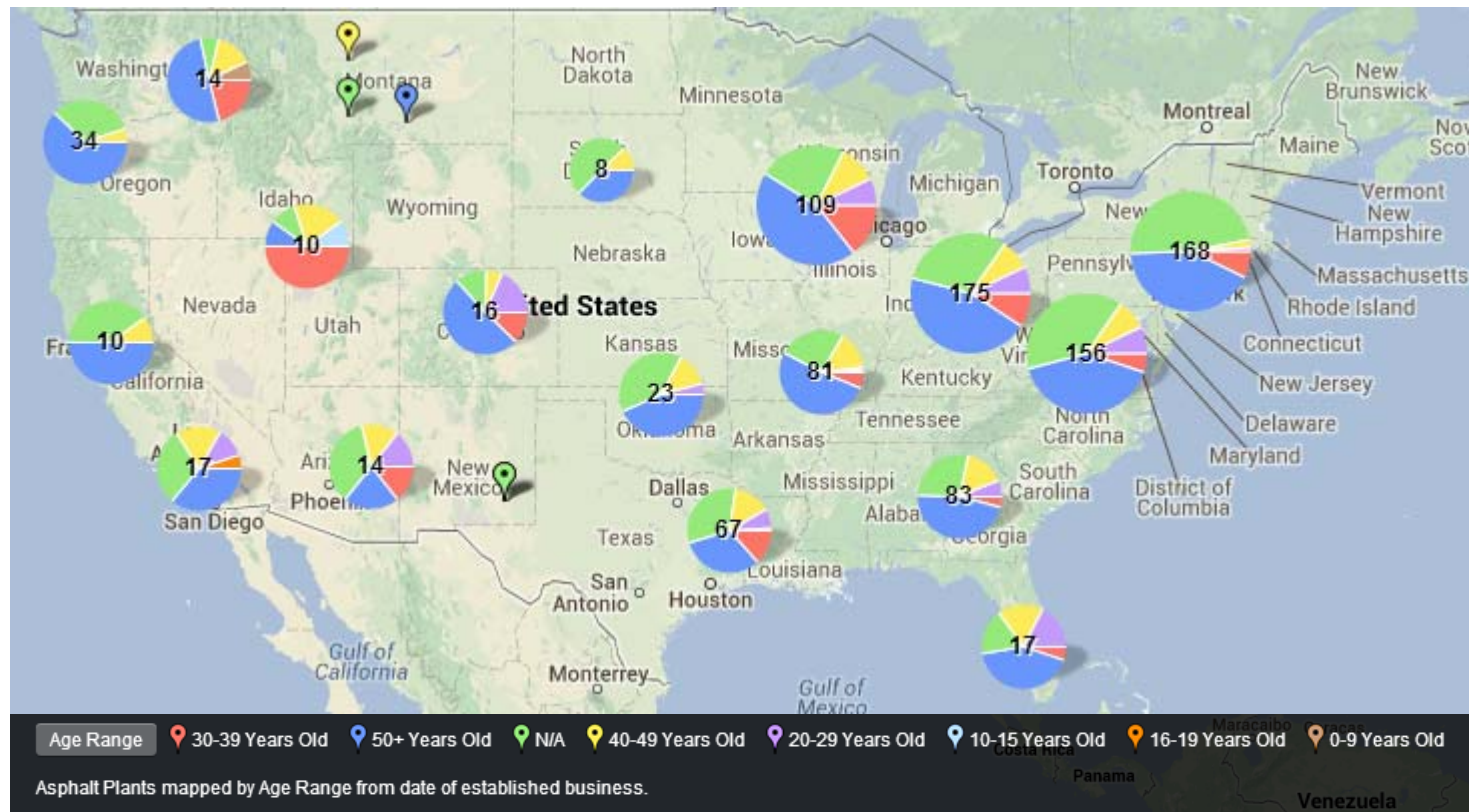
**KEY**  
 — Prospect  
 — Current  
 — Completed



# 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



# How to Apply

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



# Questions?

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