



# Entrepreneur Growth Program

## Assistance to Entrepreneurs

**LEDA** ~ *Lincoln Economic Development Association* understands the importance of the entrepreneur. As a result, a full time Entrepreneur Growth Specialist is on staff to devote full attention to the small businesses and entrepreneurs in Lincolnton and Lincoln County who are seeking to grow their businesses.

**LEGG** ~ *Lincoln Entrepreneur Growth Group* is a subsidiary of **LEDA** a 501c3 nonprofit. LEGG is charged with the task of helping entrepreneurs and small businesses to grow their business beyond the start-up stage through the established Entrepreneur Growth Program. **LEGG** is an advisory network made up of multi-talented service professionals from government, non-profit and for profit organizations that are committed to supporting and helping entrepreneurs and small business owners grow their companies to their fullest potential. We have a strong local referral network and will provide you access to appropriate professional business services in areas such as finance, legal and accounting, marketing, human resources and the list continues to expand as we proactively seek the best in their fields to serve Lincoln County businesses wanting to grow. Access to LEGG's referral services and initial discovery counseling to determine your eligibility into the Entrepreneur Growth Program is provided at no charge to businesses seeking assistance. More extensive support is offered at clearly defined and affordable rates, where applicable, by advisory member and service partners.

## Entrepreneur Growth

**Entrepreneur Growth** is an economic development methodology which is distinguished from "economic hunting" which is the typical way a town, city, state or country usually operates. Economic hunting attempts to recruit companies to invest in a community by offering tax, rezoning and other fiscal incentives, thereby competing with all other towns and cities in the area. Entrepreneur Growth, instead works with existing local entrepreneurs by offering them market research, competitor intelligence, industry trends information, marketing lists, strategy development, web optimization and customized research.

## Advisory Board Network:

**Advisory Board Network Members** – The **LEGG** Advisory Board Network Members are experts serving on the board who provide their expertise to help you grow your business through planning, problem-solving, marketing planning, employee development, innovation, mentoring, coaching, strategy, operational management and more in Lincoln County. A combination of free advisory services and paid advisory services will give you the expertise you need to not only grow your business, but sustain it and manage it successfully. This advisory board meets throughout the year to refine and improve current programs, develop new programs, and discuss new ideas and opportunities pertaining to small businesses and entrepreneurs.



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## Pro-Active Components for Entrepreneurs

### Capital Access

Access to the right kinds of capital is important to any venture, but for entrepreneurs there are unique capital needs such as seed and venture capital.

### Market Research

Every business should know their customers, competitors, stability of their suppliers and a whole set of other market research items. Market research is particularly important to growth-oriented ventures.

### Human Talent

A skilled and motivated workforce is very important to all businesses. Entrepreneurial ventures have these needs, but also specialized talent critical for increased competitiveness and growth.

### Competiveness Planning

A business plan is the stock and trade of business planning, but in today's environment, there is a need for sophisticated, competitiveness planning that can enable entrepreneurs to define market niches and competitiveness advantages.

### Business Coaching

Coaching is the cornerstone of an entrepreneur development system. Business coaches provide the high value and high touch engagement that helps business leaders actively engage in growing a better business versus just running their venture.

### Customized Technical Assistance

Entrepreneurial businesses need access to specialized expertise and customized technical assistance ranging from exporting to lean manufacturing to systems development to social media marketing.

### Growth Planning

Growth planning including business transition is a unique resource that growth-oriented and high growth potential ventures must have. Building a smart strategy to enable rapid growth requires high end assistance.

### Business Services

Every venture needs access to business services ranging from insurance to banking. But entrepreneur's ventures need business service partners who are willing to help grow a future larger customer. This is more than a networked transaction, but a growth strategy for both parties.

### Other Entrepreneurs – Networking

Entrepreneurs need regular contact and engagement with other entrepreneurs through networking events, mentoring relationships and voluntary advisory board of directors. Peer helping peer is the magic bullet of high performing growth entrepreneurs.



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## Networking:

**Thinc-Linc Connections B2B** – **LEGG** provides an opportunity for entrepreneurs to network. The Thinc-Linc provides entrepreneurs with the opportunity to foster working relationships between and among other entrepreneurs and small businesses and at the same time work together to better Lincoln County.

## Collaboration:

**Collaboration** – Each year **LEGG** works collectively and individually with entrepreneurs to aid in growth and expansion. **LEGG** makes it a top priority to be an entrepreneur's one-stop resource. **LEGG** has numerous allies that work together to make Lincoln County the natural place for entrepreneurs and small businesses. **LEGG** has an abundance of resources to aid in assisting our small businesses and entrepreneurs wanting to grow their business.

## Services and Resources:

When a company comes to **LEGG** for assistance, if we do not immediately know the answer, we will be able to either provide a contact or we will research and find the answer ourselves.

In addition to **LEGG**'s Entrepreneur Growth Program, **LEGG** partners with **Tools for Business** to provide local, state, federal and best-of-the-web resources customized to Lincoln County to start and grow businesses.

## *Tools for Business Assistance:*

### Everything Local!

- Business Planning and Assistance
- Funding Programs
- Business Location
- Just Starting Out/ Business Formation
- Government Requirements
- Employer Assistance
- Business and Employee Training
- Taking your Business to the Next Step

### Think Globally (International Trade

- Marketing and Selling
- Selling to the Government
- Networking and Social Media for Business
- Using Technology in your Business
- Green Business Practices
- Protecting your Business and Yourself
- Tools for Tough Economic Times
- Disaster Planning and Recovery



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## Examples of LEGG Assistance to Lincoln County Entrepreneurs & Small Businesses:

|  |                                      |                       |
|--|--------------------------------------|-----------------------|
| Agriculture                                  | Debt/Equity Financing - Venture Fund | Mentoring             |
| Bill Paying/Processing                       | Educational Opps                     | Operations/Systems    |
| Branding                                     | Entrepreneurial Education Programs   | P&L                   |
| Building Maintenance Experience              | Exporting/Shipping Internationally   | Payroll               |
| Business Related Books                       | Feasibility                          | Permitting            |
| Career Center - Interns & Students Employees | Financial Statements                 | Planning              |
| Cash Flow                                    | Financing                            | Product Prototyping   |
| CFO Duties                                   | Forecasting                          | Public Relations      |
| Coaching (Business)                          | Human Resource Management            | Quickbooks            |
| Coaching (Customer Service)                  | Incentive Grants (Downtown)          | Real Estate Analytics |
| Coaching (Personal)                          | Intellectual Property                | Recognition           |
| Coaching (Sales)                             | International Global Marketing       | Research Partnerships |
| Commercial Lender Experience                 | Land Development Experience          | Retail Analytics      |
| Competitions (Start-Ups)                     | Leadership Development               | Social Media          |
| Competitive Intelligence                     | Licensing                            | Strategic Planning    |
| Competitiveness (Improvement)                | Logistics                            | Tax Planning          |
| Computer Systems-Programs                    | Marketing                            | Tax Prep              |
| Consulting                                   | Meeting/Classrooms                   | Team Development      |
| Database Research                            |                                      |                       |

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