



# EXISTING INDUSTRY SCALE UP ASSISTANCE



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[www.genedge.org](http://www.genedge.org)

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# What is GENEDGE?

- **GENEDGE is the dba name for the Philpott Manufacturing Extension Partnership**
- **An economic development consulting services unit of the Commonwealth of Virginia, since 1994**
- **33 employees across the state in 7 regional offices**
- **Serve Manufacturing, Engineering & Technology Industries**
- **Operates as the network affiliate of the US Department of Commerce Manufacturing Extension Program**
- **Governed by Board of Trustees – appointed by Governor**

# Business Lines & Services



A strong set of core services linked to a customer's strategy. Programs are developed using subsets of these services with Partners to match client needs.

# Services Delivery Model

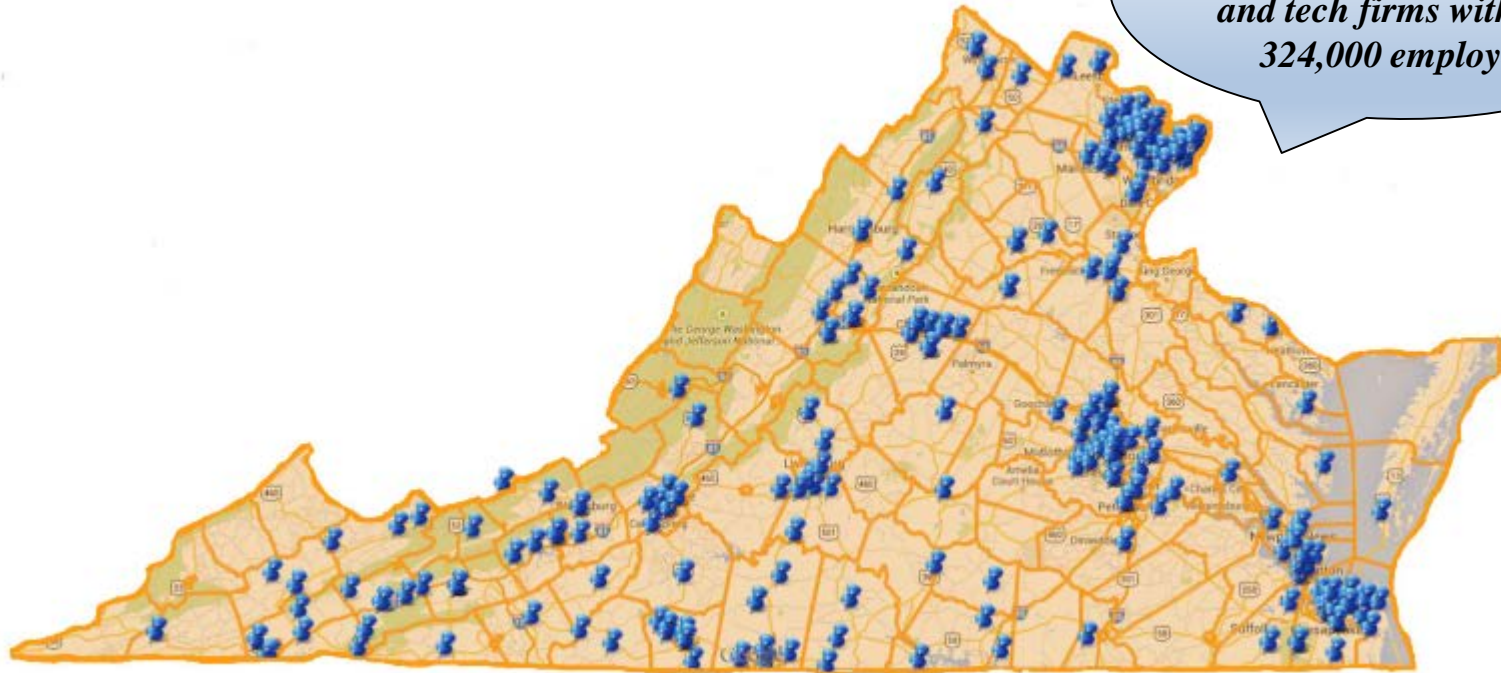


***Over 36 Trusted Service Suppliers Augmented  
Direct Services in FY 2016 to over 175 firms***

# Clients Served since 2013

GENEDGE Clients served in the Commonwealth

*Market consists of  
10,400 mfg. engineering  
and tech firms with over  
324,000 employees*



In conjunction with our partners the Manufacturing Technology Center covering SW VA and the Technology Applications Center at Old Dominion University

# GENEDGE ACCELERATED SCALE UP PROCESS

## DISCOVER

- Initial questionnaire (18 questions)
- Report review with applicant
- ½ hour kickoff phone call

## UNLOCK

- 4-hour detailed enterprise assessment (approx. 90 questions)
- Gap analysis and onsite discussion with client

## GROWTH STRATEGY

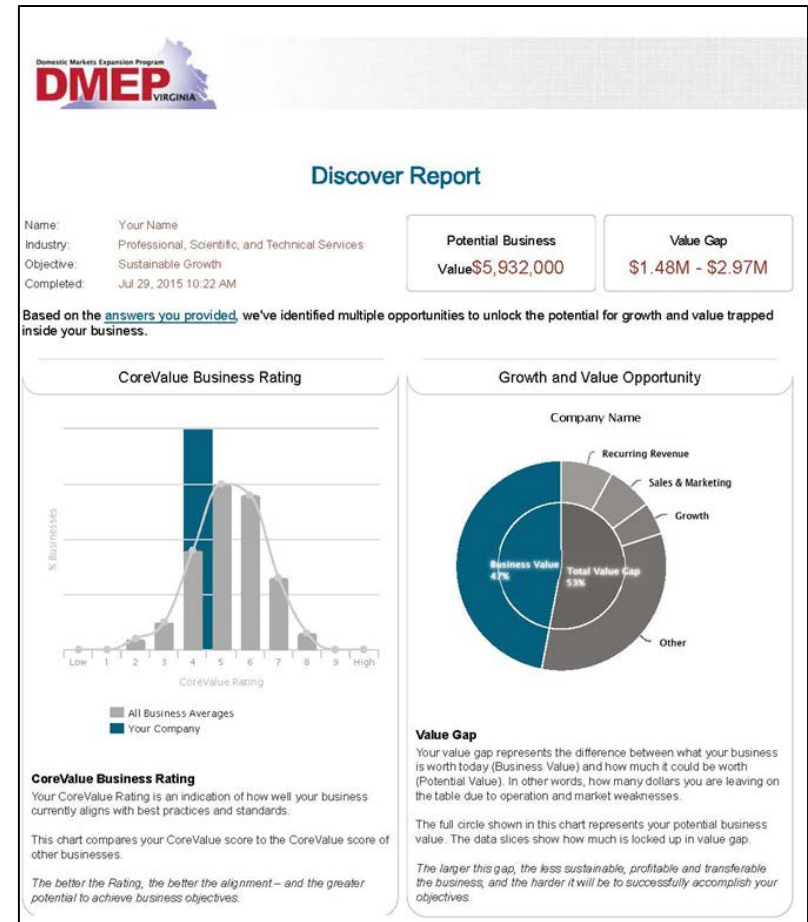
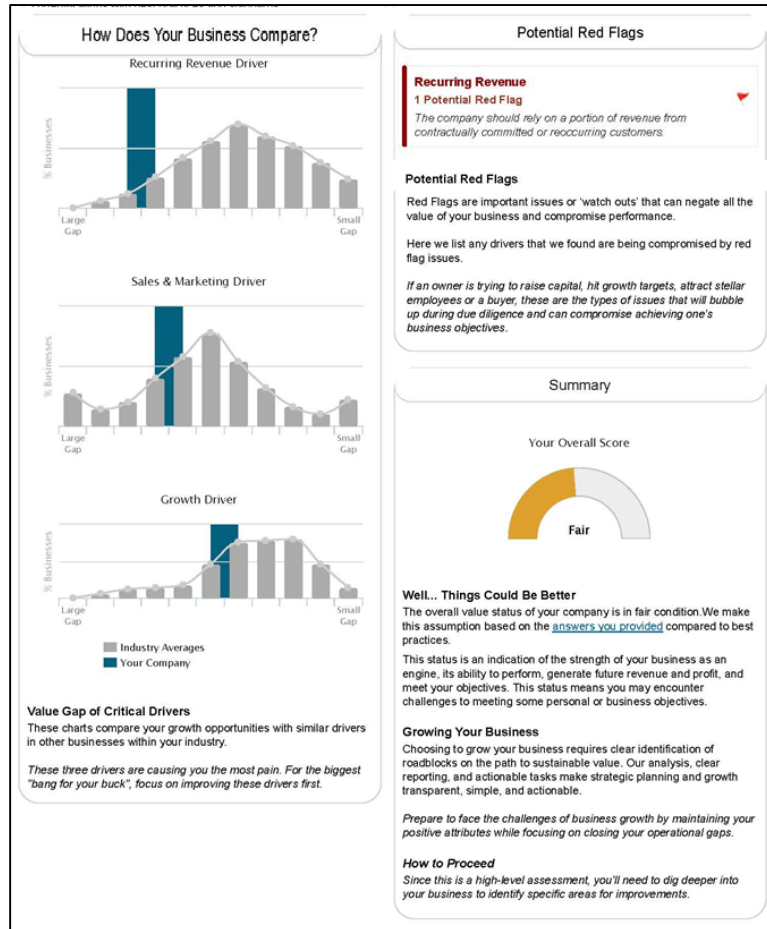
- Develop / align strategy for growth
- ID industry structure, market context, bold steps, action plan

## CONCEPT DEVELOPMENT

- Innovative new products, services, markets, business models
- Concept vetting, value proposition, competitive set, commercialization plan

# Phase 1: "DISCOVER"

Initial report generated based on probe of 18 enterprise drivers

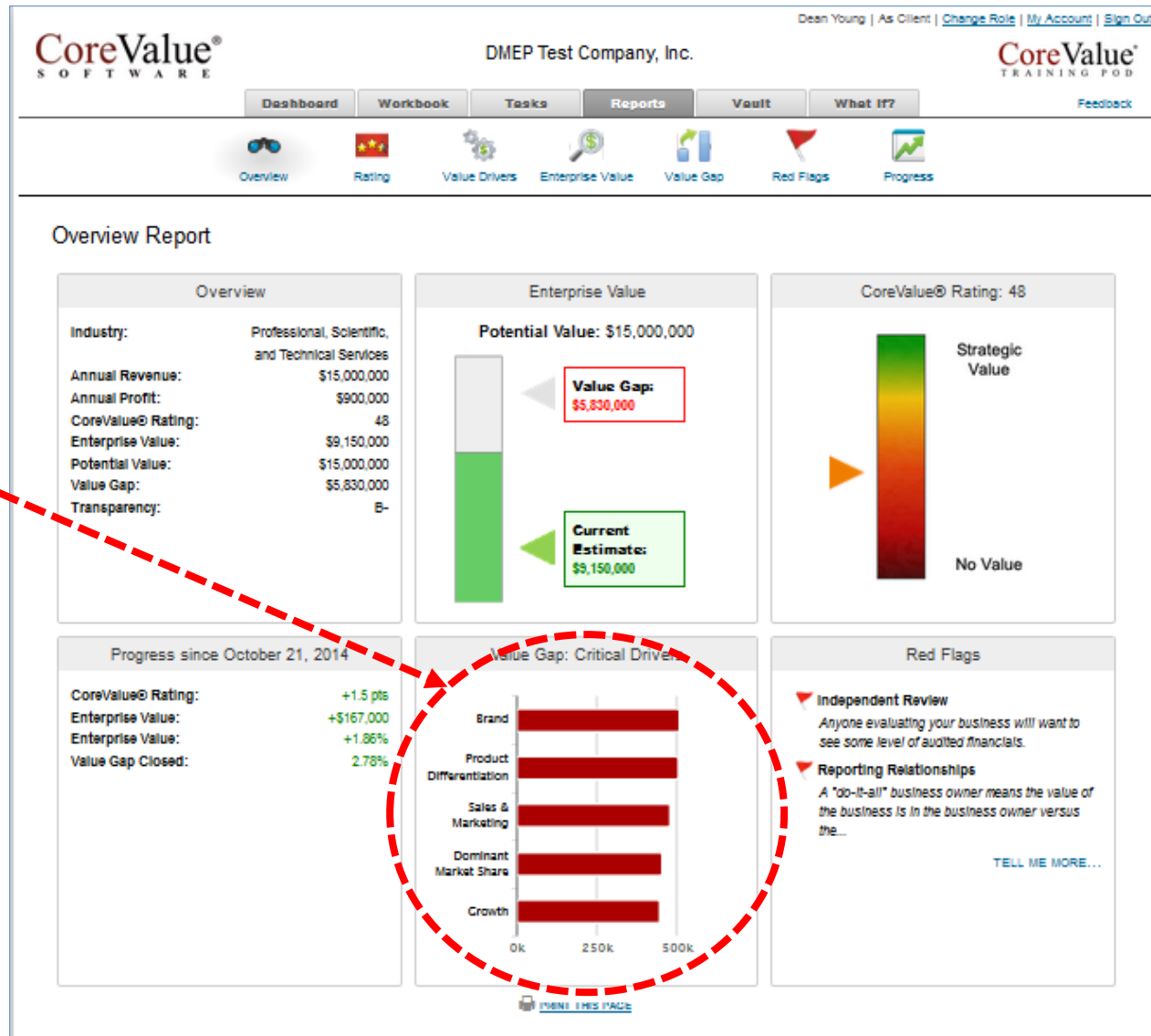


GENEDGE Growth Advisor engages with company for initial discussion & review



# Phase 2: "UNLOCK"

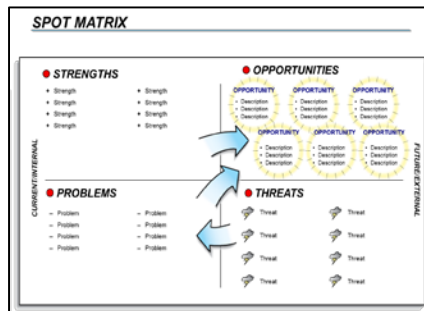
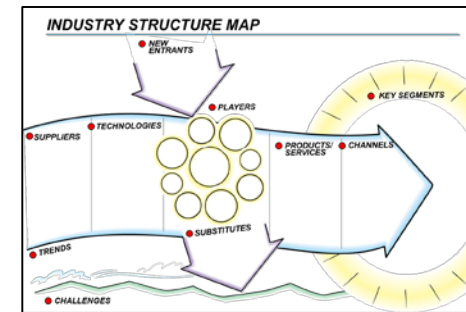
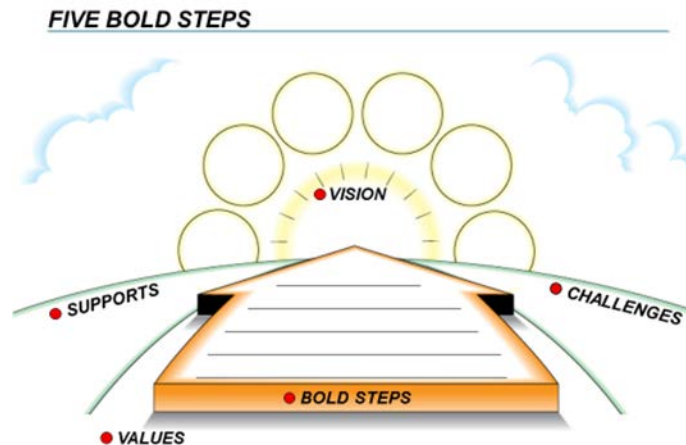
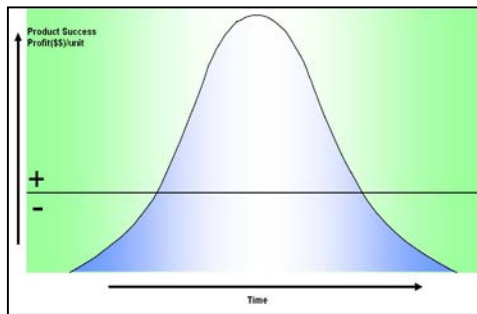
- GENEDGE advisor & CEO "go deep" on enterprise value drivers
- Prioritized gap report generated on key drivers of success
- The leadership team discussion is a key deliverable.
- Creates a secure information portal validating value improvements.



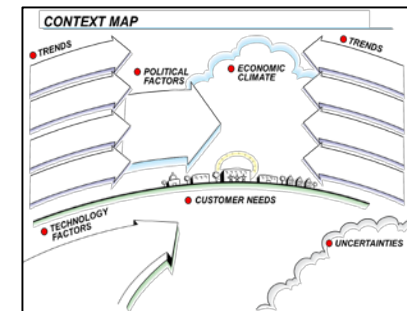


# Phase 3: "GROWTH STRATEGY"

- GENEDGE Growth Advisor uses accelerated strategic alignment tools to facilitate personal engagement with company leadership on strategic gaps and opportunities, and build / align a growth strategy.

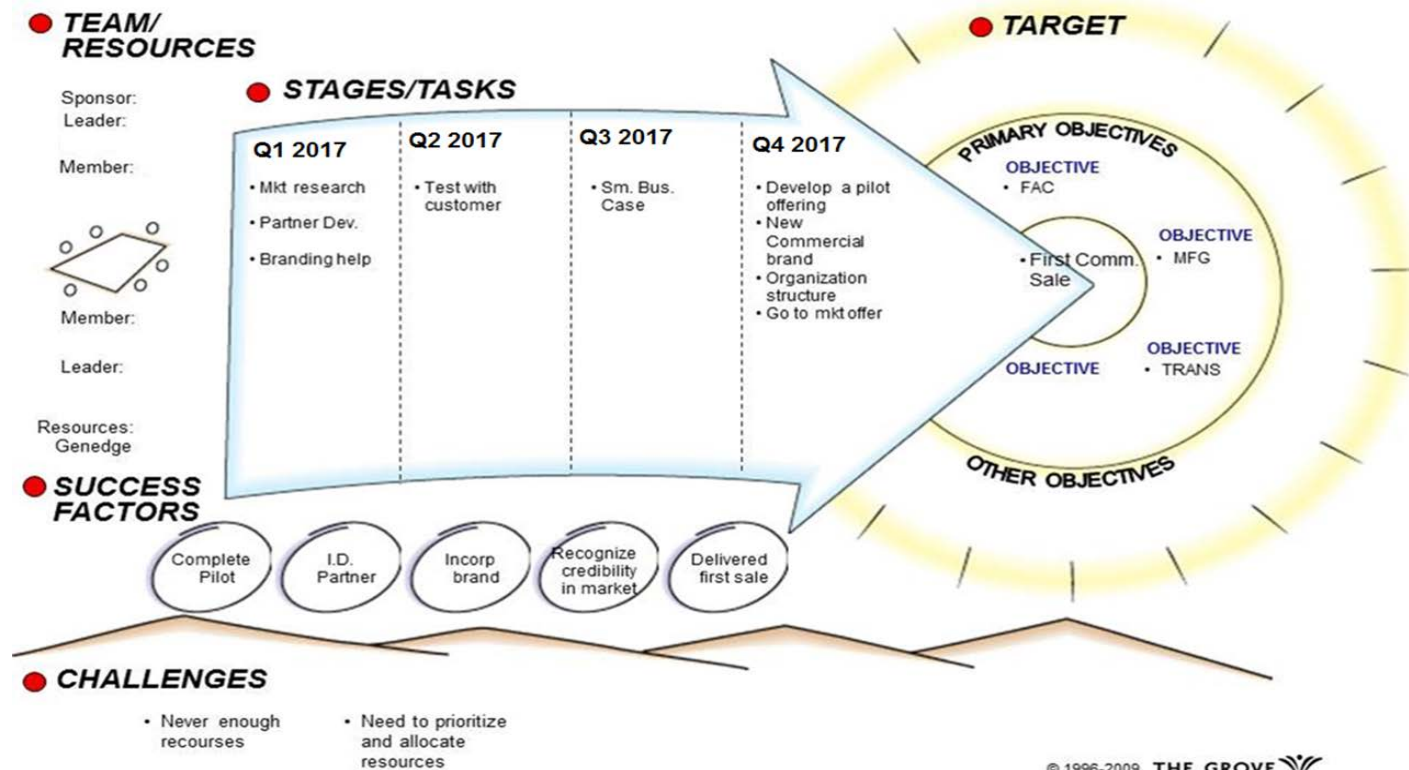


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# Phase 4: “CONCEPT DEVELOPMENT”

- Assistance to develop Innovative new products, services, new markets, new business offerings. Rapid cycles of learning. Prepare for commercialization and capital access.



# SCALE UP Through LAUNCH



<http://www.computerhope.com>



# 2016 Service Delivery Partners

American Electric Power  
AIM Custom Media LLC  
Association of Energy Engineers  
Barefoot Solutions  
Bear Technologies LLC  
BGB Technology Inc.  
Circle Safety & Health Consultants LLC  
Clarke Inc..  
Danville Utilities  
DP Distribution & Consulting LLC  
Data Resource Systems  
DSK Consulting LLC  
Ellen Diggs Consulting  
ESOP Advisors Inc.  
FedEx  
Fresh Level Productions  
Gary Aicher Consulting  
Gold Group Enterprises Inc.  
Hiltek Group LLC  
HR Business Solutions Inc.  
Izumi International Inc.

Karron Myrick Consulting  
Mangum Economics  
Marathon Consulting LLC  
MDA Technologies Group  
NASA  
NCN Technology  
Neathawk Dubuque & Packett  
OPX Solutions LLC  
Polymer Solutions Inc.  
Quality Systems Registrars Inc.  
Regionerate LLC  
Robert Hoffman Consulting  
RS Lining Systems LLC  
Sanders Consulting Group  
SPARK Product Development LLC  
Strategic Directions LLC  
Studio Center Corp  
The Launch Place  
VCCS (9 Institutions)  
Virginia State University  
Virginia Tech



# Existing Industry Services ROI

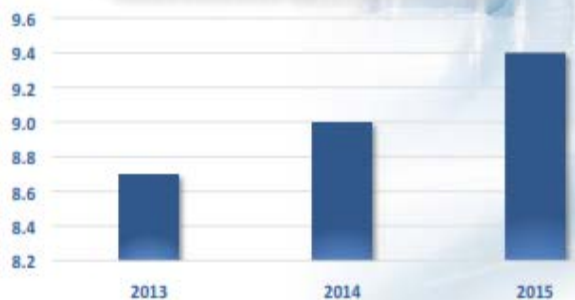
## Delivered Impact

Every client \$ spent returns \$25



\*Source: U.S. Department of Commerce / Independent Survey of Clients

Net Promoter Score (Out of 10)



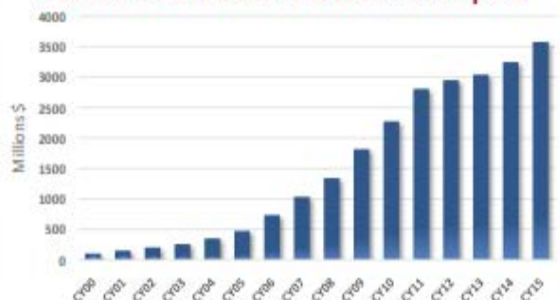
\*Source: U.S. Department of Commerce / Independent Survey of Clients

### 2000-2015 GENEDGE Client Impact

- \$1.9 billion sales increased or retained
- \$1.3 billion cost savings
- \$1.6 billion bottom line impact
- \$400 million investments made to operations
- 10,554 jobs created or retained

\*Source: U.S. Department of Commerce / Independent Survey of Clients

### GENEDGE Cumulative Economic Impact



\*Source: U.S. Department of Commerce / Independent Survey of Clients

As reported to the US Department of Commerce via independent client surveys

# Appendix



# About GENEDGE



# Energy Management Programs



- ☐ Comprehensive Energy, Environmental and Economy Assessments for Industrial Companies
- ☐ Certified Energy Manager training in conjunction with the Association for Energy Engineers
- ☐ Site services to help companies evaluate green energy alternatives

Over 80 companies served since 2010

# Small Business Program Drivers – Operational Evaluation

## CoreValue® Software Based on a Framework of **18 Value Drivers**



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**CoreValue**  
SOFTWARE

# Domestic Markets Expansion Program - VA



## Virginia Domestic Market Expansion Program for DoD Supply chain businesses (over 2500 companies eligible)

- Program focused on improving the 'health' of DOD supply chain impacted by sequestration; Programs includes strategic growth, innovation, and supply chain services
- Served 62 companies last year; 34 assessed, 22 with major assistance to diversify their businesses.
- Second year with a \$ 1.785 M contract awarded by the Governor's office
- Requires 10% match from participants and CEO engagement.

# DMEP I-II Companies Served:

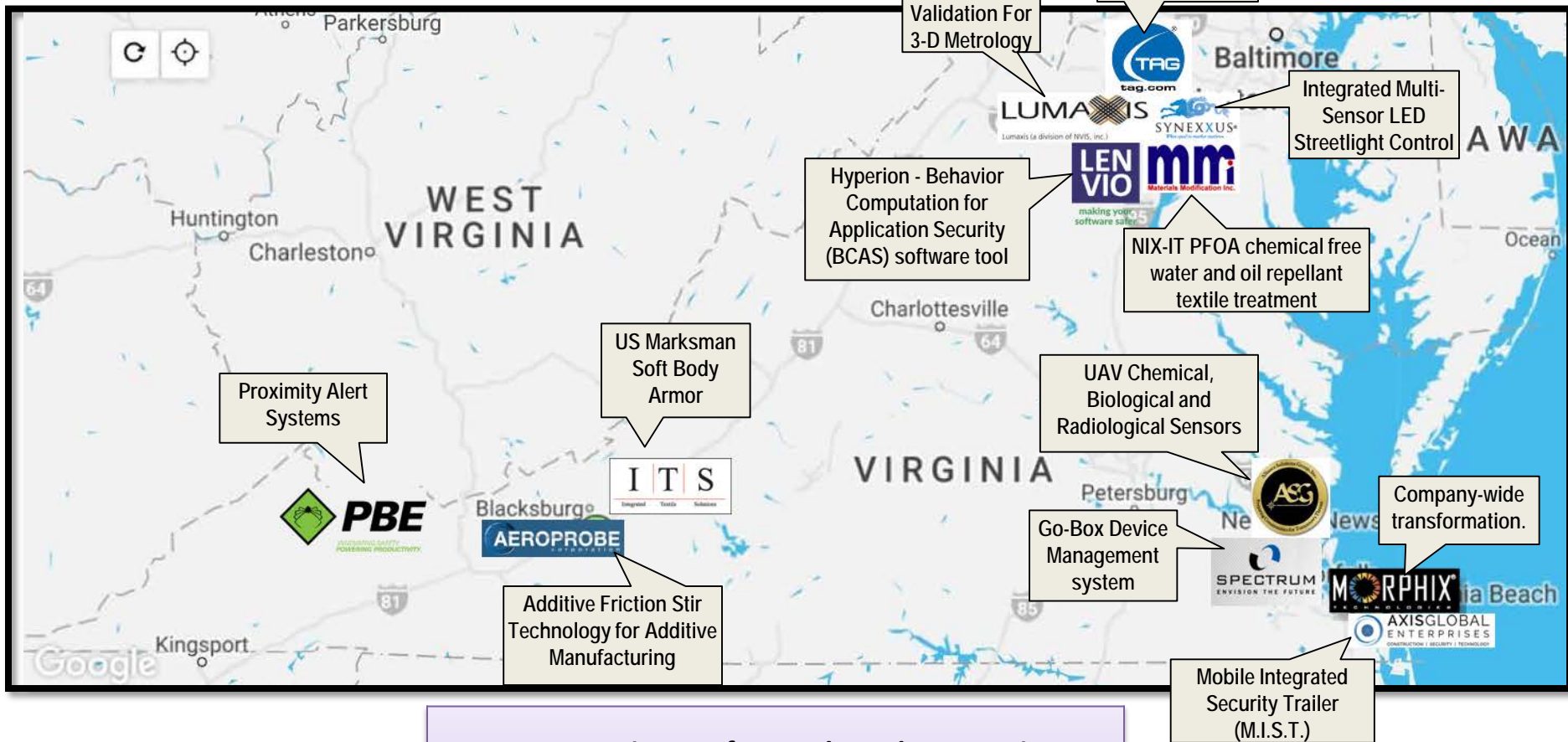
24 of 40 Companies reported confidentially projected impact:

- ***\$192 million in new and retained sales***
- ***586 new or retained jobs***
- ***\$6.3 million in investment***
- ***\$2.1 million in cost savings***





# DMEP III Projects:



Impact Estimates from Selected Companies	
Jobs (New and Retained)	313
Sales (New and Retained)	\$163,868,280
Investment	\$ 10,797,553
Cost Savings	\$ 1,918,000



## **Virginia Business Growth Program for Small Advanced Manufacturers with 15 to 49 employees (1685 firms eligible)**

- New program targeting small companies for accelerated business growth
- Program modeled after the successful DMEP program
- Three year plan to fully develop; Year 1 includes large pilot with Va. Tech in SW VA; initial development in NOVA
- Working with the SBDC and many partners across the state
- Requires 10% match from participating companies and CEO engagement.

# EDGE -VA Program



The **Enterprise Development Growth Engine (EDGE-Va)** is a program designed for small manufacturers, providing a fresh review of your business and expertise to identify and solve obstacles impeding business growth and value.

## Discovering Your Business Needs

Each year our **Business Advisors** assist hundreds of manufacturers in identifying and implementing solutions to overcome business growth barriers.

The **EDGE-Va Program** has been developed specifically to address the strategic and unique business challenges faced by the smaller manufacturer. Your initial commitment is **SHARING INFORMATION**. If you are selected to participate in the process, a **GENEDGE Business Advisor** visits your site to meet with company leaders to capture baseline information to assess your needs.

Your company's key business indicators will be reviewed including sales, cash flow, productivity, quality systems, information systems, personnel, business strategies and planning, as well as your insights on what is working versus what is not working. We will use a tool to identify the value of your business, the gaps in value, and the opportunity value when the gaps are addressed.

Based on this information, **GENEDGE** will prepare a customized curriculum/plan that is focused on techniques to help your business grow. The **GENEDGE Business Advisor** provides one-on-one coaching and mentoring in the areas where you need it most. Focusing on company growth is often concentrated in these areas:

- Marketing for Sales Growth
- Lean for Productivity and Growth
- Managing Financial Growth
- Using Strategic Planning to Focus Growth Initiatives
- Leveraging the Family Legacy and Succession Planning

## EDGE-Va Program Benefits

- Tools to align business strategy and grow the top line
- Tools and resources to improve productivity and profitability
- A **GENEDGE Business Advisor** providing one-on-one coaching to help you achieve your business goals
- Helpful referrals to other business assistance resources
- Networking opportunities with local manufacturers as potential customers, suppliers, and strategic partners
- Information to leverage incentives and funding, when these special programs are available to offset costs for improvement or employee training

(continued on next page)



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## State Service Delivery Partners – Small Business



# Trade Adjustment Assistance Program

- \$1.2 Million program targeting companies suffering from trade related business losses
- Program delivered in cooperation with the Mid-Atlantic Trade Adjustment Assistance Corporation (MATAAC) <http://mataac.org/> and VA – Tobacco Region Revitalization Commission <http://www.tic.virginia.gov/>
- Three phase program -
  - 1) certification as a trade injured business
  - 2) assessment and custom plan for renewed growth and
  - 3) project execution
- Three year plan; Year 1 focus -coal supply chain in SW VA
- Requires 25% match from participating companies and CEO engagement.
- 9 companies in pipeline for approval at EDA

# ExporTech

## Strategic Growth Program Targeting smaller businesses with occasional Exports

- ❑ Two Waves Delivered in Hampton Roads last year
- ❑ 7 Firms Graduated
- ❑ Federal Program relies on Partners to Succeed.
- ❑ *Develops Intentional Exports as part of Business Model.*



# University Engagements

- Sub-Recipients Agreement with **Old Dominion University** Technology Application Center since 1998 for MEP services
- Collaborative Agreement with **Virginia Tech** since 2003
- University Internship Programs with **VT, Virginia State University and ODU** for small business support  
→ Expanding with **James Madison & Averett Universities** in FY 2018
- Teaming with Universities across country on grants, sponsored research, IAC and NNMI centers (**VT, NC State, San Diego State, Louisiana Tech** currently)



# Thank You.

[www.genedge.org](http://www.genedge.org)

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