



THE SYSTEM FOR INTEGRATED GROWTHSM



RESULTS OF OUR MARKET RESEARCH

- Four different phases within second stage.
- How second-stagers view outside assistance.
- What second-stagers need to continue growing.



IN SUMMARY

- The System for Integrated Growth is designed to meet our second-stage clients where they are in development. The program:
 - Clarifies what's holding them back.
 - Brings in education and information to shore up knowledge.
 - Introduces them to private-sector assistance.
 - Most important, provides them new knowledge and confidence.



SIG PROTOCOL

Engagement of 1-8 weeks



SIG PROTOCOL

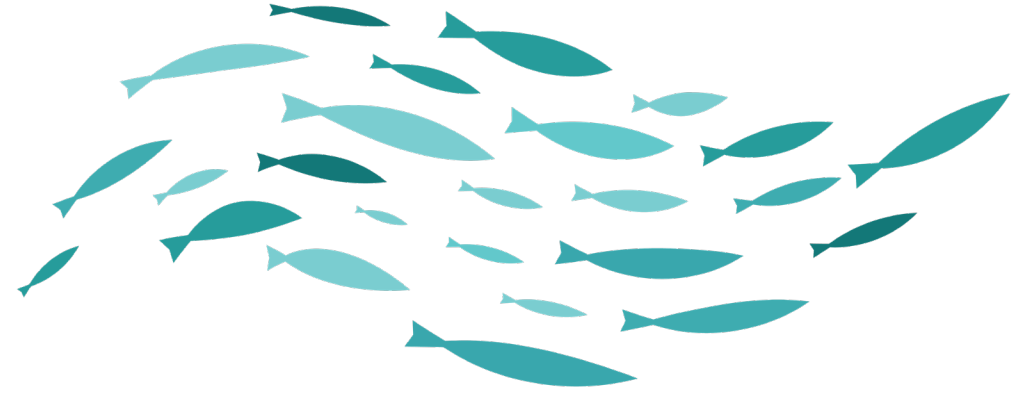
Engagement of 1-8 weeks



SECOND-STAGE STRATEGY



DISTINCTION



EFFICIENCY

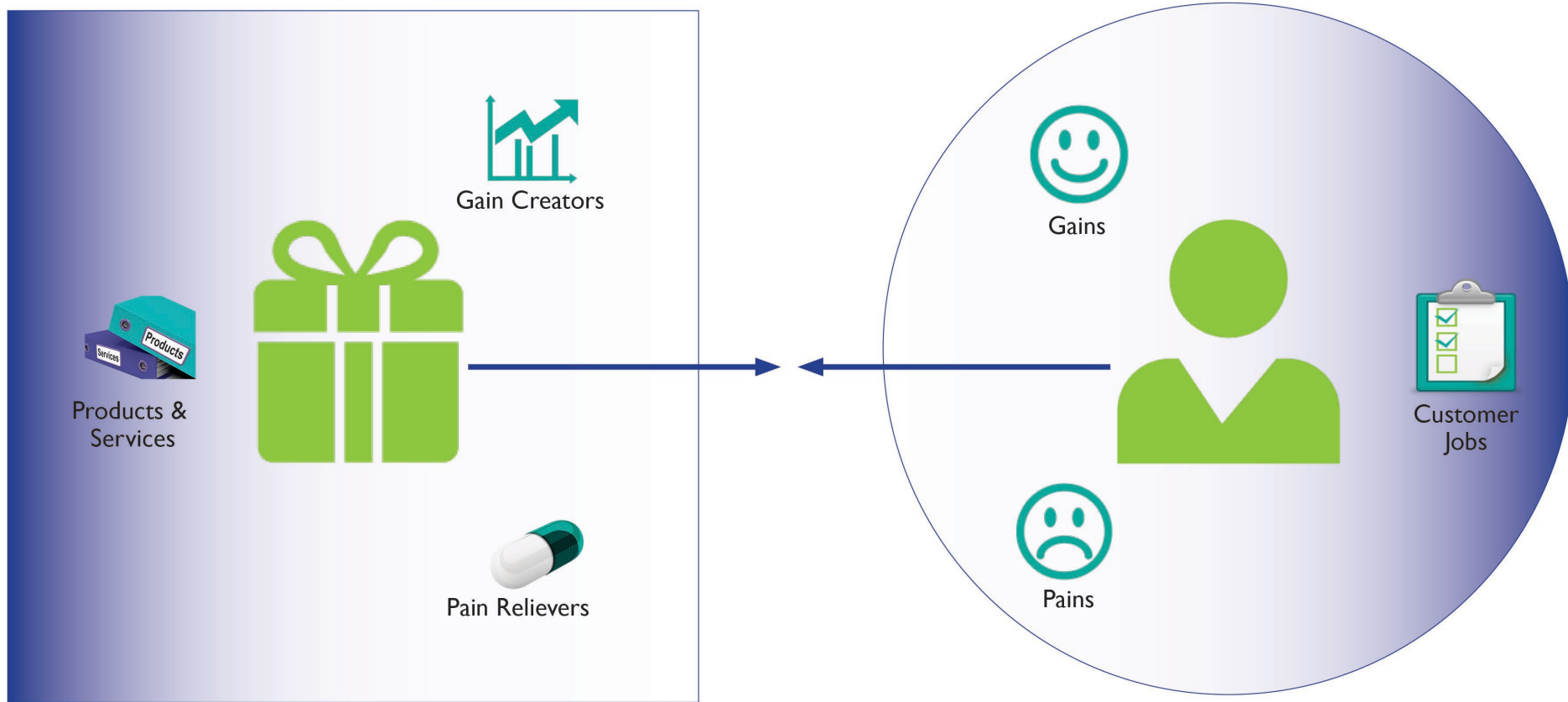


- Continual product innovation.
- More customized.
- Higher margins.
- Lower volume.

- Continual process innovation.
- More standardized.
- Lower margins.
- Higher volume.

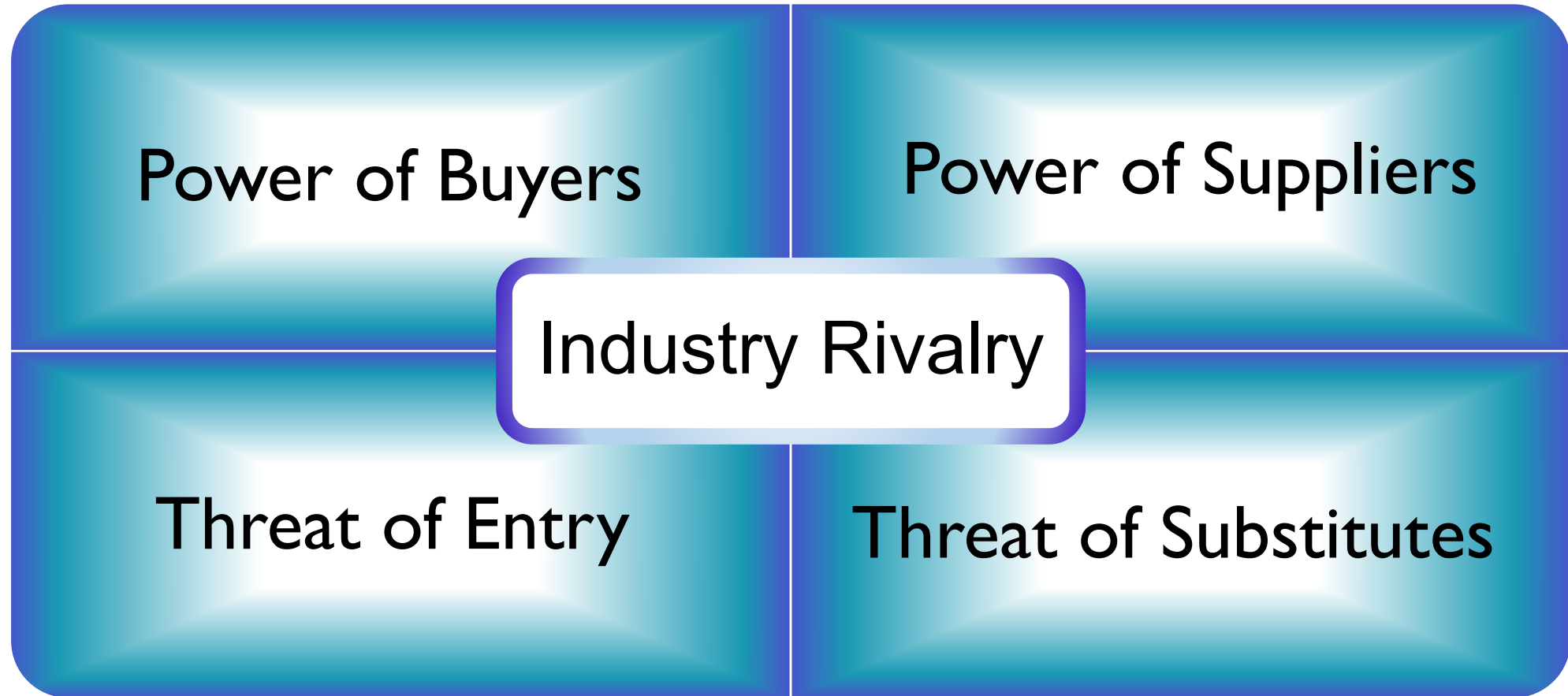


VALUE PROPOSITION CANVAS

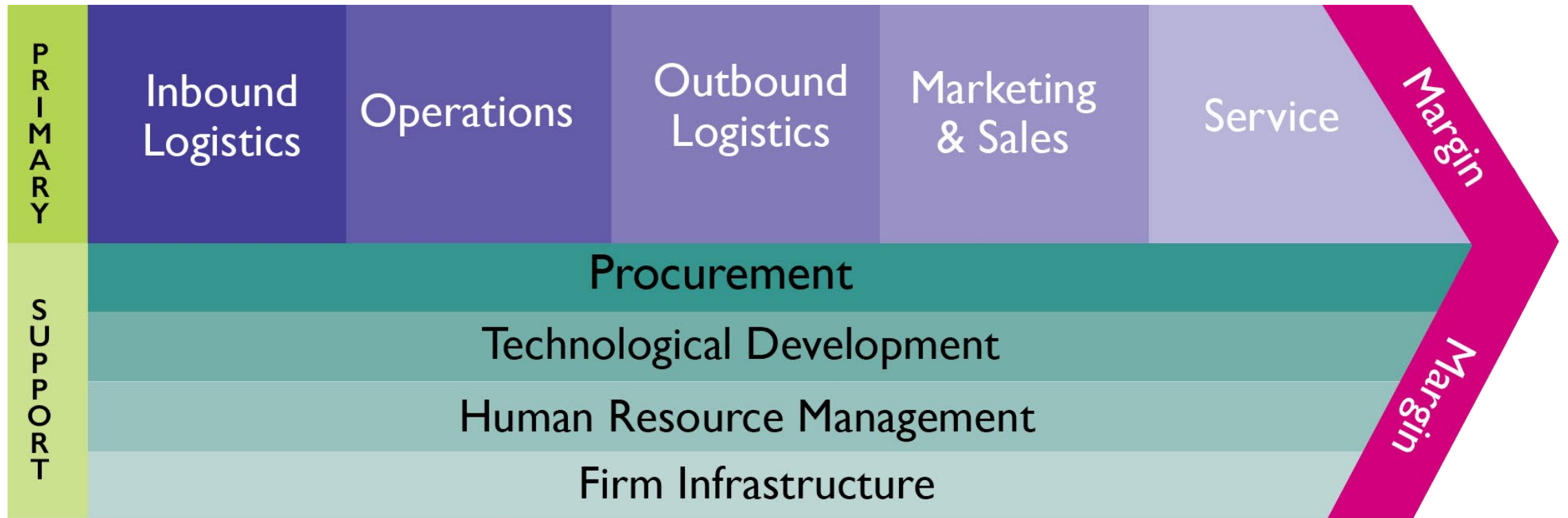




FIVE FORCES ON VALUE



VALUE CHAIN ANALYSIS



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SAMPLE OF SWAT TEAM EXPERTISE

- Sales and marketing
- Human resources
- Accounting and finance
- Operations
- Supply chain management



- Secondary market research
- Global trade
- Succession planning
- Online marketing
- Customer prospecting

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