

## FAQs about Impact!

**What is a “second stage” company and do I fit into that category?** “Second stage” refers primarily to companies with 10 to 100 employees and over \$750,000 in revenues. The Impact! services are targeted toward second-stage businesses, especially those that sell their goods and services in competition with firms outside the county, and can also benefit some smaller businesses with markets (or potential markets) outside the county. Beyond being a second-stage company, the Impact! program is for companies with a serious desire to implement new strategies to grow and expand their markets. Sometimes these companies are also referred to as “gazelles” or “growth companies.” The program is not designed for micro-enterprises or start-up companies. FCEDC has many services for start-ups and businesses with fewer than 10 employees. Our Connection Corner website ([www.connectioncorner.net](http://www.connectioncorner.net)) is a place you can go to connect with local services and learn about starting and running your small business. We also offer specialized consulting for start-ups including business plan assistance, location assistance, etc. Contact the FCEDC offices for an appointment at (920) 929-2928 or [info@fcedc.com](mailto:info@fcedc.com).

**How do I know if Impact! can help my business?** Perhaps you have established your business and have experienced some success but have grown to a point where you need to think about better defining your strategy, developing a management team, identifying new markets, understanding your competition or other important strategy issues. Maybe you have been working IN your business and realize it is time to step back and work ON your business. Perhaps your business has been well established, has had times of growth and success, but is currently struggling due to the shrinking markets and shifts in your industry. As we anticipate growth in our state and local economy, we also understand that there will continue to be challenges, especially in some of our traditionally strong industries, like manufacturing. You realize that in order to compete and thrive in the new economy, you will need to innovate, become more efficient and find new markets. Through the Impact! program, we can help you by providing consultation on internal and external strategy to determine some possible strategies for growth and to solve existing problems. Once you have identified some new strategies, we can provide the research to test and develop these new strategies.

**Does a program such as Impact! help any sort of business (in any industry)?** Yes. The Impact! program is for any business, in any industry, that desires to develop new strategies or access tools to assist in growth.

**I just want a mailing list. Will FCEDC provide that?** The research and marketing tool subscriptions that FCEDC have purchased for the Impact! program, with funding provided by an Economic Development Administration Grant, are intended for use in the context of a client relationship. The marketing lists are generally provided after extensive consultation regarding business strategy and not as a stand-alone service. If a marketing list is desired as a stand-alone service, FCEDC may be able to provide a discounted list. A good source for marketing lists is InfoUSA ([www.infousa.com](http://www.infousa.com)). On this website you can explore what lists are available and determine the criteria you want, then contact FCEDC for further information at (920) 929-2928.

**What is the cost of the Impact! consultation and research services?** At this time, there is a modest charge to existing businesses for the services received through the Impact! program to address the expenses directly associated with the research. A scope of work will be developed in consultation with a business strategist so all parties are in agreement with expected deliverables and the cost.