

Helping established businesses sustain growth

CEO Next Business Institute



Economic growth depends on the continued success of local businesses

Once past the startup phase, transitioning a small business into a sustainable growth enterprise can be challenging. Whether confronting a growth plateau or deciding where to go next, risk and uncertainty are major variables CEOs of second-stage companies have to calculate.

Introducing the right high-impact information into those equations can help companies find the optimal strategic growth solution. By connecting executives of established businesses with individualized research teams and confidential peer learning opportunities, CEO Next Business Institute helps growing businesses become long-term market movers.

CEO Next Business Institute

To help second-stage businesses sustain growth past the start-up stage

Community impact

Since 2012, we've worked with nearly 100 businesses through our second-stage business assistance programs has worked with nearly 100 businesses, creating or retaining more than 2,000 jobs in Hennepin County.

Case study: HED Cycling

A pioneer of solid disc bicycle wheels, Hed Cycling designs and manufactures high-end cycling equipment. Owner and co-founder Anne Hed had grown her company to 45 employees, generating more than \$8 million in annual revenue. But, Hed Cycling had hit a growth plateau.



Working with a personal research team through the a second-stage business support program, Hed refined her business model and marketing strategy and launched into a new growth phase.

"This is a solid program that resulted in high-quality and useful information for our business. We were able to take the information, mine it, and put it into action. The value is tremendous for the amount of time we put in. We would definitely recommend this program to other growing businesses."
—Justive Jovle, Director of Business Development, Hydra-Flex Inc.

Who is eligible?

Private businesses in Hennepin County with 10-99 employees, \$1 million to \$50 million in annual revenue, and clear potential for continued growth

How does it work?

Hennepin County and our partners provide scholarships to fully cover the cost of participation in the CEO Next Business Institute. Hennepin County leads coordination, along with Ramsey and Scott counties, of the regional business support network.

Advanced business tools and techniques

Businesses participate in a nine month-long program with peer CEOs, including a customized business research project. The program provides practical tools and techniques to help businesses grow.

Learn more and apply

hennepin.us/businessassistance
mary.matze@hennepin.us

612-348-9812



CEO  **Next**
Business Institute



Carver County Community Development Agency



CEO Next Business Institute partner counties