



Do you have a business idea or company that you believe has **significant growth potential** and could **create 50 or more jobs** for Northeast Ohio?

Do you have a vision of creating a **larger scale business** based in Ohio but **doing business across the country and internationally**?

Are you just **not sure how to realize your company's potential**?

You've already taken the first step to receiving the business assistance that can help by simply deciding to pursue your high potential business idea.

The **JumpStart Launch100 Initiative**, brought to you by the Ohio Department of Development Minority Business Enterprise Division and JumpStart Inclusion Advisors, may be your second step. For qualifying, selected companies, the JumpStart Launch 100 Initiative provides intensive business assistance and access to growth capital from a network of seasoned advisors with specific experience in growing larger scale firms. It's the kind of assistance designed to accelerate the growth or "launch" of your high potential company by:

- Delivering specific industry expertise to validate your new technology or innovation
- Effectively preparing and "packaging" your business plan and strategies in a form and structure preferred by investors and tailored for growth
- Helping to identify, focus, and execute on the critical success milestones that best position your business to attract capital
- Helping to prepare and effectively articulate an "investor ready" Power Point presentation
- Gaining direct access to a regional and national network of angel investors and venture capital firms
- Connecting your business to major "first client" pilot opportunities to further validate and prove out your business concept

The **JumpStart Launch100 Initiative** is designed specifically for entrepreneurs whose companies or business ideas have the potential to become larger enterprises, and who face the unique challenges associated with growing businesses that will ultimately service a national and international client base. As such, the companies and ideas supported by this initiative must meet the following six criteria:

- 1) **Sales growth potential of more than \$15 million in the next 3 to 5 years**

**What this means:** Your company does not have to be a startup, but you need to be able to credibly demonstrate how your company will increase existing sales by over \$15 million given the right level of support and resources

- 2) **The potential to create 50+ jobs in Northeast Ohio**

**What this means:** Your business can create 50+ sustainable jobs based in Northeast Ohio

- 3) **Demonstrate the ability AND desire to raise capital from private equity, angel, or venture capital investors**

**What this means:** You are willing to share ownership in your business to achieve its full potential to create wealth for you, your employees and investors, and you recognize this may require a shift in how you have historically approached your business

- 4) **Possess a significant competitive advantage or barrier against future competitors**

**What this means:** Ideally—a patent on a product or process, but this can also represent an exclusive license or business relationship that is unique and difficult for the competition to duplicate

- 5) **Operating in a growing national/international market of at least \$500 million in total market value, and conducting or planning to conduct business in at least a multi-state region**

**What this means:** The total “universe” of potential clients in your chosen industry exceeds \$500 million in overall potential (of which you may target just 3 percent), and your targeted client list consists of customers in multiple states

- 6) **Business requires at least \$250,000 in non-bank capital in next 12-24 months to grow**

**What this means:** Your business has a growth and associated risk profile that requires capital in excess of traditional bank support

## SO WHAT NOW?

### It's time to take the next step:

Apply online at [www.Launch100.org](http://www.Launch100.org) or send an email to [Launch100@jumpstartinc.org](mailto:Launch100@jumpstartinc.org) with any additional questions.

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