

*Six of 10 company owners are looking for ways to cut costs.
Eight of 10 company owners are looking for ways to increase sales.*



Are You Ready to Grow Your Business to the Next Level?

- A disciplined system for discovering and developing Measurably Smarter Choices for Top-Line Growth
- Led by a certified Eureka Growth Coach from Georgia Tech

Our structured ideation process enhances your future opportunities for:

- Improving your sales and marketing effectiveness
- Capturing new customers or markets
- Creating new products, services or business models.

HOW IT WORKS

Step 1

Idea Preparation – Assessment of your company culture and risk tolerance.

Step 2

Idea Generation – Eight hours of *Facilitated Idea Generation* leading to 50+ choices for growth and 12+ refined growth-choice concepts.

Step 3

Idea Screening – The Merwyn Assessment Tool – Places the top four ideas into a robust idea evaluation software with an 88 percent success predictor rate.

Step 4

Idea Acceleration – Selection of your top two ideas into the proven 30-day Trailblazer action plan development process, utilizing the Georgia Tech coaching process of weekly reviews and accountability that brings results.

Step 5

Idea Birthing – Utilizing our resources to propel your idea into reality, we will guide you to proven resources with a track record of successfully working with small manufacturers in areas such as market analysis, prototyping and product development.

COST

\$10,000 engagement fee for the five-step process that you can use repeatedly.

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Eureka! Winning Ways® was created for America's manufacturers by Eureka! Ranch and its founder Doug Hall, author and idea guru, in partnership with Georgia Tech's **Enterprise Innovation Institute**. Enterprise Innovation Institute is an affiliate of the NIST Manufacturing Extension Partnership, which offers these and other services to manufacturers throughout the country to help them reduce costs and increase global competitiveness.