BUSINESS GROWTH MAP: YEAR IN REVIEW

Washington State University Vancouver's pro-bono, student consultancy had another great year. Business Growth MAP, which has just completed its third year, provides pro bono analysis and consulting services to help local businesses grow and create jobs in the community. Student teams created growth plans, marketing plans and internal control assessments. For the first time, student teams also helped nine startups (three headed by student entrepreneurs) create and validate their business models.

2013/2014 ACCOMPLISHMENTS

| 41 clients | 96% of clients rated student’s analysis and recommendations good or excellent | 77% of students felt the Business Growth MAP experience prepared them for the business world |
| 180 students involved in at least one project | 80% of mentors rated their experience as good or excellent |

TOTAL NUMBERS SINCE PROGRAM START

- Participating companies grew $2.3 million in new revenues and created 26 full-time jobs, of which $1.8 million of new revenues and 10 full-time jobs are directly attributable to student team projects.
- More than 400 students have participated in at least one project to help 119 organizations and entrepreneurs each receive more than 500 hours of free consulting services.
BEST STUDENT TEAM AWARDS

This academic year, two teams were recognized for their Business Growth MAP projects. Eight students—four on each team—worked with Bleu Door Bakery in Vancouver and Trellis Growth Partners in Camas.

BLEU DOOR BAKERY

“They opened my eyes to things I was too busy to notice,” said Bonnie Brasure of Bleu Door Bakery, which creates breads, pastries and other items locally from scratch in small batches. “This is a wonderful program, and I am so very happy to have been able to participate in it.” Bleu Door Bakery’s team offered recommendations to improve marketing and operational efficiency.

TRELLIS GROWTH PARTNERS

“I was most impressed by the creativity, professionalism and ultimately, the specific recommendations of the MAP team,” said Dixie Huey, owner of Trellis Growth Partners, a strategic marketing communications agency serving artisan epicureans in the wine, spirits and culinary industries. “Going through this program was profoundly helpful to me as a business owner, and I give it my highest recommendation for local entrepreneurs looking to challenge their status quo.”

As a result of its team’s analysis and recommendations, Trellis Growth Partners has streamlined its focus, services, pricing and policies, and the company is in the process of hiring again.

ADVISORY BOARD

A special thanks to our selfless advisory board, whose members have rolled up their sleeves to help us develop, measure and improve our program.

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THANK YOU

SPONSORS

Business Growth MAP is a community-supported program. We are deeply grateful for the sponsorship of our private donors and the following companies, without which Business Growth MAP would not exist.

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BRONZE

Heritage Bank
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Umpqua Bank

CONTACT US

Call 360-546-9533, email bgmap@vancouver.wsu.edu or visit business.vancouver.wsu.edu/bgmap.

VOLUNTEERS

A host of dedicated mentors help guide our students and clients. We thank them for putting so much time and energy into sharing their experience and advice with students and small businesses.