BUSINESS GROWTH MAP: YEAR IN REVIEW

In spring 2015, Washington State University Vancouver’s pro-bono, student consultancy wrapped up its fourth successful year of service to the business community. Business Growth MAP provides pro bono analysis and consulting services to help local companies grow and create jobs. Student teams created growth plans, marketing plans and internal control assessments.

A FIRST:
In partnership with the WSU Office of Commercialization, four teams spent the spring semester assessing the commercial viability of four potential start-ups from WSU research labs and developed an action plan.

NEW: MAP ALLIANCE
In October 2014, we introduced a monthly forum called MAP Alliance. Small businesses and entrepreneurs—students and community members alike—came together to learn from each other, local experts and WSU Vancouver faculty. Our goal is to develop a community and help members make progress on their business ventures.

2014/2015 ACCOMPLISHMENTS

- 41 clients
- 87% of clients rated student’s analysis and recommendations good or excellent
- 90% of students felt the Business Growth MAP experience prepared them for the business world

- 240 students involved in at least one project
- 86% of mentors rated their experience as good or excellent

TOTAL NUMBERS SINCE PROGRAM START

- Participating companies grew $5.4 million in new revenues and created 36 full-time jobs, of which $4.6 million of new revenues and 15 full-time jobs are directly attributable to student team projects.

- More than 600 students have participated in at least one project to help 145 organizations and entrepreneurs each receive more than 500 hours of free consulting services.
BEST STUDENT TEAM AWARDS

Three teams were recognized for their Business Growth MAP projects. Eleven students worked with **Hydraulics, Inc.** and **Oasis Diagnostics**, both in Vancouver, and **Maids By Trade** in Portland.

**HYDRAULICS, INC. TEAM**
Kelly Hobson, Craig Parsons, Julie Parsons and Samnang Touch

**MAIDS BY TRADE TEAM**
Chris Caesar and Jack Quilici

**OASIS DIAGNOSTICS TEAM**
Nicci Johnson, Nick Scholz, Jana Scott, Kevin Simmons and Nina Wooten

RECOGNITION

In 2014, the Nonprofit Network of Southwest Washington awarded the **Excellence in Impact Award** to Business Growth MAP. This award honors a nonprofit or program that sets a high standard of quality and outcomes.

THANK YOU

Sponsors

Business Growth MAP would not exist without the sponsorship of our private donors and the following companies, and we are deeply grateful to them.

**GOLD**
JPMorgan Chase & Co.

**BRONZE**
Heritage Bank

**SILVER**
Industrial Training International

**US Bank**

**MAP ALLIANCE**

**VENUE**
Burgerville and Perkins & Co.

**Columbia River Economic Development Council**

**PROGRAM PARTNER**

**ADVISORY BOARD**

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

Robert Benke, Riverview Community Bank
Tim Cross, US Bank
Chris Darcey, Umpqua Bank
P.J. Fisher, Riverview Community Bank
Brian Fleetwood, Heritage Bank
Phil Haberthur, Landeholm P.S.
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