March 13, 2019

Hampton Roads Regional Growth Firms,

Thanks for your willingness to participate in the launch of our Corporate Pillar Program.

The plan is to have our Pillars help to vet growth companies to (perhaps) make recommendations on their technology, sales and/or marketing direction. Just trying to help.

A non-solicitation environment, it's purely about feedback and perhaps connections. If something comes from this engagement, that's outside of this program/event.

From business, academia and government. Initial participants are COX, PRA, Clark Nexsen, City of Virginia Beach, City of Chesapeake, Old Dominion, Virginia Tech Corporate Research Center, and the HRIC Board with various experiences and expertise. More signing up and I'll update before the event. Perhaps more added by event time.

Win-Win-Win: Good for the Growth Companies, Good for the Pillars, Good for the Region.

Requirements

Booklet Content
1. We will provide a fast-read overview 1-page on your company to the Pillars prior to the session. Please provide me with that PDF and this information:
    a. Company overview (who, where, how long in business).
    b. Products and/or services
    Please have this to me by April 15, 2019

1. Cover the 1-pager content as a quick review:
    a. Company overview (who, where, how long in business).
    b. Products and/or services.
2. Then go into greater detail on these topics (if comfortable to you), or similar information.
    a. Who are your customers?
    b. What are your differentiators?
    c. Technology Roadmap.
    d. Marketing Roadmap.
    e. Growth plans.
    f. Challenges (technology, marketing, funding, workforce, city/state business support).
    g. Opportunities (including funding with any others).
    h. Needs to Help Growth & Next Steps.

Event Timeline
- 3pm – 3:30: Meet and Greet.
- 3:30 - 4:30: Three Growth Companies (20 min each 10 content, 10 Q&A).
- 4:30 – 4:45: Break with light refreshments and appetizers.
- 4:45 – 5:45: Three Growth Companies (20 min each 10 content, 10 Q&A).
- 5:45 – 6:00: Program evaluation discussion. How to improve. Next steps.

If you have any comments or recommendations on how to improve the program, please don't hesitate to send them to me. We want to make this a great on-going program.

Dan G. Bell

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