



Growth Acceleration Services Here to Help Your Business Grow

ECONOMIC IMPACT GROWING YOUR BUSINESS WEALTH

- Increase Sales
- Increase Profits
- Elevate Capital
- Create Jobs

TESTIMONIAL

"This is a milestone, the realization of a dream, and an opportunity to pursue my passion. I would not be in this position today if it were not for the assistance of the FSBDC."

~ Mike Moras, Founder of Designer Kitchen and Bath of Northwest Florida

READY TO GROW?

Visit us online or contact your local office and get started on your path to success today.

→ www.sbdc.uwf.edu

Pensacola850.474.2528
Ft. Walton Beach.....850.863.6552



Hosted by



In today's competitive marketplace it helps to collaborate with an experienced partner who can navigate your business past obstacles, optimize performance, and put you on the road to success. Designed to connect emerging and growing Florida businesses with professional business consultants, our no-cost Growth Acceleration Services are designed to do just that.

Growth Acceleration Services provide a framework to help you:

- ★ **Strategize** with experts who are highly qualified in corporate management, consulting, planning, and implementation
- ★ **Understand** your market and uncover new opportunities to deliver products/services
- ★ **Assess** your cost structure, budgets, and financial situation; uncover hidden profits
- ★ **Recognize** the issues necessary to create sustainable growth and access to capital
- ★ **Evaluate** and implement detailed parts of your business plan

How it Works

- ★ Apply online at www.FloridaSBDC.org.
- ★ Upon verification of eligibility, a dedicated consultant will conduct an in-depth business assessment and onsite visit.
- ★ Based on the assessment findings, your consultant will develop a confidential sustainable growth strategy and a Business Assessment Report tailored to your business needs.
- ★ Together, you will collaborate on an on-going basis to implement the strategies and tactics. Through this working partnership, you'll have the opportunity to focus attention on shoring up financial practices, accessing capital, determining market diversification tactics, and developing business plans that effectively and efficiently grow your business.

Business Qualifications

Emerging and growing businesses that meet the following criteria may apply:

- ★ Have a goal for growth
- ★ Be in business for at least three years
- ★ Have 5 or more full-time employees
- ★ \$500,000 to \$10 million in annual sales

The FSBDC at UWF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

**State Designated as Florida's Principal Provider
of Business Assistance [288.001, Fla. Stat.]**

**Helping Businesses
Grow & Succeed**

Client Highlight

Omega3 Innovations



MEET BO MARTINSEN AND ANNE-MARIE CHALMERS
“Although we wrote and rewrote our business plan many times, having the specialist’s economic expertise has been rewarding. He helped us plot out the necessary steps needed to take our company to the next level.”

Omega3 Innovations is a nutrition research, manufacturing, and distribution company located in Venice that incorporates omega-3 fish oil into all of its products. Founded in May 2008 by two Norwegian-American physicians, Bo Martinsen and Anne-Marie Chalmers, the company rolled out its first test products in Southwest Florida in 2009. The Company offers three product lines: Omega Cure®, omega-3 in a neutral-tasting liquid form, Omega Cookie®, marine omega-3 coupled with oatmeal, vitamin D, plus calcium and Omega Passion™, dark chocolate slathered over a ‘truffle’ of omega-3 and oat fiber.

Working with the employees of Omega3 Innovations, the FSBDC Growth Acceleration Services Specialist assisted the company in developing long-term growth objectives that include an increase in revenue of 33% for 2012 over 2011 results and a plan to at least double revenue over the next three years.

According to owners Anne-Marie Chalmers, MD and Bo Martinsen, MD; “Finding the right balance between seizing opportunity and at the same time maintaining economic stability is always a challenge at this crucial stage in a company’s growth cycle. The FSBDC Specialist has provided clear cut realistic goals and it has been educational to get an outsider’s viewpoint on both our company’s weakness and strengths.”

As a result Dr. Chalmers explained, “Over the past three months three new people have been added to our staff and a fourth person will come on board with us in the beginning of June.” Presently Omega3 Innovations has a total of 15 employees. the Growth Acceleration Specialist completed a detailed health assessment and financial analysis of Omega 3 Innovations, and worked with the owners to implement and execute the short and longer-term goals of the business that included an operating budget, organization structure, staffing, manufacturing, as well as sales and marketing.

Providing the tools, strategies, and expertise to help Florida’s business community thrive.

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