

main street ventures :: quick fact sheet :: practical resources for small business



the fundamentals :: With limited staff & financial resources, smaller organizations struggle with how to sustain basic business operations while simultaneously building their unique value in the marketplace. Our *Business Insourcing* program helps companies overcome this challenge by immediately filling critical gaps and building in-house capabilities for organizations over time.

the bottom-line :: By immediately rounding out your business capabilities and adding the practical resources needed to “get the job done,” we create holistic operations that accelerate the achievement of business objectives for our client companies.

unique value #1 :: As business owners & entrepreneurs, we have lived the consequences of limited resources and wasted efforts. So we begin our work by finding ways to create immediate value, starting with transforming your high, fixed-cost resources into a variable expense. We do this by eliminating (or minimizing) your under-utilization of existing professionals. We also bridge short-term resource gaps, creating a holistic operation & strategic planning process. The table below illustrates common inefficiencies associated with typical business functions:

Core Business Function	Common Activities	Typical Utilization Rates at Stages of Program Development				
		Concept Stage (0 – 5 employees)	Gestation (1 – 15)	Initial Launch (15 – 30)	Early Operations (20 – 50)	Growth (50+)
Entrepreneurial	Feasibility Assessment, Competitive Analysis, Financial Modeling, Business Plan Development, Strategic Program Development, Capital Formation					
Legal / Financial	Legal Structure, Tax Implications & Strategies, Capital Investment Strategies, Stakeholder Agreements, Regulatory & Business Risk Evaluations, Business Contracts, Financial Controls, Procedures & Systems					
Marketing / Sales	Brand Development & Strategy, Pricing Strategies, Traditional & Social Media Marketing, Business Development, Partnerships & Alliances, Sales Force Operations					
IT / Operations	Strategic Program / Tactical Project Plan Execution, Physical Systems & Facilities Planning, IT & Related Infrastructure, Customer Service Operations					

unique value #2 :: With your practical resources in place, we begin to focus on technology – the only tool capable of simultaneously increasing top-line revenues & bottom-line margins. Immersed in the worlds of business & technology, we leverage our experience across both arenas to create high-ROI, technology-driven operations that will create lasting value for your business.

Contact us today for a no-cost, no-obligation assessment of your business.

main street ventures

15 Main Street, 2nd Floor
Hopkinton, MA 01748

T: 508.847.3660

E: information@mainstreetventures.com

W: www.mainstreetventures.com