

Create advantage for the region's **small and middle market businesses** by connecting them to **customers, capital, content and ecosystem support** resources

**Catalytic
Research and
Advocacy**

- Conduct Greater Akron small business products, services, and resource assessment
 - Establish “25 to watch” among emerging and smaller start-up companies
 - Conduct middle market trends, needs and opportunity assessment
 - Conduct ecosystem audit and report on comprehensive resource guide
 - Execute on public policy priorities impacting small businesses, regulatory issues, access to capital, etc.
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Storytelling

- Tell Greater Akron's stories highlighting success, growth, and innovation among small and middle market companies
 - Launch series to tell the story of Akron as a premier place for growing businesses
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**Convene and
Facilitate**

- Utilize the GAC conference center as a connection point and resource
 - Create business owner/middle market event series on specific trends, best practices, etc.
 - Develop tools to help business owners convene on interests and needs
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**Distinctive
Member
Resources**

- Establish the GAC Studio for member education and use to promote their companies
- Publish business resource ecosystem map/tool
- Grow the small business health benefits program (MEWA and related products)
- Assess feasibility of small business owner/employer retirement program (MEP)
- Implement middle market operational expense assessment product