

weVENTURE™

BISK COLLEGE OF BUSINESS AT FLORIDA TECH



CASE STUDY:

ROCKPAPERSIMPLE
your web. simplified.

OVERVIEW

Established in 2013, Rock Paper Simple is an award-winning digital marketing agency. The company seeks to empower its clients by further developing their brand's digital presence and achieves this by offering a suite of services in branding, web design and digital marketing. Under the leadership of Rock Paper Simple's owner, Joshua Adams, the company's 10+ member team has served over 300 clients and currently manages 160 active clients.



OBJECTIVES

- Create and implement a company development plan to organize, focus and streamline the goals and objectives of the staff.
- Create and oversee a company recruitment plan for sustainable growth.
- Create and implement a plan for appropriate delegation of responsibilities.

OUTCOMES

- Rock Paper Simple hired two full-time employees before the completion of the IGNITE 360® program, bringing our total to five full-time employees. In the year following the program, the team doubled, adding five more team members.
- The company restructured and determined a clear plan of growth for moving forward.
- RPS increased revenues by 150% following completion of the program and upgraded to a larger office space.

TESTIMONIAL

The IGNITE 360® mentoring program gave me access to individuals who provided me with the corporate expertise, accountability and focus that I needed at such an early stage of the company. The mentorship and training I received allowed Rock Paper Simple to grow much more rapidly than if I had not had the support of the IGNITE 360® program.”
Joshua Adams, Owner

COMPANY INFO

www.rockpapersimple.com | 321-626-2172 | @RockPaperSimple

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weVENTURE's IGNITE 360° Business Mentoring Program provides three distinct levels of customized coaching and mentoring for growth and second stage small businesses—in all industries. IGNITE 360° participants are matched with a hand-selected group of expert advisors who address current business challenges and determine steps needed to reach desired outcomes.

WHAT IS IGNITE 360°?

- IGNITE 360° mentors assist business owners in identifying and pursuing their most efficient and profitable revenue streams.
- weVENTURE's IGNITE 360° Program teaches participants how to spend more time ON their business, not just IN their business.
- weVENTURE's IGNITE 360° mentors guide each business owner through monthly goals and hold participants accountable for addressing business challenges, which may include legal, financial, marketing, HR, succession planning issues and more.
- The IGNITE 360° program was designed to work around the hectic schedules of today's entrepreneurs.
- IGNITE 360° offers highly effective mentoring in three distinct levels; IGNITE 360° TRANSITIONS for organizations that need strategy before growth or change; IGNITE 360° ADVANTAGE for companies that are committed to growth; IGNITE 360° PREMIER for larger companies that are focused on transformational activities and gross over \$500K/year.

DATA AND OUTCOMES

93% of IGNITE 360° graduates have created additional jobs after completing the program.

85 companies have graduated from the IGNITE 360° Business Mentoring Program since its inception.

Clients have an average 40% increase in revenue after completing the program.

15% of clients have reached the \$1M+ revenue mark.

Graduated 3 International Companies (8%) from IGNITE 360°.

DID YOU KNOW?

- IGNITE 360° is the only program of its kind for entrepreneurs.
- weVENTURE at Florida Institute of Technology's Bisk College of Business offers a variety of other programs for women and entrepreneurs including no cost, one-on-one consultations, Biz Byte learning workshops, strategic and financial resource referrals and purposeful networking.

Proud Recipient of the 2017 SunTrust Foundation Lighting the Way Award



LEARN MORE:

Contact us at weventure@fit.edu or visit weventure.fit.edu