OVERVIEW
Strategic Ink Public Relations (SIPR) originated in 2010 as TNT Creative Group under the leadership of Tina Lange, APR. Starting as just a one-person company in Melbourne, Florida, SIPR now has three full-time employees, two student interns and numerous contractors.

SIPR is a public relations and marketing communications agency, serving a wide array of corporate clients in the high-tech, medical, education, arts and non-profit industries. SIPR specializes in public and media relations, social media strategy and the development of organizational communications and crisis plans.

OBJECTIVES
• Diversify SIPR's revenue stream and expand into markets other than aerospace.
• Develop a solid, strategic business plan.
• Increase staff and revenues ASAP to ensure the sustainability of the company.
• Increase the owner’s confidence level overall.

OUTCOMES
• Revenues and staff have increased by approximately 50% since graduating IGNITE 360° in December 2013.
• SIPR diversified revenue streams to now serve medical, fine arts, high-tech, counseling and government contracting industries.
• SIPR quadrupled its client load.
• SIPR developed a long-term, sustainable company with a 1,500 s.f. office, long-term client contracts and a small business line of credit for extra security.

TESTIMONIAL
“I've gained so much from participating in the weVENTURE IGNITE 360° program. I'm grateful for the leadership there and recommend weVENTURE services to any entrepreneur or small business owner in Central Florida. You're never too far along in your business to benefit from the types of high-level business mentorship programs they provide here!”

COMPANY INFO
www.strategicinkpr.com | 321-223-1013 | @strategicinkpr
weVENTURE’s IGNITE 360® Business Mentoring Program offers highly effective mentoring in three distinct levels: IGNITE 360® TRANSITIONS for at-revenue companies that need strategy before growth or change; IGNITE 360® ADVANTAGE for established companies that are committed to growth; and IGNITE 360® PREMIER for larger companies that are focused on transformational activities and gross more than $500k/year.

WHAT IS IGNITE 360®?

• An activity-based process, strategically designed to deliver critical outcomes that support sustainable growth.

• IGNITE 360® mentors assist growth-oriented 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.

DATA & OUTCOMES

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

58 companies have graduated the IGNITE 360® Mentoring Program since its inception.

Clients have an average 40% increase in revenue after completing the IGNITE 360® Mentoring Program.

12% 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 in Brevard County.

• weVENTURE offers no cost, one-on-one consultations as well.

• weVENTURE partners with local businesses and organizations that provide partial scholarships for IGNITE 360® participants.

LEARN MORE

Contact us at weVIGNITE@fit.edu or visit mlb.weVENTURE.org.

Key IGNITE 360® SPONSORS

Bank of America

Wells Fargo

Zonta Club of Melbourne