

weVENTURE™

POWERED BY *Florida Institute of Technology*



CASE STUDY:

ROCKPAPERSIMPLE
your web. simplified.

OVERVIEW

Established in 2013, Rock Paper Simple is an award-winning digital marketing agency that takes a marketing-focused, results-based approach to web design. 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 Owner Joshua Adams, the company's 10 member team has served hundreds of clients and currently manage nearly 100 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 provided me with 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



weVENTURE

POWERED BY *Florida Institute of Technology*



weVENTURE's **IGNITE 360® Business Mentoring Program** provides three distinct levels of customized coaching and mentoring for womenpreneurs in all industries and stages of business – from startups to emerging businesses (established) and larger, second-stage companies. 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 womenpreneurs.
- 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 more than \$500k/year.

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 weVENTURE.org.

Key IGNITE 360® SPONSORS



SUNTRUST Bank of America



ZONTA
CLUB OF
MELBOURNE
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

