

weVENTURE™

AT Florida Institute of Technology



CASE STUDY:



OVERVIEW

Established in 2006, Laura Parkel began Pond Science to provide superior personalized care to individual pond and water garden owners. Her offerings include: pond consultations, products, maintenance, plants, fish, aeration, fountains, waterfalls and water garden construction. Laura and her team enthusiastically service Indian River County and Brevard County.

OBJECTIVES

- Refine her operations regarding her bidding process, terms, payments and time management.
- Enhance her work-life balance, while capitalizing on her strengths and increasing the potential of her business.
- Increase her customer base through strategic customer tracking. Possibly get a Customer Relationship Management tool, which could be in conjunction with her web designer.

OUTCOMES

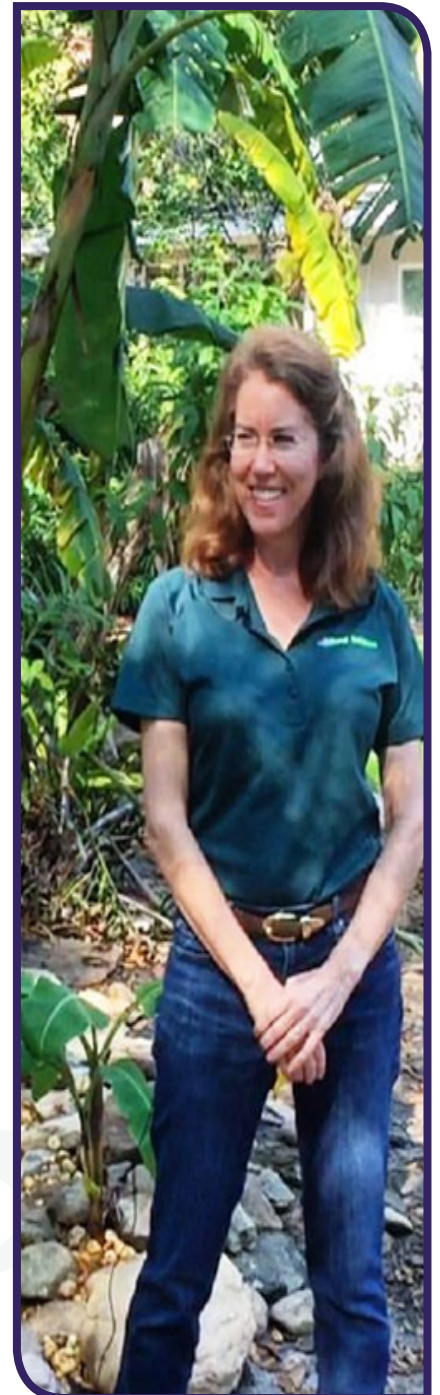
- Increased business income 100% YTD within six months of completing the IGNITE 360® Transition Program.
- Increased maintenance customers by 65% within six months of completing IGNITE 360®.
- Hired two new employees, which has allowed her to increase her capacity and assists her with work-life balance.
- Established and currently implements a system of consistently reaching out to potential clients and following through with established clients.
- Now utilizes a CRM to maintain and apply client information to refining her operations and enriching her client relations.

TESTIMONIAL

"The IGNITE 360® mentoring program got my business going in the right direction. It definitely took the business in the direction of growth." – Laura Parkel, Owner

COMPANY INFO

www.PondScienceLLC.com | 321-220-7663 | @PondScience



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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's Women's Business Center Program 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.

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