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SAGE
Technology
Centers

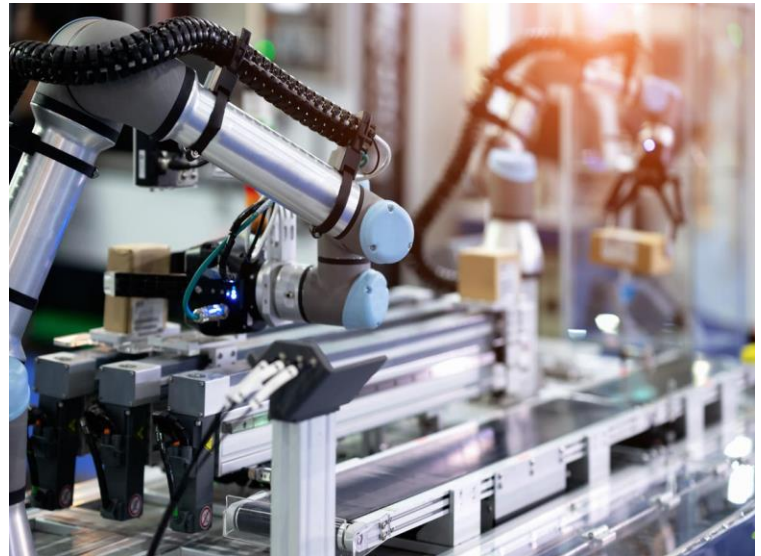


BUSINESS CULTIVATION

Understanding the value of Sage's Business Cultivation Model and how through nurturing the potential of emerging manufacturers and small to medium-sized businesses they can see rapid growth and thrive. V1.001

What is Business Cultivation?

Business cultivation is a process that helps businesses grow and scale to new heights. It's about providing the resources, guidance, and support that businesses need to succeed. Business cultivation is different from business incubation in that it focuses on helping businesses that are already established, rather than just starting out. Businesses that have already established a customer base and have a proven business model can benefit from business cultivation. The process involves identifying areas where the business can improve, providing resources and guidance to address those areas, and then monitoring progress to ensure that the business is on the right track.



The Key Benefits of Utilizing a Business Cultivator to Grow your Organization



One of the key benefits of business cultivation is that it helps businesses build a more sustainable business model. By providing businesses with the resources and guidance they need to succeed, business cultivators can help businesses scale more rapidly and build a more sustainable business model that allows them to achieve long-term profitability. This is particularly important for emerging manufacturers and small to medium-sized

businesses, who often struggle to compete with larger, more established companies. Another key benefit of business cultivation is that it can help businesses leverage shared co-location spaces to scale more rapidly. Co-location spaces are shared workspaces that provide businesses with access to the resources and support they need to succeed, including office space, manufacturing equipment, and marketing and sales support. By leveraging these shared co-location spaces, businesses can scale more rapidly and build a more sustainable business model that allows them to compete with larger, more established companies.

The Steps to Success When Working with a Business Cultivator



Business cultivation involves several key steps. The first step is to identify areas where the business can improve. This can include everything from marketing and sales support to financial management and strategic planning. Once these areas have been identified, the next step is to provide resources and guidance to address them. This can include everything from training and education to access to capital and networking opportunities. The third step is to

monitor progress to ensure that the business is on the right track. This involves tracking key performance indicators (KPIs) and making adjustments as needed to ensure that the business is meeting its goals. By monitoring progress, business cultivators can identify areas where the business is excelling and areas where it needs improvement. Business cultivation is different from business incubation in that it focuses on helping businesses that are already established, rather than just starting out. Business incubation is a process that helps businesses get off the ground. It involves providing resources and support to help businesses develop their products or services, build their customer base, and establish their brand. Once the business has established itself and has a proven business model, it can benefit from business cultivation.

The Goal of Sage Technology Centers

The goal of Sage Technology Centers are to help technology manufacturing businesses scale and grow to new heights by providing them with the resources, guidance, and support they need to succeed. Keep in mind that business cultivation is a process; a process that helps businesses grow and scale to new heights when leveraged correctly. It involves identifying areas where the business can improve, providing resources and guidance to address those areas, and then monitoring progress to ensure that the business is on the right track. Keep in mind that business cultivation is particularly important for emerging manufacturers and small to medium-sized businesses, who often struggle to compete with larger, more established companies. By providing technology manufacturers with the resources and support they need to succeed, Sage Technology Centers can help them build a more sustainable business model that allows them to achieve long-term profitability.

