

Market Research Assistance Pilot Project Report

July 7, 2016



Development
Services Agency

John R. Kasich, Governor

David Goodman, Director

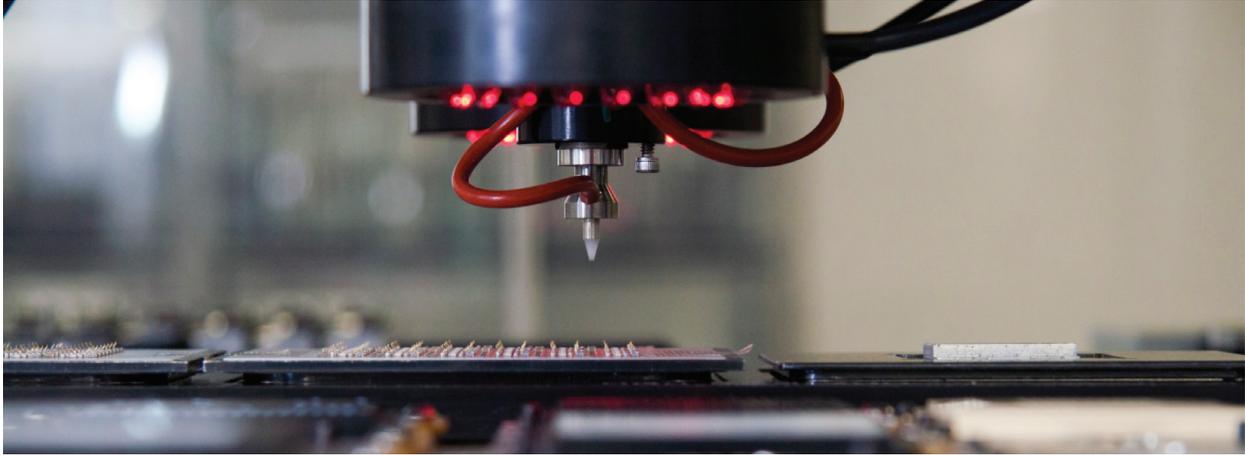


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**The Honorable John Kasich
Governor
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The Ohio Development Services Agency (ODSA) is committed to creating jobs and building strong communities, while ensuring accountability and transparency of taxpayer money and exceptional customer service. Small businesses are the backbone to Ohio's economy, representing 98% of Ohio businesses and employing half of the private sector workforce. It is the engine of our economy and ODSA provides the resources small businesses need to prosper and grow.

I am pleased to provide this report on the Market Research Assistance Pilot Project (MRAPP), pursuant to Section 4 of SB 243 of the 130th General Assembly. The Market Research Assistance Program, referred to in SB 243 as the Economic Gardening Technical Assistance Pilot Project, received \$500,000 of General Revenue Fund Appropriation in FY 2015. ODSA designed the pilot, and began accepting applications in May 2015.

Program funds were used to provide eligible businesses with access to market intelligence services, including sophisticated business databases and geographic information systems. Information on markets, customers and competitors, search engine marketing assistance and business development services were employed based on the specific needs of the growing businesses which participated in the pilot.

Development reached out to businesses that fit the guidelines set by the legislature, which required the companies be on a growth trajectory. It is difficult to identify what growth success is attributed to the pilot versus what the company would have achieved had it continued on its path.

In fact, the companies in the pilot program were largely companies already receiving some small business services. It is not known whether growth is attributed to this pilot or other supports provided by the agency.

Likewise, the results of this pilot project cannot clearly portray whether any growth was a result of this initiative since there has not been sufficient time for the activities to show results. Thank you for the opportunity to provide this report. If you have any questions regarding the program and its impact, please do not hesitate to contact me.

Sincerely,

David Goodman

Background

The Ohio Development Services Agency (“ODSA”) assists small businesses and entrepreneurs with what they need to grow – primarily business guidance and access to capital. Services include everything from registering to do business in Ohio, to getting state certified, writing a business plan and finding financing. In terms of economic development, the state partners with JobsOhio. JobsOhio and its regional partners are the “sales team” for the state, if you will. They are in touch with companies around the country and around the world, telling them about the opportunities in Ohio and encouraging major employers to relocate or expand in Ohio. Our team at ODSA monitors the public incentives to large job creators. The businesses involved in the Economic Gardening pilot program are mature, growing mid-sized companies.

Program Overview

Economic gardening is intended to focus on helping companies identify their strategic challenges and convert them into strengths. The focus of economic gardening is on developing new markets, refining business models for rapid growth and gaining access to competitive intelligence. The goal is to help companies realize their potential for growth by gaining access to information and research that might otherwise be unavailable to them due to time, resource availability, or cost.

Economic gardening is focused on those companies that are beyond the start-up stage of development and are ready to enter a growth stage. A successful economic gardening project requires company leadership that is committed to and focused on a strategy of growth and expansion. The pilot program was based on the legislative guidelines (See Appendix A). To participate in the state program, ODSA required leadership from every company to devote their time to the discovery, implementation and evaluation of identified strategic opportunities. In addition to this criterion, other eligibility requirements for the company included:

- between six to 99 current employees;
- organized as a for-profit organization;
- resident Ohio business for at least two years;
- annual revenues between \$750,000 and \$25,000,000; and
- gross revenue and full-time employee increases in Ohio for three of the past five years.

ODSA did extensive research and outreach to identify businesses which met these requirements from all across the state. (See Appendix B)

Of the 25 companies meeting all the noted eligibility requirements and approved for assistance, 22 entered into a grant agreement with ODSA and completed an economic gardening project. These companies range in size from 3 to 72 FTEs, with gross annual revenue ranging from \$400,000 to more than \$15 million.

Program Results

The intent of the Market Research Assistance Pilot Project (MRAPP) was to help companies achieve the following three outcomes as a result of participation in the program:

- creation of new products;
- expansion into new markets; and
- increase product sales.

In January 2016, for purposes of this report, ODSA collected data from each participating company. They agreed to report on job creation, new payroll and increased sales. Pursuant to ORC 122.36, any materials or data submitted to ODSA, to the extent that the materials contain commercial or financial information, are not public records.

In addition, each company was asked if they had created new products, opened new locations or if they had seen other benefits from participation in the program. The data collected represents the economic impact of the program for the seven month period beginning in May 2015.

Companies participating in the pilot program reported adding 19.5 full-time equivalent employees and \$565,900 in new payroll to the state's economy in calendar year 2015. The companies reported a number of other benefits and impacts that their companies had seen as a result of participation in the program, including being able to develop a plan for business growth, optimizing search engine capabilities resulting in increased web traffic and identifying specific sales and marketing actions to increase growth.

ODSA will continue to monitor the performance of these companies over the next two years to determine any additional impacts resulting from MRAPP, which will provide additional insight into the ongoing effectiveness of the pilot program. The program guidelines state the companies will submit two additional annual reports to examine further results.

Creation of New Products

Six of the 22 companies that were awarded funds created new products as a result of the MRAPP. These companies were vastly different in terms of size and revenue, ranging from a company with six employees and less than \$1.1 million in gross annual revenue, to companies with 72 employees and more than \$15 million in gross annual revenue.

Some of the new products created by the companies include:

- A new cured rubber sheet product for the corrosion protection industry;
- New ball bearing-related products for the European market;
- An spin-off of an existing product for science and technology research;
- A do-it-yourself security solutions, recruitment and training programs for the company's sales teams; and
- A corporate wellness product that can be scaled and delivered in a way that creates jobs and curbs healthcare costs for employers.

These companies are utilizing the market research from the program to identify product development opportunities. Companies that utilized the MRAPP findings to focus on marketing strategies or identification of opportunities state they could see outcomes of new product creation in the future once they implement their findings.

Expansion into New Markets

New markets include both customer markets and geographic markets. Eight companies reported expanding into new markets, although it wasn't a requirement of the program. Several companies immediately expanded their market area, while others developed plans to identify prospects at regional and national levels which benefit from their products or services.

Some specific examples of expansion that occurred during the pilot are:

- Blair Rubber Company shared its outcome of entering new markets of cured rubber linings. The company purchased new machinery in anticipation of entering this market. MRAPP assisted in creating a market strategy to introduce these new products and enter new markets.
- Optima Lender Services was able to target customers and develop solid business leads that it continues to leverage. The company has identified and is pursuing specific market opportunities. They have also upgraded their website with the latest mobile optimization standards, which has improved results from search engine optimization (SEO) tactics.
- MRAPP participants that didn't report entering a new market did state that they were able to use the research and develop a plan to better focus on their existing customers. River SaaS Capital developed a business plan that helped validate a market need for their specific product, giving them the confidence to move forward with their ideas.

Similar to the outcome of creating new products, expansion into new markets is a process that may take time for companies to achieve. MRAPP assistance helped participants target the who, what and where of these markets before they take the step of entering them.

Increased Product Sales

While most participants mentioned an expectation of increased sales in the future, only one specifically reported an increase in product sales during this seven month period. The MRAAP assistance was provided 7 months before we surveyed results.

Ohio Semitronics, Inc. shared that due to optimizing their search engine capabilities, they were able to increase web traffic by 200% and internet sales orders by 22%.

Other grantees had expectations of similar results with newly formed, aggressive and targeted marketing plans. They are now implementing the recommendations with toward the goal of increasing their sales.

One grantee shared that with improved customer identification and targeting which came from this pilot program, they will be able to reduce the cost and time associated with generating sales revenue.

Conclusions

Of the 25 companies approved for assistance, 22 executed grant agreements and completed their projects. These companies reported adding 19.5 full-time equivalent employees and \$565,900 in new payroll in calendar year 2015. DSA will continue to monitor the performance of these companies, as required by law, over the next two years to determine their economic impacts. No determination of sales increase could be made at this time. Additional information over the next two years will provide additional insight into the ongoing effectiveness of the initial projects.

MRAPP results are preliminary but show that some participating companies were able to create new products and expand into new markets. It is unknown whether the market assistance was responsible for this growth. Of the \$500,000 appropriated to MRAPP, more than \$412,000 was eventually drawn down to support the completed projects. The remaining funds were returned to the state treasury. Self-reported job creation fluctuated as some companies reported an increase in jobs, while others reported a reduction. Of the new jobs reported, more than half were reported from one company.

A common theme in all of the reporting received was that MRAPP assistance provided participants with services, support and guidance to identify target markets and pursue those markets. The data does not show a direct link to job and sales growth, making anecdotal responses a piece in evaluating this program. Considering a program like this in the future should include an examination of other quantitative measures that could point to the impact of this assistance.

More time is needed to truly gauge the impact of the MRAPP. The targeted outcomes may be too premature for a program that is designed to provide marketing assistance. The grantees gave positive feedback regarding the program and shared that it met their needs and provided valuable assistance.



Legislation

Appendix A

Am. Sub. S. B. No. 243

130th G.A.

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uniforms, athletic and nonathletic; and wedding apparel. "Clothing" does not include items purchased for use in a trade or business; clothing accessories or equipment; protective equipment; sports or recreational equipment; belt buckles sold separately; costume masks sold separately; patches and emblems sold separately; sewing equipment and supplies including, but not limited to, knitting needles, patterns, pins, scissors, sewing machines, sewing needles, tape measures, and thimbles; and sewing materials that become part of "clothing" including, but not limited to, buttons, fabric, lace, thread, yarn, and zippers.

(2) "School supplies" means items commonly used by a student in a course of study. "School supplies" includes only the following items: binders; book bags; calculators; cellophane tape; blackboard chalk; compasses; composition books; crayons; erasers; folders, expandable, pocket, plastic, and manila; glue, paste, and paste sticks; highlighters; index cards; index card boxes; legal pads; lunch boxes; markers; notebooks; paper, loose-leaf ruled notebook paper, copy paper, graph paper, tracing paper, manila paper, colored paper, poster board, and construction paper; pencil boxes and other school supply boxes; pencil sharpeners; pencils; pens; protractors; rulers; scissors; and writing tablets. "School supplies" does not include any item purchased for use in a trade or business.

(3) "School instructional material" means written material commonly used by a student in a course of study as a reference and to learn the subject being taught. "School instructional material" includes only the following items: reference books, reference maps and globes, textbooks, and workbooks. "School instructional material" does not include any material purchased for use in a trade or business.

(B) Taxes levied by or under sections 5739.02, 5739.021, 5739.023, 5739.026, 5741.02, 5741.021, 5741.022, and 5741.023 of the Revised Code do not apply to the sale or storage, use, or other consumption of any of the following occurring on August 7, 8, or 9, 2015:

(1) An item of clothing, the price of which is seventy-five dollars or less;

(2) An item of school supplies, the price of which is twenty dollars or less;

(3) An item of school instructional material, the price of which is twenty dollars or less.

(C) This section is repealed effective August 10, 2015.

SECTION 4. ECONOMIC GARDENING TECHNICAL ASSISTANCE PILOT PROGRAM

(A) As used in this section:

(1) "Eligible business" means a for-profit business association that has at least six employees but not more than ninety-nine employees and that has maintained its principal place of business in the state for at least a two-year period ending on the date the business applies for assistance under this section. The business must generate at least seven hundred fifty thousand dollars but not more than twenty-five million dollars in annual revenue and must have increased both its number of full-time equivalent employees in this state and its gross revenue during at least three of the five years preceding the date of application.

(2) "Full-time equivalent employee" means the quotient obtained by dividing the total number of hours for which an eligible business employs employees during a year by two thousand eighty.

(B) There is hereby created in the Development Services Agency the Economic Gardening Technical Assistance Pilot Program. The Director of Development Services may contract with or coordinate one or more persons to aid in the administration and operation of the program.

The Director shall provide technical assistance to eligible businesses, including, but not limited to, access to information and market intelligence services, including information on markets, customers, and competitors, such as business databases, geographic information systems, search engine marketing, and business connection development encouraging interaction and exchange among business owners and resource providers such as trade associations, academic institutions, business advocacy organizations, peer-based learning sessions, and mentoring programs. The Director, through the program, is authorized to promote the general business and industrial interests of the state.

(C)(1) The Director, in selecting eligible businesses to assist, shall select businesses in more than one industry classification and, to the extent practicable, shall choose businesses that are geographically distributed throughout the state.

(2) A business receiving assistance under the program must enter into an agreement with the Director to establish the business's commitment to participate in the program. The agreement must require, at a minimum, that the business do all of the following:

(a) Attend the number of meetings between the business and the Director or another person designated by the Director as prescribed in the agreement;

(b) Report job creation data in the manner prescribed by the Director;

(c) Provide financial data in the manner prescribed by the Director.

The Director may prescribe in the agreement additional reporting requirements as are necessary to document the progress of the business and monitor the business's implementation of the assistance.

(D) On or before one year after the effective date of S.B. 243 of the 130th General Assembly, the Director of Development Services shall make available on the Development Services Agency's web site a report that includes, at a minimum, the number of businesses receiving assistance under this section, the number of full-time equivalent employees created as a result of the assistance, the total amount of compensation paid for such employees, and the locations and types of business conducted by the businesses. The report shall also evaluate the effectiveness of the Economic Gardening Technical Assistance Pilot Program and recommend any changes to be made to the program. The report shall be submitted to the Governor, the Speaker and Minority Leader of the House of Representatives, and the Majority Leader and Minority Leader of the Senate.

(E) The Director of Development Services shall adopt rules in accordance with Chapter 119. of the Revised Code that are necessary for the administration of the Economic Gardening Technical Assistance Pilot Program.

SECTION 5. Section 4 of this act is hereby repealed, effective two years after the effective date of this act.

SECTION 6. Notwithstanding any other provision of law, there is hereby appropriated from the Local Government Innovation Fund (5KNO) \$10 million for distribution to townships in fiscal year 2015. The Tax Commissioner, on behalf of the Director of Development Services, shall determine amounts to be distributed to each county undivided local government fund. Half of the \$10 million is to be divided among the counties so that each township in the state receives the same amount, and half is to be apportioned based on township road miles. The Tax Commissioner, on behalf of the Director of Development Services, shall transfer these amounts, and shall separately identify to each county treasurer the amount to be divided equally among townships in the county and the amount to be divided among the townships based on road miles. Each appropriate county officer shall transfer cash from the county undivided local government fund to townships in the county based on this division of funds.

SECTION 7. All items in this section are hereby appropriated as designated out of any moneys in the state treasury to the credit of the designated fund. For all appropriations made in this act, those in the first column are for fiscal year 2014 and those in the second column are for fiscal year 2015. The appropriations made in this act are in addition to any other appropriations made for the FY 2014-FY 2015 biennium.

DEV DEVELOPMENT SERVICES AGENCY

General Revenue Fund

GRF 195407	Travel and Tourism	\$	0	\$	1,228,321
GRF 195530	Economic Gardening Pilot Program	\$	0	\$	500,000
GRF 195532	Technology Programs and Grants	\$	0	\$	2,290,500
TOTAL GRF General Revenue Fund		\$	0	\$	4,018,821
TOTAL ALL BUDGET FUND GROUPS		\$	0	\$	4,018,821

TRAVEL AND TOURISM

Of the foregoing appropriation item 195407, Travel and Tourism, \$500,000 in fiscal year 2015 shall be used to support the 2015 Major League Baseball All-Star Game in Cincinnati.

Of the foregoing appropriation item 195407, Travel and Tourism, \$428,321 in fiscal year 2015 shall be used to support the Chagrin Valley Little Theater.

Of the foregoing appropriation item 195407, Travel and Tourism, \$300,000 in fiscal year 2015 shall be used for renovations to the James Kilbourne Memorial Library building in the City of Worthington.

ECONOMIC GARDENING PILOT PROGRAM

The foregoing appropriation item 195530, Economic Gardening Pilot Program, shall be used for the Economic Gardening Technical Assistance Pilot Program established in Section 4 of this act.

TECHNOLOGY PROGRAMS AND GRANTS

Of the foregoing appropriation item 195532, Technology Programs and Grants, up to \$1,510,000 in fiscal year 2015 shall be allocated to Connect Ohio to support the Digital Works initiative.

Of the foregoing appropriation item 195532, Technology Programs and Grants, up to \$780,500 in fiscal year 2015 shall be allocated to Connect Ohio to provide broadband mapping and economic development consultation services.

EDU DEPARTMENT OF EDUCATION

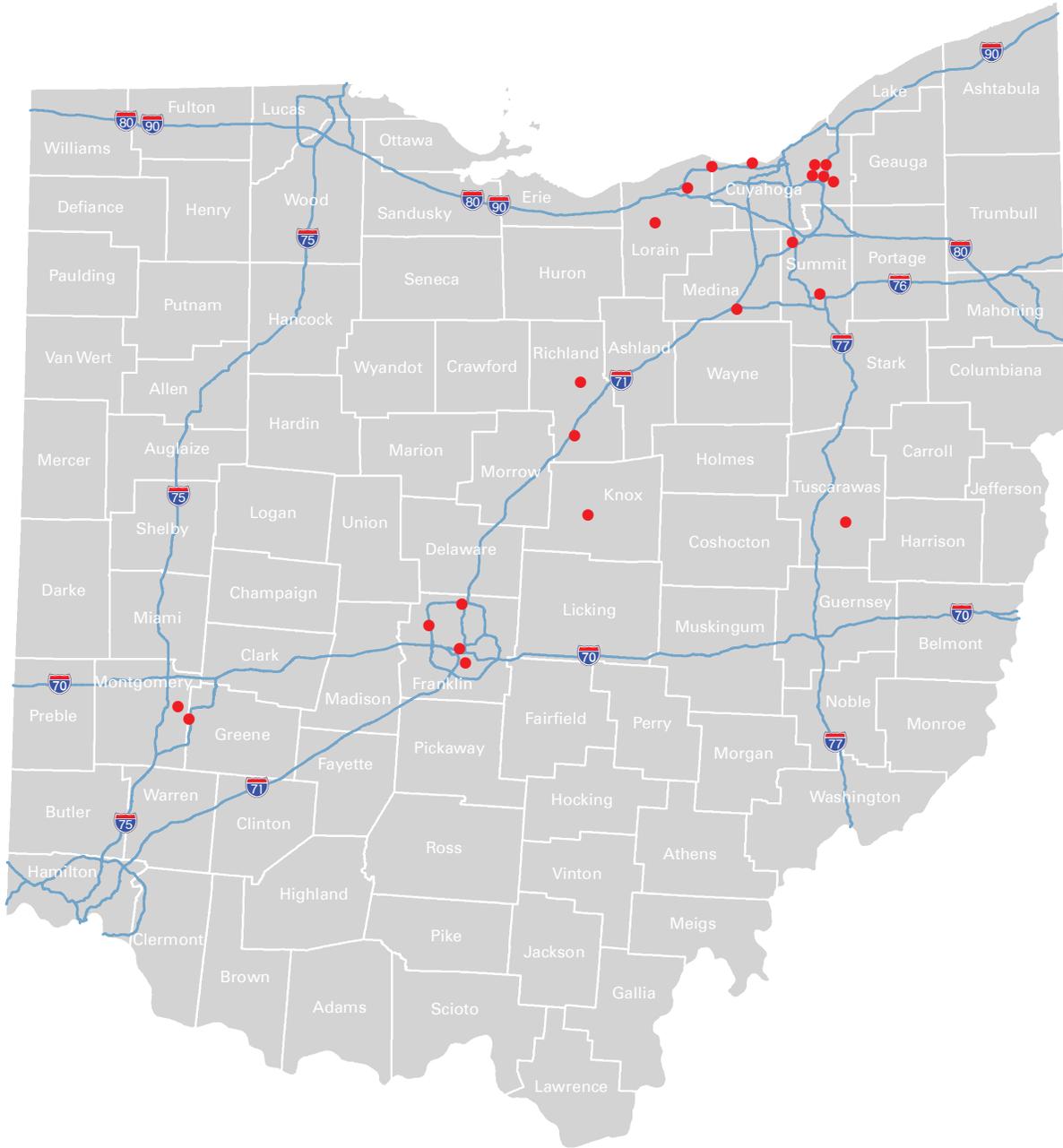
General Revenue Fund

GRF 200457	STEM Initiatives	\$	0	\$	200,000
TOTAL GRF General Revenue Fund		\$	0	\$	200,000

Map

Appendix B

Market Research Assistance Pilot Project Grantees



Legend

- Project Location
- ~ Interstate Highway

Prepared for: Business Services Division, Ohio Development Services Agency (Research March 2016)

Application

Appendix C

Market Research Assistance Pilot Project Application Process

1. Company determines if they meet the minimum requirements as set forth in the passed legislation.
 - a. For profit business
 - b. Principle place of business in Ohio for a minimum of 2 years
 - c. Minimum of 6 FTE and no more than 99 FTE
 - d. Minimum Gross Revenues of \$750,000 and no more than \$25 Million in Annual Gross Revenues
 - e. Documented growth in FTE and Annual Gross Revenues for 3 of the past 5 years
2. Companies must complete the following;
 - a. Online Application containing;
 1. Company Name
 2. County, Address, City, State and Zip
 3. Federal EIN
 4. Primary NAICS Code
 5. Company Business Description
 6. Year Established
 7. Local Jurisdiction
 8. Web Address
 9. Taxation Type
 10. Privately Owned?
 11. Headquartered in Ohio?
 12. Contact Name, Email and Phone Number
 13. 5 Years of Employee and Sales Information to include
 - a. Full Time Equivalent Employees
 - b. Annual Gross Sales
 - c. Annual Gross Revenues
 - d. Net Profit
 - b. Upload 5 Years of "reviewed" financials
 - c. Submit a completed narrative containing the following
 1. Description of the business operation and market sector
 2. Issues preventing company from expanding to new markets or products
 3. How the company sees the grant in helping them overcoming the issues they are experiencing

Related ODSA Business Assistance Programs

Appendix D

Business Assistance Centers – Consulting & Training

[Export Assistance Program](#) – The Ohio Small Business Development Centers offer Export Assistance Directors in selected locations across the state that provides companies with free, in-depth counseling. International trade specialists at each center perform international market research and advise businesses on international business planning, foreign market certifications, export regulations, finance options, logistics and more.

[Minority Business Assistance Center](#) – The Minority Business Assistance Centers (MBAC) are staffed with certified business counselors that assist minority entrepreneurs with loan and bond packaging services, management, technical, financial and contract procurement assistance.

[Procurement Technical Assistance Centers](#) – Eight Procurement Technical Assistance Centers (PTAC) offer free consulting on the contracting process. PTACs match businesses with contract opportunities, research past contracts, help clients prepare bids and navigate requirements and assist clients after winning contracts.

[Small Business Development Centers](#) – There are 38 Small Business Development Centers providing free, confidential one-on-one business advising, management training, educational programs and technical assistance. The Ohio SBDC Network also includes specialty International Trade Assistance Centers and Manufacturing and Technology Small Business Development Centers

[Ohio Manufacturing Extension Partnership Program](#) – Includes six regional centers throughout the state that serve as “one-stop-shops” for information regarding technical and business assistance for small and medium-sized manufacturers.

Financing to Support Job Creation

[Ohio Capital Access Program](#) – Reduces a bank’s risk by making a deposit of 10, 50 or 80 percent of the loan amount. The money is available to the bank in case the loan cannot be paid back by the small business.

[Regional 166 Loan](#) – Provides low-interest loans to businesses creating new jobs or preserving existing employment opportunities in Ohio.

[Direct 166 Loan](#) – Provides capital for expansion projects to companies that have limited access to capital and funding from conventional, private sources of financing. Priority may be given to eligible projects based on job creation and payroll commitments, fixed asset investment commitment, project return on investment, project location and other project factors.

[International Market Access Grant for Exporters \(IMAGE\)](#) – IMAGE funds will reimburse companies 50 percent of qualifying expenditures for activities associated with new international marketing initiatives.

[Minority Business Direct Loan](#) – Provides direct loans for businesses locating or expanding in Ohio and are purchasing or improving fixed assets and creating or retaining jobs.

Minority Business Bonding – Eligible businesses must be certified with the State of Ohio Department of Administrative Services Equal Opportunity Division as a Minority Business Enterprise (MBE) or certified by the Ohio affiliate of the National Minority Supplier Development Council.

InvestOhio – Provides a tax credit of up to 10 percent of cash investment made in an Ohio-based small business. The small business receiving the funds must reinvest the cash into defined allowable expenses.

Job Creation Tax Credit – Provides a refundable tax credit against a taxpayer's Commercial Activity Tax, insurance premium tax, Ohio corporate franchise tax or an individual's Ohio personal income tax obligations.

Collateral Enhancement Financing – Provides lending institutions with cash collateral deposits to use as additional collateral support for loans made to small businesses.

Ohio Brownfield Fund – Provides technical assistance and loans for planning, assessment and cleanup of properties contaminated with hazardous materials, asbestos, lead-based paint or petroleum.

Qualified Energy Project Tax Exemption – Provides owners of clean energy projects with an exemption for tax liabilities.

Volume Cap – Program is meant for public/private collaboration. Each state has its rules on how allocations are applied annually to qualified purposes. The state can issue allocations to qualified governmental entities.

Entrepreneurship – Supporting Innovation

Entrepreneurial Signature Program – Grant funds are awarded to six regional Entrepreneurial Signature Program (ESP) organizations. They provide, along with their partner organizations, a wide range of advisory and consulting services and/or investment assistance to technology-based entrepreneurs and small tech-based businesses.

Tech Validation Startup Program – Grant funding supports both validation (proof) of unlicensed technologies and initial seed funding to Ohio start-ups that license a technology.

Pre-Seed Fund Capitalization Program – Provides loan funding to a number of new and existing, professionally managed pre-seed funds in Ohio. The pre-seed funds, in turn, fund the growth of promising early-stage technology companies.

Ohio Coal Research and Development Program – Provides funding for research at educational institutions (Ohio Coal Research Consortium), and for pilot and demonstration projects (Ohio Coal Demonstration and Pilot Program) at non-profit and for-profit businesses and scientific institutions.

Commercial Acceleration Loan Fund – Supplies working capital to pre-revenue, early-stage, investment-validated Ohio companies that are commercializing the next generation of products and services.

Innovation Ohio Loan Fund – The IOLF promotes assistance to existing Ohio companies in developing next generation products and services within certain Targeted Industry Sectors. The IOLF addresses an identified need in the capital-funding continuum.

Specialized Financing

[Energy Loan Fund](#) – Provides low-interest loans to businesses, communities and public and private nonprofit organizations to support energy efficiency improvements and renewable energy projects.

[Energy Loan Loss Reserve Program](#) – Offers credit enhancement to Eligible Ohio Port Authorities as they originate loans for energy projects.

[Energy Efficiency Program for Manufacturers](#) – Multi-stage program that identifies efficiency improvements, develops an energy savings plan, assists with implementation of the efficiency measures, and measures and verifies results.

[Ohio Motion Picture Tax Credit](#) – Provides a refundable tax credit against Commercial Activity or individual income tax for motion pictures produced in Ohio.

[Ohio New Markets Tax Credit](#) – Awards a tax credit to Community Development Entities (CDE) serving Ohio. The CDE serves as an intermediary between investors and projects. The investor provides cash to a CDE in exchange for the tax credit. The CDE uses the cash for projects in low-income communities.

[Research and Development Loan](#) – Provides low-interest loans partnered with a tax credit to Ohio businesses that create research and development capabilities and high-wage jobs.

Workforce Development and Training

[Ohio Incumbent Workforce Training Voucher Program](#) – Reimbursement-based grant program offsets employer costs associated with upgrading the skills of their incumbent workforce.

[Ohio Export Internship Program](#) – Provides companies 50 percent reimbursement for internship wages and ongoing export support for companies and students during the internship.

[Ohio Third Frontier Internship Program](#) – Connects motivated college students with internship opportunities in early-stage technology companies across Ohio. The Program provides eligible businesses with up to \$10,000 to support each internship position, and assists in identifying potential intern candidates.

Participating Businesses

Appendix E

Company Name	Region	Business Description	Previous Assistance from ODSA
Embrace Pet Insurance	Northeast	Pet Health Insurance for cats and dogs	None
Hudson Bearings, LLC	Central	Ball transfer manufacturer	None
Synapse Biomedical	Northeast	Medical device manufacturer	CALF loan; JCTC (voluntary termination)
Trojon Gear, Inc.	West Central	Gear Cutting, CNC Turning and Milling, Broaching, and Slotting	IWTVP
Replex Plastics	Central	Manufacturer of plastic mirrors and domes	IMAGE Grant; IWFTVP (2 grants); Third Frontier Photovoltaic Cluster Program (3 grants); Third Frontier Advanced Energy Cluster Program
Blair Rubber Company	Northeast	Manufacturer of anti-corrosion rubber tank linings for silos, railcars and belt splicing	None
DecisionDesk	Northeast	Enrollment Management Software Publisher	IOLF loan
UES Inc.	West Central	An established, woman-owned small business dedicated to excellence and innovation in science and technology development	Third Frontier Ohio Research and Commercialization Grant Program
Checkpoint Surgical	Northeast	Development and sales of intraoperative nerve stimulation devices for protection and repair of nerves during surgery	CALF loan; IOLF loan
Wellness Evolution	Northeast	Provides a complete, integrative, medical, evidence-based preventive healthcare and wellness program	None
Winar Connection	Northeast	Electrical distributor, custom wire harness manufacturer	None
WWilliam Schmidt & Associates Inc.	Northeast	Provider of Security, Fire and Emergency Response System Equipment and Services	None
Buckeye Shapeform	Central	Multi-diverse manufacturing company with capabilities including metal fabrication, injection molding, deep draw metal forming and metal stamping	Regional 166 Direct loan

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Company Name	Region	Business Description	Previous Assistance from ODSA
Consolidus, LLC	Northeast	A web-based branded materials management best practice company that offers lean management solutions that allows organizations (hospitals, universities, etc.) and specific target markets to consolidate and procure branded materials more cost effectively and efficiently through the internet	None
TLC Kanvas, Inc.	Northeast	Manufacturer and selling textile products	None
Ohio Semitronics, Inc.	Central	Manufacturer of energy measurement devices	None
Banyan Technology	Northeast	Freight management software solution provider.	None
River Capital Finance	Northeast	Provides equipment leasing and financial solutions to small, medium and fortune 500 clients.	None
Schooley Caldwell Associates	Central	Archtitects, interior designers and engineers.	None
Logic Junction	Northeast	Digital wayfinding and avitar training and simulation software	None
OPTIMA Lender Services	Northeast	Provides clients with third-party services related to residential and commercial loan originations and portfolios.	None
Tusco Limited Partnership dba Tusco Display	Northeast	Manufacturers and marketers of live bacterial products for improving water quality.	None