

Strategic Steps for Growth

MEDIA, ENTERTAINMENT & TECH PROGRAM

A premiere executive education program for NYC media, entertainment & tech firms

Want to take your company to the next level? Need a support network to rely on? And an advisory team you can trust? Then you need **Strategic Steps for Growth**, a program offered jointly by the NYC Department of Small Business Services and the Mayor's Office of Media and Entertainment with the NYU Leonard N. Stern School of Business' Entertainment, Media and Technology Program. This is a nine-month program designed specifically for firms in the media, entertainment and technology industry. Utilizing an award-winning curriculum, peer-to-peer mentoring and support from guest experts, the program covers topics that include company assessment, financial data, marketing & sales, building staff and other resources, accessing capital and exploring contracting opportunities.

Profit from the program with proven results:

Our **31 graduates** that have completed this award-winning program have collectively secured **\$126,000 in financing**, hired **53 new employees** and have experienced an **average revenue increase of over 130%**.

What You Can Expect:

At the program's conclusion, each firm leaves with a customized, three-year Strategic Growth Action Plan™ and the skills needed to expand his or her business. Graduates become part of an elite network of successful entrepreneurs and business experts that provide support to help execute the plan. Each entrepreneur will be awarded a program certificate from NYU Stern School's Berkley Center for Entrepreneurship & Innovation.

Which Firms Should Apply?

Media, entertainment and tech businesses in operation for at least one year, located in the five boroughs, generating gross annual revenues between \$150,000 and \$10 million, and with at least one full-time employee.

For more info and to **apply now**, go to: www.NYC.gov/strategicsteps

Note: there is a fee for this program, scheduled to start classes Oct 2014.

