

## ***INSIDE INDIANA BUSINESS COMMENTARY***

The state's economic blueprint released last year emphasizes the importance of helping existing and profitable Indiana businesses reach even greater levels of success. One prime group to focus on is mid-market companies, those with revenue between 5 and 100 million dollars.

Over the next few months, the Indiana Chamber Foundation will be studying exactly how the state's nearly 4,000 mid-market firms can enhance their growth.

Currently, mid-market companies comprise less than 2 percent of all businesses in the state with sales revenue. Yet, they employ 28.5 percent of all workers and produce 36.2 percent of all sales.

Those numbers indicate why this new study, titled Accelerating Growth in Indiana's Mid-Market Companies, is so critical. These companies represent a powerful segment of our economy – one that deserves special attention in removing potential barriers and identifying catalysts for growth.

Indicators are that this is a unique area of study within the nation, one that could give Indiana an advantage over its competitors.

A variety of methods are being utilized to learn more about these companies. The primary focus will be **listening** to leaders of these actual organizations – through an online survey, researcher interviews and critical one-on-one discussions between the company leaders and their business peers.

A statewide steering committee of leading public and private sector partners is guiding the project.

Examples of how the final data will be used include:

- expanding connectivity between the mid-market companies;
- delivering opportunities for enhanced regional and cluster growth;
- providing recommendations for public and private sector initiatives to enhance growth; and
- building on the confidential database to assist future expansion and retention efforts.

The Indiana Chamber fully believes the information collected will set the stage for further economic growth in our state.

Look for upcoming study updates and results at [indianachamber.com](http://indianachamber.com).