



Butler Business *Accelerator*

A PIONEERING APPROACH

The Butler Business Accelerator provides growth strategies to private Central Indiana businesses using an innovative model that blends the expertise of seasoned consulting service professionals, the deep, functional knowledge of faculty, and the intellectual curiosity of students. Through this unique model, the Accelerator helps advance Indiana's economy, transforms business education at Butler, and assists in reducing the state's "brain drain."



A TRUE BUSINESS ASSET

The Butler Business Accelerator is an extension of the "real life, real business" philosophy that permeates the College of Business Administration's undergraduate and graduate programs. Supported by a \$22 million grant from the Lilly Endowment Inc., the Accelerator is a professional consulting business designed to serve mid-market companies in Central Indiana by offering innovative strategies that provide profitable growth.

While incubators and economic development organizations often overlook these mid-market firms, the Accelerator understands and embraces mid-market companies as more nimble and flexible, highly customer-focused, and more productive and profitable.

A long-term commitment to meet your goals

At our core is a belief in the benefit of a long-term partnership. In fact, we think it is crucial. We will not recommend solutions and then disappear. We will not leave you to implement complex processes on your own. Instead, we work with our clients to develop individual growth strategies. We commit to see the process through to completion, ensuring that measurable goals and objectives are achieved.

A team unlike any other

The Accelerator brings diverse, highly qualified teams to its clients. These teams are led by project managers with extensive consulting experience. Teams include members of the Butler faculty with deep knowledge and expertise in specific functional areas, MBA and undergraduate students, and members of our alliance partner network. Each team brings extraordinary proficiency, unique perspectives, a broad range of abilities and insight, and is specifically selected to best meet the needs of each client.

"The Accelerator created quite a bit of positive change for our company. Our sales are up over 35 percent, and our workforce has increased by 60 percent. The Accelerator not only helps you plan how to grow, but also assists with the execution of the plan."

— Bob McAfee
President and Owner, SaniServ

OUR BUSINESS TRANSFORMATION PROCESS

Working closely with our clients, we determine the strategic process and approach that will deliver maximum results. Whether we implement our full Business Transformation Process or concentrate on a tightly focused area of need in the business, we combine proven methodology with a customized approach. Our Business Transformation Process can occur at a pace that suits each client's schedule and budget, and actionable ideas and opportunities are developed at each stage. The process also provides a holistic view of the company and identifies immediate areas to address.



CLIENT BENEFITS

The Accelerator provides these additional benefits:

Alliance partner network

The Accelerator has built an extremely impressive professional network that includes financial institutions, law firms, and private contractors. These experts provide valuable strategic input throughout the consulting process.

Investment fund opportunities

A \$1 million investment fund enables selected clients to obtain the funding to implement growth strategies.

Students

Since we select only the brightest and best graduate and undergraduate students, companies are able to work with the finest new talent. These students think creatively, bring fresh perspectives, and allow the Accelerator to keep our costs very competitive.

RANGE OF SERVICES & RELATIONSHIP OPTIONS

The Accelerator offers fee-based consulting services based on the individual company's need, length of engagement, team size, and scope of work. Contracting for our full range of expertise yields maximum results; however, we can deliver very specific services when needed, such as:

Business strategy

Guides the owner's ability to be intentional rather than reactive on the direction of his/her business in a one- to five-year horizon.

Operational discipline

Provides proven techniques for reducing cost in operations, improving competitiveness, and adding capacity without additional capital investment.

Organizational development

Provides enablers to improve management effectiveness, thereby leveraging the company's investment in people.

Marketing services

Provides strategic thinking, direction and resources necessary to develop, plan, execute, and evaluate smart, effective marketing initiatives.

CFO services

Provides sophisticated finance, treasury, and management accounting services without the need for investment in additional people.

“The Accelerator is certainly the best option for mid-market organizations. The amount of time they took learning our business and our culture before making any recommendations was extraordinary. From day one, our entire organization was inspired by students and seasoned professionals alike. We view the Accelerator consulting team as a true partner.”

— Chuck Heitholt, RPh
Executive Director, Wellspring Pharmacy

“The Accelerator is like a personal trainer for your business. They educate and motivate you to really stretch and perform the tasks that truly grow your business. Not only would I love to work with the Accelerator again, if I could, I would add an office for them at Grueninger.”

— Mike Grueninger
President, Grueninger Travel Group

HOW TO BECOME A CLIENT

We work with privately owned Central Indiana companies that have been in business for at least five years, have \$5 million to \$50 million in annual sales, and are profitable and poised for growth. Does your company fit that description? Are you committed to growing your business? Are you willing to share financial information? Are you prepared to implement change? Do you like the concept of a long-term consulting partnership? If so, then you may be an ideal candidate for the Butler Business Accelerator. To learn more or to arrange a meeting, please call 317.940.6500.



“The Accelerator has added enormous value at the strategic and operating levels and they did so at the speed of business.”

— Mark Miles

President & CEO, Central Indiana Corporate Partnership

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