



New Business Stages

The Life Cycle of New Business

New Business Stages represents the life cycle of new businesses from the time at which a concept becomes a business plan through financing and filing to grand opening and then onto expansion and diversification.

TBC-New Business Stages provide B2B marketers the capability to reach growing businesses at the stage when they are ready to buy.

The changing needs of a new venture coincide with a series of trigger events throughout the all important early years of development. Although timeframes will vary by industry, size and success of each “newco”, many products and services critical to developing a solid business foundation find a highly responsive audience when served up at the optimum time. New Business Stages provide B2B marketers the capability to reach growing businesses when and where they’re ready to buy via a portfolio of list products matched to each development phase reached during the first 48 months.

What makes New Business Stages unique in the marketplace? While most new business lists are single sourced and lacking in critical targeting data, New Business Stages is the most comprehensive source of 48 month new businesses with the highest coverage of business firmographics including company, start date, decision maker/owner, SIC, company size and telephone numbers.

Weekly and monthly new business data from between 12 and 15 sources including government filings, new telco connects, business registrations, UCC data, online transactions and others are put through a series of processes that standardize data, normalize common elements and identifies duplicates across sources. The resulting file is run through two proprietary algorithms that increase SIC/industry coverage and then is matched against a variety of “trigger data” that is key to identifying specific stages, verifies company activity and updates recency flags.

Intent to Start - Reach entrepreneurs while they're still in the planning stage for their new venture. Many important decisions are made in the months prior to official filing and long before opening for business including: Strategy; Funding; Technology; Legal and Insurance.

Weekly Start-ups - Reach the very newest businesses as they are filing their original paperwork with their city, county, state and federal oversight.

Monthly Start-ups - Reach an unduplicated monthly hotline of businesses in their earliest start-up phase.

Emerging Ventures - This transitional period when new owners are in immediate need of day to day products and services is a critical time to forge vendor relationships. Targeted offers delivered via direct mail and telemarketing that represent timely and relevant business solutions will find a hungry and receptive audience within this transient marketplace.

Thriving Enterprises - Focus on day to day operations is being supplanted by staff recruitment and training strategies, more sophisticated technological capabilities and advanced customer relationship applications. The old adage of "spending money to make money" still rings true with successful growth planning and NBS Thriving Enterprises provides a large universe of entrepreneurs looking to do both.

Established Businesses - Over 4 million business start-ups reach a stage between 18 and 36 months with varying levels of success and can be considered established entities. Original plan objectives that have been achieved, if not surpassed, and they are ready to review products and services essential for next steps.

While some of the new owners will be content to maintain a status quo, over two thirds will soon be taking measures to either aggressively grow the core business or diversify into complementary markets. Regardless of the direction of the master plan, strategies will be reviewed with an eye towards future goals and decisions regarding long term solutions will soon be made.

Branching Out - To branch out or not to branch out is a tough question for successful entrepreneurs in today's economic climate. In highly competitive industries, diversification of product offerings, dramatic support staff expansion, executive recruitment and introduction of satellite locations are all vital components to aggressive growth.

In order to implement controlled diversification and expansion strategies, in-depth evaluation of financing options, technology and infrastructure platforms, office and warehouse space, legal/insurance aspects and dozens of other areas needs to be performed before decisions are made. Although the strategic demands are far more complex than those of a start-up, solution providers find the quintessential client - one who knows exactly what they need, why they need it and how much they have to spend on it.

