



MDB INSIGHT

TRIAGE BR + E:

TAKE THE PULSE OF YOUR LOCAL BUSINESSES

**MDB INSIGHT OFFERS A NEW WAY TO BETTER PREDICT
FUTURE BUSINESS OPPORTUNITIES AND CHALLENGES.**





Triage BR+E Pricing Sheet

1 Market Segment*	2 Market Segments*	3 Market Segments*
Triage Questionnaire** Community Outreach Planning 80-100 Completed Interviews*** Derived Importance Analysis Green & Red Triage Flags Summary Report & Priority Matrix	Triage Questionnaire** Community Outreach Planning 160-200 Completed Interviews*** Derived Importance Analysis Green & Red Triage Flags Summary Report & Priority Matrix	Triage Questionnaire** Community Outreach Planning 240-300 Completed Interviews*** Derived Importance Analysis Green & Red Triage Flags Summary Report & Priority Matrix
\$9,800	\$18,600	\$26,800
\$650	<i>Estimated additional cost if business directory must be purchased.</i>	
	\$1,300	\$1,950

* A market segment can be defined as the entire businesses community, a specific sector or commercial/industrial zone.

** The addition of new questions results in longer interview times and more time for analysis. An additional cost will be priced accordingly.

*** A call list of 300 businesses is required to ensure 80-100 completed surveys. Smaller directories may result in fewer completed surveys.

Optional Value Added Components

Action Plan Development

Custom 2 or 4 Page Brochure with Infographics

In-Person Presentation of Findings

\$2,000

\$4,000

\$1,800 plus travel



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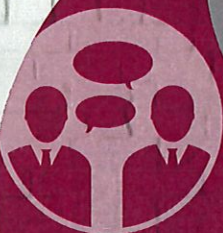
Attracting and retaining businesses takes significant resources. You need to maximize the limited time and money your team has to execute these programs.



The statistically significant data generated by Triage BR+E is more accurate and timely than traditional methods. With precise, real-time insight you can be more nimble in responding to challenges and opportunities faced by local businesses.



Our affordable solution frees up your resources so you can proactively reach out to businesses with the most critical needs.



No other technique can start conversations with a broader cross-section of your business owners. Engage people you have never engaged before.



Our solution provides you with a list of practical priorities you can act on. The data gathered provides a benchmark against which you can measure your progress towards meeting your BR+E goals.





AN AGILE BR+E SOLUTION FOR AN EVOLVING ECONOMY: GET AHEAD OF BUSINESS CHALLENGES AND OPPORTUNITIES

One of the cornerstones of economic development is business retention and expansion. Nurturing the growth of local businesses can create jobs, add to the tax base, and foster healthy communities more quickly than investment attraction activities.

In practice, attracting and retaining businesses is often a grueling task. Limited time, staff, and financial resources create major barriers for economic developers. Establishing an effective BR+E program requires a sound understanding of best practices. Maintaining a traditional BR+E program requires a substantial investment of time and money.

Uncover and predict issues in your business community.

Our Triage BR+E solution overcomes these challenges by expanding beyond traditional approaches to provide precise, statistically significant, and unbiased information about local businesses in a timeline of weeks rather than months. This information measures the health of businesses in the present and helps to predict challenges and opportunities on the horizon.

Support your priorities with quantitative evidence.

For decades, the private sector has used derived importance to establish customer priorities. Through Triage BR+E, this technique is now available to economic developers. Based on the degree of importance business owners (your customers) place on local issues, you will gain a deeper understanding of how the community can foster local business growth.

Maximize your time and financial resources.

Triage BR+E relieves pressure on your resources by directing your focus to the businesses with the most pressing challenges and opportunities. This means you can quickly and proactively mitigate pending negative change or encourage business growth that will retain and create revenue and jobs.

Equipped with this information, you can connect with the local businesses most in need of assistance, building stronger relationships with them and supporting local economic growth.

Paul Blais, Executive Vice-President, has more than 20 years of BR+E experience as a municipal economic developer and consultant. Whether you are looking for ways to improve your current BR+E program or you are wanting to start one up for the first time, contact Paul to get more details on how Triage BR+E can be a fit.

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