

# Sail the 7 C's of SUCCCESS On the Tall Ship NIIC

As you embark on your voyage in search of fame and fortune, You'll find that you're well-provisioned on the Tall Ship NIIC. Here's some of what you'll find in the ship's stores ...

**Coaching** — Essential know-how for building a successful business around your Big Idea.

Through workshops, expert and knowledgeable resources, and the "cohort training" you'll get from your fellow client companies, you'll soon learn the ropes of accounting, business plans, marketing, funding, staffing, and successful business strategies. Take advantage of all the shared technology and support services the Innovation Center has to offer — you'll minimize your learning curve and jumpstart your success.

**Capital** — Financial strength to make your ideas happen.

NIIC can map your route to venture capital, private funding, working capital, grants, and asset financing ... the seed you need to grow.

**Convenience** — Accelerate your growth and make the most of your ideas, all "under one roof".

NIIC is a "one-stop shop" for the expert advice and comprehensive business assistance to help you realize the maximum potential of your plans for the future.

**Creativity** — Selling you, your company, and your vision.

Through marketing, co-branding, and development of a positive image and identity for your company, NIIC can help you position your business as the exciting venture that it is, to the people who need to know about it.

**Connections** — The moral support and sustaining services you need to succeed.

When you're part of NIIC, you're plugged in to a techno-community of passionate people who are really interested in your success and will work with you to develop it. Networking benefits, big business style.

**Credibility** — Look like the company you know you're going to be.

NIIC helps you "dress for success" by providing the business amenities of a state-of-the-art corporate residence and muscle of a big, high-tech corporation at emerging company prices.

**Community** — Become an influential corporate citizen.

Band together with the next generation of civic and business leaders who create the jobs, the companies, the technologies and the industries that will drive the future of Northeast Indiana!

**Come sail with us!**



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Fort Wayne's Only Certified Technology Park