



Company Case Study

THE MULTIPLIER EFFECT

How could a \$100M investment become a \$1B impact in six years?

Generating a 10x ROI is the premise and the promise of Indiana's State Small Business Credit Initiative (SSBCI). SSBCI is on a mission to empower Hoosier entrepreneurs, startups, and small businesses by focusing on venture capital investments for early-revenue companies and establishing a loan fund investment program to support underserved entrepreneurs and small businesses. And at least 37% of SSBCI's funding is dedicated to traditionally underserved businesses.

One of the biggest challenges the team faced was how to match underserved, under-represented founders with funders to mobilize local and regional sources of essential capital at scale.

MATCH GAME

Breaking down barriers to access, attracting people into the pipeline and facilitating the perfect match between leaders and lenders required a dynamic, easy, engaging experience. And the team supporting the SSBCI website knew the static interface they had in place would deter more candidates than it would attract. They needed a partner who could integrate their mission with their matching process built on a foundation of engineering and experience excellence.

Enter The Engineered Innovation Group (EIG). The team was tasked with how to make the complex simple, ranging from how to explain borrowing criteria to the application process to securing sensitive information to facilitating the matchmaking process. The website also needed to place particular emphasis on the needs and preferences of non-traditional loan providers, loan seekers with lower credit scores, and numerous non-native English speakers.

EIG's engineered approach to innovation, Security and Compliance depth, and User Experience (UX) design expertise converged to create an elevated experience that has become a catalyst for increased pipeline and improved impact.



“EIG is more than your average agency. What differentiates them is their expertise at integrating the creative and design genius of an innovation partner with the technical depth of an engineering partner. Together we created a website and a user interface to make it easier for entrepreneurs, startups and small business owners to access Federal funding.”

Kurt Gilmore

*SVP, Brand & Experience,
Indiana Economic Development Corporation (IEDC)*

PERSISTENCE PAYS OFF

Economic impact is evident through the subsequent array of success stories that includes:

Trek10: An Infrastructure as a Service (IaaS) company that's helping customers across the country move their IT infrastructure to the Cloud.

HG Metals: Provides steel construction as a general and subcontractor and provides metal fabrication services to the general industrial market segment. HGMC has performed on several high-profile public projects including the new Indianapolis Airport, Lucas Oil Stadium, White River State Park, and the Indiana Convention Center expansion.

FreightCore: Leads logistic enterprises that provide shipping interstate, intrastate, international logistic services and cartage services.

Pauly Jail Building Company: Known for its experience, expertise, and excellence in meeting the needs of correction facilities across the country and is recognized as one of the most innovative detention equipment contractors in the United States.

MyCOL: Brings certificate of insurance management to a whole new level by handling the everyday tasks of managing certificates of insurance and by protecting companies against the risk of underinsured claims, costly litigation and failed audits.



About Indiana Economic Development Corporation (IEDC)

The Indiana Economic Development Corporation (IEDC) is charged with growing the state economy, driving economic development, helping businesses launch, grow and locate in the state. Led by the Indiana Secretary of Commerce and governed by a 15-member board chaired by Governor Eric J. Holcomb. The IEDC is organized as a public private partnership and manages many initiatives, including performance-based tax credits, workforce training grants, innovation and entrepreneurship resources, public infrastructure assistance, and talent attraction and retention efforts.



About The Engineered Innovation Group (EIG)

EIG designs, builds and engineers innovative B2B SaaS products for entrepreneurs, enterprises and educational institutions. Our mission is to help companies create products and build their software organizations from insights to impact. We specialize in making the complex simple.