



# Advance Maryland

## Helping to Grow Small Businesses

### What is Advance Maryland?

Advance Maryland is a program created by Maryland Department of Commerce and the Economic Alliance of Greater Baltimore in partnership with the National Center for Economic Gardening. The program provides customized critical strategic information to second-stage entrepreneurs propelling their companies to the next phase of growth. The program helps CEO's build stronger teams, identify new markets, and sharpen their competitive edge using high-end corporate research tools.

#### **Core Business Strategy & Management**

Defines core business strategies and business models

#### **Market Research**

Identifies new markets, competitor intelligence, new products and industry trends

#### **Geographic Information Systems (GIS)**

Maps geographic areas for qualified sales leads

#### **Search Engine Optimization (SEO) and Social Media Marketing**

Raises visibility in search engine rankings and increases website traffic; tracks social interaction on other websites, blogs and online communities to connect better with customers



## Participants who apply must:

- Be a for-profit, privately held company headquartered in Maryland in operation for a minimum of two (2) years.
- Generate annual revenue or working capital of between \$1 million and \$50 million
- Employ between 10 and 99 fulltime employees
- Demonstrate growth in employment and/or revenue during two of the past five years
- Be referred by a participating economic development organization

**Fees:** No cost to companies. Program costs are sponsored by the Maryland Department of Commerce and Economic Alliance of Greater Baltimore.

**Time:** Engagements require 8-12 hours of your time communicating via teleconference and a secure website.

**To Apply:** Submit an application at <https://maryland.nationalcenterreg.org/>

---

## For additional application information contact:



Sean J. McEvoy  
Director, Small Business Resources  
Maryland Department of Commerce  
(410) 767-5675  
[sean.mcevoy@maryland.gov](mailto:sean.mcevoy@maryland.gov)



Mary M. Morris  
Commercialization and Innovation Specialist  
(410) 637-4116  
[mmorris@greaterbaltimore.org](mailto:mmorris@greaterbaltimore.org)