

## **Project Scout (Company Matching)**

**A company “matching” program can be a helpful tool, and an important part of an expansion program. The idea is to match companies based on capabilities, technology, goods & services, etc., all for the purpose of creating business partnerships, vendor relationships, and increased knowledge of what is needed and available locally. This information can be gleaned from the company visit, if the appropriate questions are asked.**

**Then, it can be worthwhile to put the time and effort into creating a database specific to each company’s capabilities, offerings, needs, etc.**

**In Colorado Springs, the EDC created a matching program called Project Scout. This is a two-pronged initiative. First, the Scout proactively identifies specific product or service needs at a local company. Then, after gathering a thorough understanding of the need(s), the Scout looks for local companies to introduce as a possible product or service solution. For example: The Scout has identified a local company looking to purchase a scheduling software product for their business. After understanding the company’s requirements, the Scout looks for local companies that provide this type of product. Typically, these will be small, early-stage companies who may not otherwise learn of this need. In this case, the Scout brings both companies together, which hopefully, creates a mutually beneficial relationship. The Scout can also serve to help create strategic partnerships between local companies where one of the partners needs the other for R&D, beta site or some other collaborative purpose.**

**The Scout is unique because it creates a “trusted agent” relationship with both companies by taking the time to understand the needs of one company and evaluating the company(s) that may provide a solution.**



## Project Scout

### *Facilitating business relationships for primary employers*

The EDC, through its Local Industry team, has developed “Project Scout,” an initiative to match local companies in similar marketplaces.

Project Scout:

- Proactively identifies product or service needs at local companies

- Seeks local companies to introduce as a possible product or service solutions

- Brings companies together to create mutually beneficial relationships

- Creates strategic partnerships among local companies

- Performs “due diligence” when requested by a company for referral purposes

Project Scout is unique because it creates a “trusted agent” relationship with both companies by taking the time to understand the needs of one company and evaluating the company(s) that may provide a solution.

Interested companies should contact Gary Markle, [gmarkle@csedc.org](mailto:gmarkle@csedc.org), for more information.