



December 11, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

NEXUS INVESTMENTS – The Florida Angel Nexus (NEXUS) supports a growing community of accredited investors, funds, trusts and family offices interested in the early-stage venture asset class and investing in businesses scaling quickly in Florida. In the past year, NEXUS members have invested \$5.5 million, which compares favorably to the \$11 million invested since 2013. NEXUS is looking for great companies that are raising capital, and investors interested in funding Florida companies. To learn more, visit www.floridaangelnexus.com.

2018 VENTURE CAPITAL CONFERENCE – The Florida Venture Forum and the Venture Education Foundation are calling for growth-stage companies to apply to present at the 2018 Florida Venture Capital Conference Jan. 30-31, 2018. The conference is one of the largest gatherings of venture capitalists and investors in the Southeast. It features panel discussions, speakers and presentations by some of Florida's fastest growing private companies. Presenting companies meeting designated criteria will also compete for the Accelerating Innovation (AI) Award offered by Space Florida. The AI Award offers a cash prize totaling \$100,000 to eligible Florida companies and companies seeking to relocate or establish a presence in Florida. The final application deadline is Dec. 20. To learn more, visit <http://www.flventure.org/>.

READY TO EXPORT? LEARN FROM THE EXPERTS! – What do you do when you know that international sales can help your company grow, but aren't sure which countries are ideal for your export strategy? Thanks to a new video series from the U.S. Commercial Service, you can take the first step in finding the right market. By learning from the experts through viewing short four-to-six-minute videos on each country, you'll get an overview of top U.S. export markets and insight from in-country trade experts at U.S. embassies and consulates. From decades of experience, the U.S. Commercial Service has found that many new-to-exporting businesses consider Canada, Mexico, United Kingdom, Germany and Australia as potential markets. They are geographically closer to the U.S. or may offer more transparency and ease of doing business. After watching the videos, you can learn more from available Country Commercial Guides that provide economic overviews and insights into industry opportunities, selling techniques, trade financing and business travel. Choose a video to watch now by going to <https://tinyurl.com/ycus59wj>.

REPUBLIC PARKING 'THANKS AGAIN' PROGRAM AVAILABLE AT DAB – Republic Parking System and Thanks Again have joined forces to offer airport customers valuable rewards; the program includes Daytona Beach International Airport (DAB). You can earn frequent flyer miles whenever you park at a Republic Parking System airport. For information and to register, visit <https://thanksagain.com>.

2016 CONSUMER TECHNOLOGY AD SPENDING – According to data from Kantar Media and the Ad Age Datacenter, U.S. advertising spending in consumer technology products totaled \$14.2 billion in 2016. At \$5.4 billion, U.S. measured media ad spending was dominated by the wireless communications industry segment. The computers, printers, tablets and accessories segment came in second at \$2.9 billion. Rounding out the top five were cable/satellite communications at \$1.3 billion, gaming at \$1 billion, and the home entertainment electronics segment at \$638 billion in spending. Despite the comings and goings of consumer technology products, overall ad spending levels have remained relatively constant -- averaging \$14.8 billion from 2012 to 2016. With a combined 2016 total of over \$3.9 billion, the top three consumer tech advertisers were AT&T, Verizon and T-Mobile U.S.

SIMPLIFYING SOCIAL MEDIA FOR SOLOPRENEURS – Social media might be the last thing on the minds of time-strapped solopreneurs or freelancers. But with a well-planned strategy, even the self-employed can make the most of these powerful and free marketing tools. On that topic, SCORE is offering a free webinar featuring Donna Amos, founder of the Solopreneur Solutions agency, who will share what she has learned while working with hundreds of clients. This one-hour webinar can help businesses of all sizes that need time-saving social media tips. Participants can expect to learn about social media platforms, how to get the most out of social media activities, and how to align social goals to business goals. To register, visit <https://tinyurl.com/y9m72u2v>.

DIGITAL TECHNOLOGIES AND SUPPLY-CHAIN IMPROVEMENTS – Companies combining digital applications with operational changes can yield significant industry supply chain performance improvements. However, despite a great deal of effort, relatively few have unlocked the full potential of digital technologies. An industry research study by global management consulting firm McKinsey and Company has found that the average supply chain had only a 43 percent level of digitization. This was the lowest among the business areas reviewed, including areas such as products and services, marketing, and business processes. Only 2 percent of surveyed executives were focusing digital strategies on their supply chain. This same research notes the disparity that, on average, companies that aggressively digitize their supply chains can expect to boost annual growth of earnings before interest and taxes by 3.2 percent—the largest increase from digitizing any business area. For more details, go to <https://tinyurl.com/yc6jbfjp>.

NEWS ITEMS WANTED! – Please send your business news items to Joanne Magley, Volusia County Community Information director, at imagley@volusia.org. If you wish to be removed from this weekly broadcast, please let us know.