

Vertical IQ Inks Deal to Provide Industry Intelligence to America's SBDCs



Industry Intelligence will enhance Small Business Development Center counselors' ability to advise clients on new, expanding business endeavors.

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Vertical IQ has been selected by America's SBDC as its provider of choice for Industry Intelligence. The deal provides Vertical IQ access to nearly all of the business counselors in the SBDC (Small Business Development Centers) network of state offices across the country. Vertical IQ's Industry Profiles, financial data, and Local Economic Data will be leveraged to help counsel business owners of all types - from dry cleaners, plastics manufacturers, veterinarians, and hundreds of others.

Funded in part by the United States Congress through a partnership with the U.S. Small Business Administration (SBA), America's SBDC is a nationwide network of more than 1,000 local centers providing no-cost business consulting and at-cost training to new and existing businesses.

"SBDCs serve a key role in supporting our nation's economy, nurturing the creation of new small businesses and helping current business owners expand," explains Vertical IQ president David Buffaloe. "Armed with the Industry Intelligence found on Vertical IQ's platform, SBDC's business counselors will provide even more valuable guidance and support to the entrepreneurs and small business owners they advise."

Dozens of SBDC centers across the country are already seeing the benefit of incorporating Vertical IQ data into their client counseling sessions.

"Market intelligence is an essential part of every small business' journey to success," emphasizes Austin Strawhacker, MPA, associate state director of America's SBDC Iowa. "Vertical IQ's ability to provide that information in a concise, reliable and readily available format to SBDC business counselors drastically improves our clients' ability to make important and informed decisions."

Vertical IQ was the best choice for SBDC counselors' Industry Intelligence needs in terms of quality and value, notes Charles "Tee" Rowe, president and CEO of America's SBDC.

"Vertical IQ is delivered in a format that is easy to digest and understand, and the content is designed to be shareable, saving our counselors time on both research and follow-up," Rowe explains. "But what really sets Vertical IQ apart from other providers is customer service. Their

focus on ensuring their customers' success through on-boarding and topic-specific training, as well as their responsiveness to users' needs, are truly unparalleled."

To learn more about Vertical IQ or to request a demo, visit www.verticaliq.com.

ABOUT VERTICAL IQ

Headquartered in Raleigh, N.C., [Vertical IQ](http://www.verticaliq.com) is a nationally recognized leader in Industry Intelligence. Whether they're pitching a local brewery or a national biotech company, successful sales, marketing and customer success teams use Vertical IQ to better understand a prospect's or client's business challenges before, during and after meetings. Covering more than 560 distinct industries, 3,400 local economies and more than 97 percent of the U.S. economy and Canada, Vertical IQ equips users with the confidence and credibility to make memorable first impressions and sustain enduring relationships.

ABOUT AMERICA'S SBDC

America's Small Business Development Center (SBDC) network is a partnership uniting private enterprise, government, higher education and local nonprofit economic development organizations. It is the Small Business Administration's largest partnership program, providing management and technical assistance to help Americans start, run and grow their own businesses. Learn more at www.americassbdc.org.

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