

## Businesses That Have Grown by Bagging a Few Elephants

Company	Industry	Growth*	Positioning	Elephants
SCA	Marketing, promotion	From \$200,000 to \$30,000,000	Product expansion database, targeted marketing	Packaged-goods companies
Jot It Down	Quick print	From \$120,000 to \$2,000,000	Deadline printing with big-company pickup	Local large firms in several industries
CPA Marketplace	Tax returns	From \$220,000 to \$780,000	Executive tax returns at volume discount (company perk)	Fortune 500 company
Touching Memories	Custom stationery	From \$50,000 to \$500,000	Gifts for employees & clients	Fortune 500 company
AEO Plumbing	Plumbing	From \$80,000 to \$600,000	Emergency service for developer, plumbing for development	Large residential developer
Apex Realty	Real estate	From \$1,000,000 to \$8,000,000	Housing for relocated executives	Two large Fortune 500 companies
Happy Dog Walking	Dog walking	From \$8,000 to \$52,000	Dog walking for executives	Large computer company
TradingPost.com	Online collectibles	From \$20,000 to \$2,000,000	eBay feeder alliance	eBay
Snyder Communications	Advertising	From \$100,000 to \$50,000,000+	Product expansion telemarketing	AT&T
Simply Sweet	Retail store confection	From \$70,000 to \$1,000,000	Distribution	Large catalog & high-end chain
SpeedByte	At-home PC consulting	From \$15,000 to \$400,000	Outsource capability for large companies	Several huge companies
Specialty Finance	High-risk lending	From \$500,000 to \$6,000,000	Higher-risk loans Higher interest rates	Underwriting banks
Smith-Ballenberg	Printing broker	From \$2,000,000 to \$14,000,000	A.S.A.P. NOW service	Packaged goods company
JPS Appraising	Appraisal service	From \$50,000 to \$2,000,000	Dedicated appraisal staff & service	Large lender banks

\*annual sales