



SMBIntelligence

Prime Growth Briefing User Guide

Version 2.1

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About the Prime Growth Briefing

Prime Growth

The Prime Growth Briefing is a powerful bi-weekly dataset that identifies current prime growth small businesses and groups them into nine segments based on their current growth priorities.

Prime growth firms are independents or small chains, that are employers, with a commercial location(s), currently at a seed (new, pre-opening) or expansion (high growth) development stage.

Growth priorities determine the format and scale of growth an owner is currently working to accomplish.

To learn more about Prime Growth Classification visit:

<https://smbintelligence.com/prime-growth-classification/>

Delivery

The Prime Growth Briefing is delivered in CSV format via email every two weeks.

Methodology

SMB Intelligence uses proprietary open-source intelligence (OSINT) methods applied through a combination of machine analysis and human analytics.

We continually monitor over 30,000 real estate, editorial, public government data, social media and other sources to track planned growth activity in the small business sector.

We apply Prime Growth Classification to that dataset to identify & segment prime growth firms, and then aggregate additional data points to determine key characteristics including their current job creation status, contact details and digital engagement.

We then geocode each prime growth firm, assign a US Census tract, and use extensive public government data to determine the current socioeconomic status of the community each firm is located in.

Data Points

Social Impact		
Opportunity Zone	Yes / No	This firm or establishment is located in an approved Opportunity Zone
Opp Zone Tract Type	Low income	This Opportunity Zone is a low income census tract
	Contiguous	This Opportunity Zone shares a common border with a low income tract whose median income doesn't exceed 125% of the qualifying tract
Investment Score	1-10	The level of past commercial, multi-family, single family and small business lending into the tract. A higher score indicates a higher level of investment.
Gentrification	Yes / No	This tract has recently experienced high levels of socioeconomic change.
Minority-owned	Yes / No	This firm is minority-owned
Women-owned	Yes / No	This firm is women-owned
Low income tract	Yes / No	This firm / establishment is located in a low income tract
Tract minority %	Varied	The % of the population that is a minority in the tract the firm / establishment is located in
Minority tract	Yes / No	The firm / establishment is located in a tract that is low income and with over 30% minority population
Tract median income	Varied	The median household income of the census tract the firm / establishment is located in
Metro median income	Varied	The median household income of the Metro Statistical Area the firm / establishment is located in
Area Economic Index	Varied %	The degree to which the community (census tract) that the firm / establishment is located in is economically advantaged or disadvantaged, in relation to the surrounding metro area. The lower the percentage, the less advantaged.
	Under 80%	The firm / establishment is located in an economically distressed community
	Over 120%	The firm / establishment is located in a economically advantaged community
Concentrated Poverty	Yes / No	The firm / establishment is located in an area of concentrated poverty.
ReCap	Yes / No	The firm / establishment is located in an ethnically concentrated area of poverty.
Disaster area	Yes / No	The firm / establishment is located in a county designated as a FEMA disaster zone in the last three years.
Sustainability	Varied	Whether or not we can determine if the firm has a stated sustainability program

Planned Growth		
Development Stage	Seed	A new, pre-revenue, pre-opening firm, currently planning their launch
	Expansion	An existing firm, currently planning to expand
Growth Format	Add establishment	Currently planning to add an establishment
	Add second establishment	Currently planning to add a second establishment
	Add multiple establishments	Currently planning to add multiple establishments at once
	Funded	Recently closed a substantial outside funding round
	New firm	A new firm
	New firm - encore	A new firm, owned by an entrepreneur with previous experience
	Relocation	Currently planning to relocate the firm or an establishment
Prime Growth Segment	Seed-NewFirm	These are new, seed stage firms, currently planning their launch
	Seed-Encore	These are new, seed stage firms, currently planning their launch, owned by an entrepreneur with previous experience
	Seed-Funded	These are new, seed stage firms, currently planning their launch, who have recently closed a substantial outside funding round
	Exp-Initial	These are existing single establishment firms, who are currently planning to expand into a small chain, by adding a second establishment
	Exp-Emerge	These are existing, emerging small chain firms with 3-10 establishments, that are currently planning to add another establishment.
	Exp-Advance	These are existing, advanced small chain firms, with 11-20 establishments, that are currently planning to add another establishment.
	Exp-Velocity	These are existing firms, that are currently planning rapid growth by adding multiple establishments at once.
	Exp-Funded	These are existing firms, who have recently raised closed a substantial outside funding round.
	Exp-Relocation	These are existing firms, currently planning to relocate the firm or an establishment.
Growth Priority	Varied	The big picture context of an owner's current growth plans - the format and scale of growth they are currently working to accomplish.
Growth Timing	Year / Quarter / Month / Date	This is the expected timing of the firm's planned growth
Growth Scale	1 to 20	Total number of establishments (locations) the firm has, including current planned expansion establishments
Job Creation	Current	This firm is currently hiring for newly created jobs
	Near Future	This firm will be creating new jobs in the near future
	Undetermined	We were unable to determine the job creation status of this firm

Digital Engagement		
Website	Varied	Whether or not the firm currently has a website
Linkedin	Varied	Whether or not the firm currently has a Linkedin profile
Facebook	Varied	Whether or not the firm currently has a Facebook profile
Twitter	Varied	Whether or not the firm currently has a Twitter profile
OpenTable	Yes	This firm has a listing on OpenTable
Digital Advertising	Varied	Whether or not this firm currently uses digital advertising, and which provider they use. Multi means more than one provider.
Ecommerce	Varied	Whether or not this firm currently has an ecommerce storefront, and which provider they use. Multi means more than one provider.
Yelp Rating	Varied	The current star rating of this firm
Yelp Claimed	Yes	This firm has claimed their Yelp listing
YP Claimed	Yes	This firm has claimed their YP listing

Political Districts		
Congress	Varied	The congressional district the firm / establishment is located in
Senate	Varied	The senate district the firm / establishment is located in
House	Varied	The house district the firm / establishment is located in

Firmographics		
Firm name	Varied	The name of the firm or establishment
Firm Format	Independent	A single establishment firm
	Small Chain	A small chain firm with 2-20 establishments
Employer Status	Current	This firm is currently an employer
	Near Future	This firm will be an employer in the near future (these are seed stage firms who will be launching in the near future)
Date Added	Varied	The date this firm / establishment profile was added
Industry	Varied	The industry classification of the firm
Category	Varied	The category classification of the firm
City	Varied	The city the firm / establishment is located in
State	Varied	The state the firm / establishment is located in
County	Varied	The county the firm / establishment is located in
Zip	Varied	The zip code the firm / establishment is located in
Country	USA	This firm / establishment is located in the US
	Canada	This firm / establishment is located in Canada
Metro	Varied	The Metro Statistical code the firm / establishment is located in
Co Age	Varied	The age of the firm
QSR	Varied	For foodservice firms / establishments - whether the firm is a quick serve restaurant

Spatial		
Latitude	Varied	The latitude of the firm / establishment
Longitude	Varied	The longitude of the firm / establishment
Accuracy Type	Rooftop	Exact building
	Range interpolation	Within a block
	Street Center	Street centroid accurate within a few blocks

Contact		
Address	Varied	The street address of the firm / establishment
Mail status	Valid-Mailable	We were able to USPS validate this address is currently deliverable
	Valid-Vacant	We were able to USPS validate this address is currently deliverable, however USPS has marked it as vacant
	Valid-Inactive	We were able to USPS validate this address is currently deliverable, however USPS has marked it as inactive
	Not Mailable	We were not able to USPS validate this address (usually because it is not a complete address)
Email	Varied	Whether or not we have an email for this firm
Email status	Valid	This email is valid and deliverable
	Accepts All	This email came back as valid, but the server has been configured to respond positive to all validation requests
	Unknown	We can't validate this email one way or the other
Phone	Varied	Whether or not we have a phone number for this firm
Phone status	Valid-Fixed	This is a validated landline
	Valid-Mobile	This is a validated mobile line
	Valid-Digital	This is a validated VOIP line
	Valid-Toll Free	This is a validated toll free line
Context	Varied	This is a description of the firm / establishment
Call Context	Varied	Additional context for the phone number provided
First	Varied	Whether or not we have the first name of the owner
Last	Varied	Whether or not we have the last name of the owner
Title	Varied	Whether or not we have the specific title of the owner

Prime growth insights

Development stage

Firms are defined to be at seed stage when they are a new, pre-revenue, pre-opening firm, currently planning their launch.

Firms are defined to be at expansion stage when they are an existing, operating firm that is currently planning to add an establishment, to relocate their firm or an establishment, or have just closed a substantial outside funding round.

Growth format

Determines the manner in which the firm is planning substantial growth: launching a new firm, adding establishments, a relocation or a allocating recently raised funding.

Growth scale

The total number of establishments (locations) a firm has. This is useful to differentiate between a single establishment firm and small emerging or advanced chains.

Growth timing

Defines when the planned growth is scheduled to occur. As growth is rarely planned to specific dates, we use a unique date format: year / quarter / month / date, to enable classification by quarter and month.

Job creation

Job creation status is either current, near future, or undetermined.

Current: they are currently hiring for *newly created jobs*.

Near future: they will be adding new jobs in the near future.

Undetermined: we were unable to determine their current job creation status.

We use a proprietary method to determine current job creation status. Accuracy is 96%.

Growth priority

Defines the big picture context of an owner's current growth plans - the format and scale of growth they are currently working to accomplish.

Growth priority is determined by combining a firm's growth format, growth scale, and current development stage.

Prime growth segments

Seed – New Firm

New, seed stage, pre-revenue, pre-opening firms currently planning to launch their firm.

Seed – Encore

New, seed stage, pre-revenue, pre-opening firms currently planning to launch their firm, with an owner who has previous entrepreneurial experience.

Seed – Funded

New, seed stage, pre-revenue, pre-opening firms currently planning to allocate recently raised funds to launch their firm.

Expansion – Initial

Existing, expansion stage firms, currently planning to expand their single establishment firm into a small chain by adding a second establishment.

Expansion – Emerge

Existing, expansion stage, emerging small chain firms with 3-10 establishments, that are currently planning to expand by adding an establishment.

Expansion – Advance

Existing, expansion stage, advanced small chain firms with 11-20 establishments, that are currently planning to expand by adding an establishment.

Expansion – Velocity

Existing, expansion stage firms, that are currently planning rapid expansion by adding multiple new establishments at once.

Expansion – Funded

Existing, expansion stage firms, that are currently planning to allocate recently raised funds for substantial growth.

Expansion – Relocate

Existing, expansion stage firms, that are currently planning to expand by relocating their firm or an establishment to a new location.

Opportunity Zones

Sources

Opportunity Zone designation is based on the Jun. 14, 2018 dataset from the Department of Treasury CDFI fund.

Zone investment flow and recent gentrification are sourced from the Urban Institute.

Tract type

Tract type is either low-income or contiguous. Contiguous are census tracts sharing a common border with a low-income tract, with median family income that does not exceed 125% of the qualifying tract. The vast majority of Opportunity Zone tracts are low income.

Zone investment flow

References the Investment Score for Opportunity Zones developed by the Urban Institute.

This measures the level of commercial, multi-family, single-family and small business lending already flowing into the tract. A higher score indicates a higher level of previous investment into that community.

Gentrification

References the Socioeconomic Change Flag for Opportunity Zones developed by the Urban Institute.

The flag identifies tracts that have recently experienced high levels of socioeconomic change. Eligible tracts that have gentrified may need investment support less than other tracts that have not.

Learn more

To learn more about the Opportunity Zone data, visit:

<https://www.urban.org/policy-centers/metropolitan-housing-and-communities-policy-center/projects/opportunity-zones-maximizing-return-public-investment>

Social impact insight

Low income tract

We define a firm or establishment as being located in a low income census tract when the tract median income is less than 80% of the metro area median income, based on 5 Year ACS data 2012-2016.

Tract median income

The median income of the census tract the firm or establishment is located in, based on 5 Year ACS data 2012-2016.

Metro median income

The median income of the metro statistical area the firm or establishment is located in, based on 5 Year ACS data 2012-2016.

Area minority percentage

The percentage of the population in the tract that is a minority, based on 5 Year ACS data 2012-2016.

Tract minority percentage

The percentage of the population of the tract that is a minority, based on 5 Year ACS data 2012-2016.

Minority tract

The census tract is classified as low income and the tract minority percentage is 30% or above.

Minority-owned

A firm that is at least 51% owned by an individual of African, Hispanic, Native American, Asian Pacific and Subcontinent Asian backgrounds.

We use a proprietary method to determine minority-owned firms. Firms that are classified as minority-owned have a 90% accuracy rate.

Women-owned

A firm that is at least 51% owned by a woman. We use a proprietary method to determine women-owned firms. Firms that are classified as women-owned have a 97% accuracy rate.

Opportunity Zone

The firm or establishment is located in a census tract designated as an approved Opportunity Zone.

Disaster area

The firm or establishment is located in a county eligible for individual FEMA assistance within the previous three years.

Concentrated poverty

Determines if a tract has more than 40% of individuals living at or below the poverty line, based on 5 Year ACS data 2012-2016.

Area Economic Index

The Area Economic Index helps measure the degree of economic distress (or advantage) of the community the prime growth firm is located in, in relation to its surrounding area.

The index uses a simple formula: the median income of the census tract the firm or establishment is located in, divided by the median income of the surrounding metro statistical area, based on 5 Year ACS data 2012-2016.

This provides us with a percentage, with 100% representing a census tract whose median income matches the median income of the surrounding area - it is not likely to be economically distressed or advantaged.

The lower the percentage, the more economically distressed the community is likely to be in relation to its surrounding area. The higher the percentage, the more prosperous the community is likely to be in relation to its surrounding area.

We define under 80% as being economically distressed, and over 120% as being economically advantaged.

The index exists to help promote inclusive economic growth by identifying prime growth firms in economically distressed communities, and which firms, if successful, could have an outsized positive impact on their community.

For example, a new grocery store opening in a prosperous, economically advantaged community will most likely not have an overly large impact on that community, as it is already prosperous.

However, that same grocery store opening in an economically distressed community could substantially increase the number of jobs available, provide badly needed amenities, and potentially serve as a catalyst for further development in the area.

The Area Economic Index can help your organization determine where your support could potentially have the highest impact.