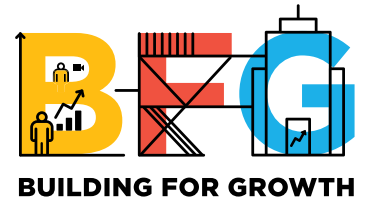


# BUILDING FOR GROWTH

## Successfully Scaling Construction Businesses



### NEW JERSEY

*Building for Growth (BFG)* is a tuition-free, executive education program that helps primarily BIPOC-, woman-, and veteran-owned construction contractors build capacity and develop sustainable growth strategies that position their businesses to secure contracts and increase revenues and profits. The New Jersey Economic Development Authority is partnering with ICIC to bring BFG to New Jersey construction contractors, with classes starting January 2025. The program is hybrid, offering both in-person classes hosted at Kean University and virtual classes via Zoom.



"I recommend Building for Growth enthusiastically: literally no stone was left un-turned. This helped me really identify gaps in my current workflow and where I need improvements. It also opened my eyes to the things I could be overlooking that are essential for success and performance."

**HEMLATA PERSAUD**  
CEO, United Electric Contracting  
Bayonne, New Jersey  
BFG Program Alumna

## BFG Alumni Impact Statistics



**156%**  
Average Increase  
in Bonding Capacity



**101%**  
Average Increase  
in Backlog



**\$5.4 MM**  
Total Capital Raised

## Why Enroll in BFG?

The BFG program will guide you in creating a **tailored business plan** that fuels growth. **Practitioner-led classes** will prepare you to:

- **Increase your bonding capacity:** create and refine your bonding application with direct feedback from bonding experts
- **Build your backlog:** hone your growth strategy and connect with a diverse group of general contractors and corporate purchasers of subcontracting services
- **Access capital:** refine your pitch for capital and get direct input from bankers

**APPLY**

Does your business fit this profile?

**APPLY TODAY at**

<https://icic.org/BFGapply/NJ>

## BFG Program Structure

The program combines **18 weekly classes**, **dedicated technical assistance**, and **long-term mentorship**. The program comprehensively covers all key elements needed to be a successful construction firm.



**MODULE 1:**  
Developing  
Strategy



**MODULE 2:**  
Finance  
Fundamentals



**MODULE 3:**  
Understanding  
Risk & Liability



**MODULE 4:**  
Accessing &  
Leveraging Capital



**MODULE 5:**  
Competing  
for Contracts



**MODULE 6:**  
Legal  
Foundations

To view a detailed program curriculum visit: <https://icic.org/BFGcurriculum>

For questions about the BFG program, contact us at [BFG@ICIC.org](mailto:BFG@ICIC.org) or set up a meeting at: <https://calendly.com/building-for-growth/>



Delivered in partnership with:



## BFG Program Eligibility

BFG's cohorts are capped at ~60 businesses, and applications can be submitted on a rolling basis. We encourage you to apply early while openings remain.

To be eligible for the BFG program in New Jersey, your company must be:

- An independent, for-profit corporation in the construction industry
- Headquartered in New Jersey, or perform a significant percentage of contracts in New Jersey
- At least 51% BIPOC- **and/or** woman-owned **and/or** veteran-owned **and/or** located in an over-burdened community\*
- Have annual revenues of \$1MM-\$10MM **and/or** be on course to reach or exceed \$2MM within the next 3 years

**“The BFG program is exactly what I needed to grow my company and take it to the next level. I’ve been in business for 12 years and didn’t know a good chunk of information required to grow. Now, I have a blueprint to turn my company around, models to copy, and instructors to contact if I get stuck. I’ve applied the lessons to my company, and I’m starting to see results.”**



**GEOFF ALLEN**  
Owner, PMG Contracting  
Jersey City, New Jersey  
2024 BFG Program Participant

## What Makes BFG Unique?

- **Peer-to-peer connections:** join a vibrant cohort of diverse contractors to expand and enhance your peer network
- **Led by practitioners:** classes taught by construction industry practitioners and experts in their respective fields
- **Access to resources:** broad exposure to industry partners, including financial and bonding institutions, municipalities, and large prime contractors
- **Business planning:** create or improve a customized business plan designed to fuel growth, with feedback and support from the BFG staff

### NOMINATE

Know any businesses that would be a good fit for BFG? **NOMINATE** them to participate at:  
<https://icic.org/BFGnominate>

### APPLY

**Does your business fit this profile?**  
**APPLY TODAY at:**  
<https://icic.org/BFGapply/NJ>

Delivering BFG to New Jersey entrepreneurs in partnership with:

