

Company Category Definitions



RED: MICROENTERPRISE

Most businesses are microenterprises, created around the owner's personal expertise and may not require a physical location. Online businesses and solopreneurs also fall into this group.



ORANGE: MAIN STREET

Have a brick-and-mortar store? This circuit connects you to resources to help you find the right location, get customers in your doors, open a new location and more.



LIME GREEN: INNOVATION

Follow this circuit if you're growing a business around a new technology or breakthrough process that has the potential for a very large market.



BLUE: SECOND-STAGE

Ready to scale? Follow this circuit if your business, in any industry, is fast approaching \$1 million in total revenue.

For more information on the company categories visit the [Sparkyard Growth Circuit](#)