



4 GAME CHANGING BENEFITS

In researching its small business closing statistics, CB Insights carefully analyzed 101 small businesses that closed down in order to determine why they failed. Researchers found that almost half the companies (42%) on the list shut their operations down because there was no market need for their products or services. This is the most important condition for starting a business; no amount of marketing or investment in technology can make up for it.

Grow your Network



23% of businesses fail because they don't assemble a good enough team.

Get Access to Education



14% of small businesses fail because they ignore their customers' needs, while the same number fail because of poor marketing skills.

Access to Resources



19% of small businesses fail because their competition outperforms them

We Advocate for You



For 33% of small business owners, the greatest challenge is a lack of capital

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Individual vs Entrepreneur



Directory Listing



Everything in Individual + Enhanced Directory Listing



Access to all Networking Events



Business Development Consultations



Social Media and Newsletter Spotlight



Business Valuation



Marketing Headshot