

Inc.

FOUNDER-FRIENDLY INVESTORS
OUR GUIDE TO STARTUP FUNDING WITHOUT THE FUNNY BUSINESS

JENNIFER GARNER'S ALIAS:
ENTREPRENEUR

Inc.'s 2023 POWER PARTNER AWARDS
389
COMPANIES BUILT TO BOOST YOURS

PANERA FOUNDER RON SHAICH
MENTORS THE PORK ROLL KING

FACEBOOK VS. YOUR BUSINESS
PAGE 76

Deepak Chopra

HIS FOUR RULES FOR SUCCESS IN BUSINESS AND LIFE

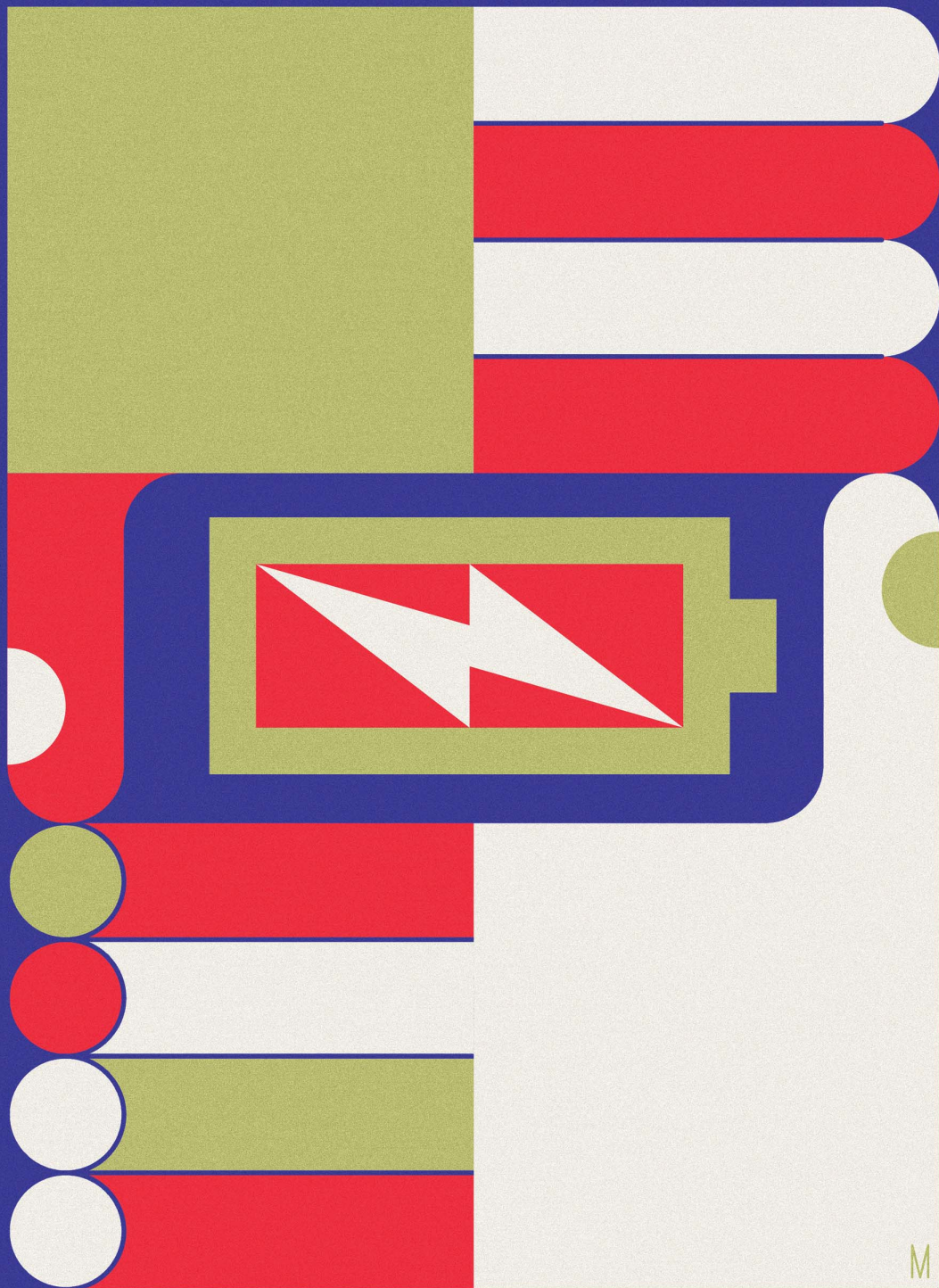
WHAT'S YOUR NEXT MOVE? 



**INTRODUCING
389 COMPANIES
THAT EXIST TO
HELP YOURS DO
WHAT IT DOES
BEST. SOME YOU
MAY KNOW;
MANY YOU
WILL NOT. THEY
ARE ALL B2B
SUPERSTARS.**

Decisions. Who even knows how many the typical founder must make in a day, let alone in the course of starting a business? Steve Jobs reached for the same outfit every morning just to get a single quandary off his plate. When it comes to the business of selecting other businesses to help you run *your* business, it can be enough of a headache to make you wish for a closetful of black turtlenecks. After all, your decisions—like which ESG compliance company to hire, or which privacy and security firm should safeguard your sensitive customer data—have real-world ripple effects, on the livelihoods of your employees and on the business itself. How to make good ones?

If you need a communication platform for your growing team, of course you know to kick the tires of Slack. And it makes sense that the company behind the ubiquitous productivity platform made the 2023 Power Partners, our list of high-caliber B2B product and service providers across the globe. But there are also plenty of stellar companies you may have never heard of out there—B2B is a \$10 trillion-plus market in the U.S. →



ILLUSTRATIONS BY GREG MABLY

WSC SPORTS
KEY CLIENTS N.J. Devils and Prudential Center, Pac-12 Conference, University of Miami

ROBOTICS

CIEK SOLUTIONS
KEY CLIENTS DotDash Meredith, EYA, GK5A

INTETICS
KEY CLIENTS Brava, Hecht Contactlinsen, Summit Educational Group

SOFTBANK ROBOTICS AMERICA
KEY CLIENTS Club Wyndham Atlanta & Margaritaville Vacation Club Atlanta, Sandhill Cove, Sheraton Myrtle Beach

TECHVINE
KEY CLIENTS Federal Reserve Bank, Mainline, OneMain Financial

THOUGHTI
KEY CLIENTS Mercer (US), Prime Dimensions, Striley Technical Services

BUSINESS PRODUCTS & SERVICES

Businesses selling operational and other necessary products and services to other businesses in a market expected to hit nearly \$11 trillion this year

3x

The increased likelihood that customers will happily enter a bigger deal if suppliers offer competitive insights, according to Gartner

GENERAL

ACTIVATE GROUP
KEY CLIENTS Canda Solutions, Fitness Ventures, Irby Group

BUSINESS GPS
KEY CLIENTS Cadenza Center for Psychotherapy & The Arts, Eat Your Struggles, Seneca Falls Pizza

THE CALL GURUS
KEY CLIENTS Policy Impact, Quoteway, Track Drive

GOAL SOLUTIONS
KEY CLIENTS Edvisio, Stride Funding, Sunlight Financial

JEWELERS MUTUAL GROUP
KEY CLIENTS Smyth Jewelers, Time Delay Corporation, Underwood Jewelers

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
KEY CLIENTS KLA Corporation, Our Next Energy (ONE), ZF Group

MOWERY & SCHOENFELD
KEY CLIENTS Connelly Electric, Hampshire Farms, Straight North

STEELHEAD PRODUCTIONS
KEY CLIENTS Alarm.com, Cox Business, Our Next Energy

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

MANAGEMENT & GROWTH CONSULTING

ACCESS
KEY CLIENTS CGI, Metro, Pine Cliff Energy

ACERTITUDE
KEY CLIENTS Cabinetworks Group, Newell Brands, Sunrise Senior Living

ACTIVATE GROUP
KEY CLIENTS Canda Solutions, Fitness Ventures, Irby Group

ADVANCED TECHNOLOGY SERVICES
KEY CLIENTS ConMet, Kellogg's, Teijin

KATHLEEN WOOD PARTNERS
KEY CLIENTS La Carreta, Scooter's Coffee, Toast Coffee+Kitchen

SHRM
KEY CLIENTS Albemarle, American Family Insurance, Eli Lilly and Company

SPAULDING RIDGE
KEY CLIENTS Assembly Health, RedHat, Sophos

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

VISCADIA
KEY CLIENTS Daiichi Sankyo, Genmab, Milestone Pharmaceuticals

PRODUCT TESTING

HORATIO
KEY CLIENTS Inside Weather, Pair Eyewear, Super Coffee

NEWBURY PARTNERS
KEY CLIENTS ALKU, Employment Enterprises, HealthStaff

PULP+WIRE
KEY CLIENTS Kalamata's Kitchen, Rind Snacks, Soom Foods

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

THE VERTICAL COLLECTIVE
KEY CLIENTS Battlbox, Manscaped, Silked

L.A.-based travel-accessories startup Silked was in its early stages in 2020 when a subscription gift basket company booked an order for 550,000 satin pillow sleeves—50 times its manufacturer's capacity. "Imagine," says co-founder and CEO Phoenix Gonzalez. "You're like, 'How are we going to do this?'" The answer: Hire The Vertical Collective, a contract manufacturer just down the coast in Solana Beach, with employees in Asia, that provides DTC brands with everything from product development to delivery. "They knew the process, they had compliance officers, approved factories, a supply chain," Gonzalez says. "All we had to do was deliver our product." Now, with The Vertical Collective (a 2022 Inc. Regionals honoree in the Pacific region) in its corner, Silked has landed on shelves at TJ Maxx and grown its customer base from 10,000 to 650,000. —Sam Blum

VFP CONSULTING
KEY CLIENTS CentralSquare, Five9, MDA

ZENPACK
KEY CLIENTS Jinxdrinx, Pink Slip, Zip Mint

RECRUITING

ACERTITUDE
KEY CLIENTS Cabinetworks Group, Newell Brands, Sunrise Senior Living

ADVANCED TECHNOLOGY SERVICES
KEY CLIENTS ConMet, Kellogg's, Teijin

CAREER GROUP COMPANIES
KEY CLIENTS Copper, J. Crew, Tri Star

FRANKLYN WEST
KEY CLIENTS Dell, Lowe's, Viacom

HORATIO
KEY CLIENTS Inside Weather, Pair Eyewear, Super Coffee

ISUPPORT WORLDWIDE
KEY CLIENTS Addium, HPPY HOUR, SanMar

SPAULDING RIDGE
KEY CLIENTS Assembly Health, RedHat, Sophos

TOOTRIS
KEY CLIENTS Dr. Bronner's, Mazda Toyota Manufacturing, Memphis Area Transit Authority

STAFFING

ACERTITUDE
KEY CLIENTS Cabinetworks Group, Newell Brands, Sunrise Senior Living

ADVANCED TECHNOLOGY SERVICES
KEY CLIENTS ConMet, Kellogg's, Teijin

THE CALL GURUS
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KEY CLIENTS Assembly Health, RedHat, Sophos

TOOTRIS
KEY CLIENTS Dr. Bronner's, Mazda Toyota Manufacturing, Memphis Area Transit Authority

CLOUD COMPUTING/SAAS

Companies in a \$3 trillion global market that deliver remote services—like data storage, servers, databasing, networking, and software development—through the internet

28%

Portion of cloud storage wasted in 2022, according to Flexera

GENERAL

APIWORX
KEY CLIENTS Coaster Stone, LovePop, Vita Cup

AVEPOINT
KEY CLIENTS Arthrex, Progressive, Washington Metropolitan Area Transit Authority

E-EMPHASYS TECHNOLOGIES
KEY CLIENTS ASCO Equipment, Cowin Equipment, Darr Equipment

GODLAN
KEY CLIENTS Daniels Manufacturing Corporation, Dexter Research Center, Rexa

INFRASCALE
KEY CLIENTS Computer Driven Solutions, EssentialNet Solutions, 21st Century IT Consulting

SIMPLIFY HEALTHCARE
KEY CLIENTS Blue Cross Blue Shield of Nebraska, Capital Blue Cross, Independent Health

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

VONAGE
KEY CLIENTS CommonTime, The SaaSy People, University of Pennsylvania Information Systems & Computing

WORKWAVE
KEY CLIENTS Best Plumbing, Magee Office Products, Off Road Trash Company

BUSINESS INTELLIGENCE & ANALYTICS

AVEPOINT
KEY CLIENTS Arthrex, Progressive, Washington Metropolitan Area Transit Authority

DOIT INTERNATIONAL
KEY CLIENTS Garner, Glean, TINT

E-EMPHASYS TECHNOLOGIES
KEY CLIENTS ASCO Equipment, Cowin Equipment, Darr Equipment

LOGICMONITOR
KEY CLIENTS Bandwidth, County of Henrico, Loyola University Maryland

SIMPLIFY HEALTHCARE
KEY CLIENTS Blue Cross Blue Shield of Nebraska, Capital Blue Cross, Independent Health

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

VELVETECH
KEY CLIENTS Cargo Data, FORTH, MedAdept

WORKIVA
KEY CLIENTS Hershey, Keurig Dr Pepper, Lithia Motors

XERO
KEY CLIENTS Rebel Bread, Sustainable Goat, Uncle Tim's Cocktails

CUSTOMER RELATIONSHIP MANAGEMENT

AUTODESK
KEY CLIENTS Continental Electrical Construction Company, Miron Construction, The PENTA Building Group

E-EMPHASYS TECHNOLOGIES
KEY CLIENTS ASCO Equipment, Cowin Equipment, Darr Equipment

GEOGRAPHIC SOLUTIONS
KEY CLIENTS Arizona Department of Economic Security, North Carolina Department of Commerce, Pennsylvania Department of Labor and Industry

MOMENTUM FACTOR
KEY CLIENTS ID Life, Xyngular, YoungLiving

SIMPLIFY HEALTHCARE
KEY CLIENTS Blue Cross Blue Shield of Nebraska, Capital Blue Cross, Independent Health

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

VELVETECH
KEY CLIENTS Cargo Data, FORTH, MedAdept

WORKWAVE
KEY CLIENTS Best Plumbing, Magee Office Products, Off Road Trash Company

XERO
KEY CLIENTS Rebel Bread, Sustainable Goat, Uncle Tim's Cocktails

ENTERPRISE RESOURCE PLANNING

APIWORX
KEY CLIENTS Coaster Stone, LovePop, Vita Cup

E-EMPHASYS TECHNOLOGIES
KEY CLIENTS ASCO Equipment, Cowin Equipment, Darr Equipment

EPICOR
KEY CLIENTS Arnold Lumber, Duncan Parnell, Star Lumber

GODLAN
KEY CLIENTS Daniels Manufacturing Corporation, Dexter Research Center, Rexa

ORACLE NETSUITE
KEY CLIENTS Bridgepoint Consulting, eXtendTech, The Vested Group

SIMPLIFY HEALTHCARE
KEY CLIENTS Blue Cross Blue Shield of Nebraska, Capital Blue Cross, Independent Health

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

VELVETECH
KEY CLIENTS Cargo Data, FORTH, MedAdept

WORKWAVE
KEY CLIENTS Best Plumbing, Magee Office Products, Off Road Trash Company

SOFTWARE AS A SERVICE

APIWORX
KEY CLIENTS Coaster Stone, LovePop, Vita Cup

AVEPOINT
KEY CLIENTS Arthrex, Progressive, Washington Metropolitan Area Transit Authority

E-EMPHASYS TECHNOLOGIES
KEY CLIENTS ASCO Equipment, Cowin Equipment, Darr Equipment

GODLAN
KEY CLIENTS Daniels Manufacturing Corporation, Dexter Research Center, Rexa

SIMPLIFY HEALTHCARE
KEY CLIENTS Blue Cross Blue Shield of Nebraska, Capital Blue Cross, Independent Health

SURALINK
KEY CLIENTS Adams, Jenkins & Cheatham, Boulay, Porte Brown

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

TEBRA
KEY CLIENTS DeNova Behavioral Health, Medi-ssage, Pediatric Neurology Divine Solutions

WORKWAVE
KEY CLIENTS Best Plumbing, Magee Office Products, Off Road Trash Company

STORAGE SOLUTIONS

AVEPOINT
KEY CLIENTS Arthrex, Progressive, Washington Metropolitan Area Transit Authority

CUMULUS GLOBAL
KEY CLIENTS Advanced Personnel Resources, The Alternate Board – Boston Northwest, PublishToday Media

DIGITALOCEAN
KEY CLIENTS Bright Data, Scaper AI, Validin

HORNETSECURITY
KEY CLIENTS ADM Computing, Brigantia Partners, Outsource Group

MOMENTUM FACTOR
KEY CLIENTS ID Life, Xyngular, YoungLiving

SIMPLIFY HEALTHCARE
KEY CLIENTS Blue Cross Blue Shield of Nebraska, Capital Blue Cross, Independent Health

TARKENTON
KEY CLIENTS ADP, Corporate Relocation International, Liger

VERCEL
KEY CLIENTS RedBull, Viable AI, Wethenew

XERO
KEY CLIENTS Rebel Bread, Sustainable Goat, Uncle Tim's Cocktails

COMMUNICATION PLATFORMS

Businesses using cloud-based delivery to deploy application program interfaces (APIs) for communications tasks such as voice, video, and messaging in a market expected to surpass \$4 billion in 2023

48%

Portion of communications platform-as-a-service clients that reported, in a survey from Merit Mile, that their infrastructure is unreliable, redundant, or inefficient

GENERAL

BROADVOICE
KEY CLIENTS CloudTen Residential, The Key to Learning, St. Thomas Aquinas Catholic Church

ELTROPY
KEY CLIENTS Natco Credit Union, Rivermark Community Credit Union, TruWest Credit Union

MATTERMOST
KEY CLIENTS AMPAC Fine Chemicals, Crossover Health, Wealthfront

NETNUMBER GLOBAL DATA SERVICES
KEY CLIENTS The Campaign Registry, 4 Pine Belt Cellular, Lleida

NEXTIVA
KEY CLIENTS Farmers Insurance – The Ehrick Agency, Shelby American, Social Vocational Services

PLIVO
KEY CLIENTS Jobcase, qMenu, Verias

TEXT REQUEST
KEY CLIENTS Bin There Dump That, PetVet365, The University of Tennessee at Chattanooga

VERIZON BUSINESS
KEY CLIENTS Help Initiative, Malik Books, Status Solutions

WEBEX BY CISCO
KEY CLIENTS Brinks, St. Vrain Valley School District, T-Mobile

MESSAGING & CHAT PLATFORMS

ELTROPY
KEY CLIENTS Natco Credit Union, Rivermark Community Credit Union, TruWest Credit Union

MATTERMOST
KEY CLIENTS AMPAC Fine Chemicals, Crossover Health, Wealthfront

NEXTIVA
KEY CLIENTS Farmers Insurance – The Ehrick Agency, Shelby American, Social Vocational Services

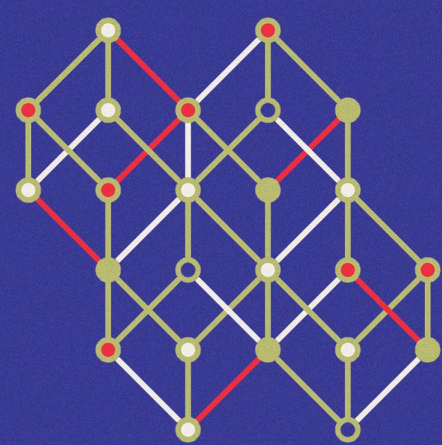
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TEXT REQUEST
KEY CLIENTS Bin There Dump That, PetVet365, The University of Tennessee at Chattanooga

WEBEX BY CISCO
KEY CLIENTS Brinks, St. Vrain Valley School District, T-Mobile

SHARED WORKPLACE PLATFORMS

MATTERMOST
KEY CLIENTS AMPAC Fine Chemicals, Crossover Health, Wealthfront



Crypto & Blockchain