

MENTORSHIP PROGRAM SPEEDS COMPANY GROWTH

ABOUT BODY ARMOR DIRECT. Body Armor Direct manufactures soft and hard body armor solutions in Boca Raton, Florida. Their customers include law enforcement, first responders and the general public.

THE CHALLENGE. Dave Goldberg, CEO of Body Armor Direct, was looking for a mentor who had been through a similar experience of rapid growth. Specifically, Mr. Goldberg was looking for someone who had knowledge in government contracts and could lend their expertise. Mr. Goldberg turned to the American Academy of Entrepreneurs, a mentorship program for second-stage CEOs, part of GrowFL's work to support manufacturers through its membership with FloridaMakes.

MEP CENTER'S ROLE. American Academy of Entrepreneurs mentors and mentees met monthly to review current or upcoming business challenges and goals. Over the six-month program, Mr. Goldberg's mentor helped Body Armor Direct create a successful strategy to move into the government sector. Body Armor Direct also took on a large investor in December 2021, during the program.

"I was drawn to the American Academy of Entrepreneur program so I could learn from a mentor who would help me get from point A to point B. It was important to me that my mentor shared the good, the bad and the ugly, which not many business owners do. Participating in the American Academy of Entrepreneurs helped tremendously with moving the company into the government sector. My mentor shared her own experiences with me which was crucial to hear so I could adjust my own plan of action. If you're open to sharing and learning from people in similar or parallel industries, the American Academy of Entrepreneurs can certainly help you grow your business faster."

-Dave Goldberg, CEO

RESULTS



\$100,000 invested into marketing, including rebranding as National Body Armor



4 new additional government contracts



2,000 ft. expansion into new facility at new location

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