



NATIONAL CENTER FOR  
THE MIDDLE MARKET

In Collaboration With



THE OHIO STATE UNIVERSITY  
FISHER COLLEGE OF BUSINESS



GE Capital

# Growth Opportunity: The U.S. Middle Market

A platform for jobs and economic growth with the National Center for the Middle Market

## What is the U.S. Middle Market?

The U.S. middle market represents companies with annual revenues between \$10 million and \$1 billion. As a critical pillar of economic growth nationwide, the middle market created more than two million jobs during the Great Recession and continues to outpace the national economy in both revenue and employment growth.

## What is the National Center for the Middle Market?

A partnership of GE Capital and The Ohio State University's Fisher College of Business, the Center is the nation's only research institution dedicated solely to understanding the economic impact of the middle market, identifying challenges to their future prosperity and funding research on key issues.

## Center Leadership

To discuss potential collaboration opportunities between the Center and your organization, please contact:



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## What We Offer

### Comprehensive, Relevant Middle Market Research & Data

Each year the Center funds a broad portfolio of U.S. middle market research. With \$2 million in funding for more than 24 academic projects, the Center is creating new insights that drive a more competitive U.S. Middle Market.

- The quarterly Middle Market Indicator is the nation's most comprehensive barometer of U.S. middle market performance and future trends.
- Breakthrough research and insights inform a diverse set of topics, including globalization, innovation, talent management and operational excellence.
- Interactive benchmarking tools translate research into insights to help middle market executives compare company performance, supply chain resiliency and CEO compensation.

## Expertise & Outreach

Experts from the National Center for the Middle Market travel nationwide to share relevant research, highlight growth enablers and discuss trends with middle market companies, policymakers, media and academics.

## Executive Training

Located in one of the top business schools in the country, the Center provides executive seminars focused on solving real-world middle market challenges as well as informative webinars that build capabilities and facilitate best practice sharing among middle market companies.

## In The News

"Beyond tight lending conditions, small- and medium-sized businesses have been facing a barrage of challenges—from taxes to anticipated rising health-care costs—that have spooked them from making substantial spending decisions including hiring" - CNBC

"...executives at medium-sized companies are growing more confident about future growth, as reported by a survey published today by the National Center for the Middle Market." - Bloomberg Businessweek

Learn more about the NCMM at  
[www.middlemarketcenter.org](http://www.middlemarketcenter.org)

# Understanding the U.S. Middle Market

AN UNDERSTUDIED MARKET SEGMENT WITH A MAJOR IMPACT

Largely overlooked compared to their bigger and smaller peers, the middle market is a driving force behind the U.S. economy. The U.S. middle market, which encompasses companies with annual revenues from \$10 million to \$1 billion, is incredibly diverse, reaching industries and geographies in every corner of the country.

## Middle Market Impact



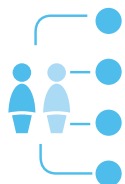
**5th**  
LARGEST GLOBAL  
ECONOMY

**33%**  
OF PRIVATE  
SECTOR GDP

MORE THAN  
**\$10**  
TRILLION IN  
ANNUAL REVENUE



**1/3 OF U.S. JOBS —**  
APPROX. 44.5 MM



**2.2+**  
MILLION NEW JOBS  
(2007-2010)

**1.95+**  
MILLION NEW JOBS  
(2011-2012)

**1.2+**  
MILLION NEW JOBS  
(2012-2013)

## Middle Market Definition

NEARLY  
**200,000**  
BUSINESSES IN ALL  
INDUSTRY SEGMENTS  
AND GEOGRAPHIES

REPRESENTING  
**3.0%**  
OF ALL  
U.S. COMPANIES

ANNUAL REVENUE RANGING FROM  
**\$10MM — \$1B**

