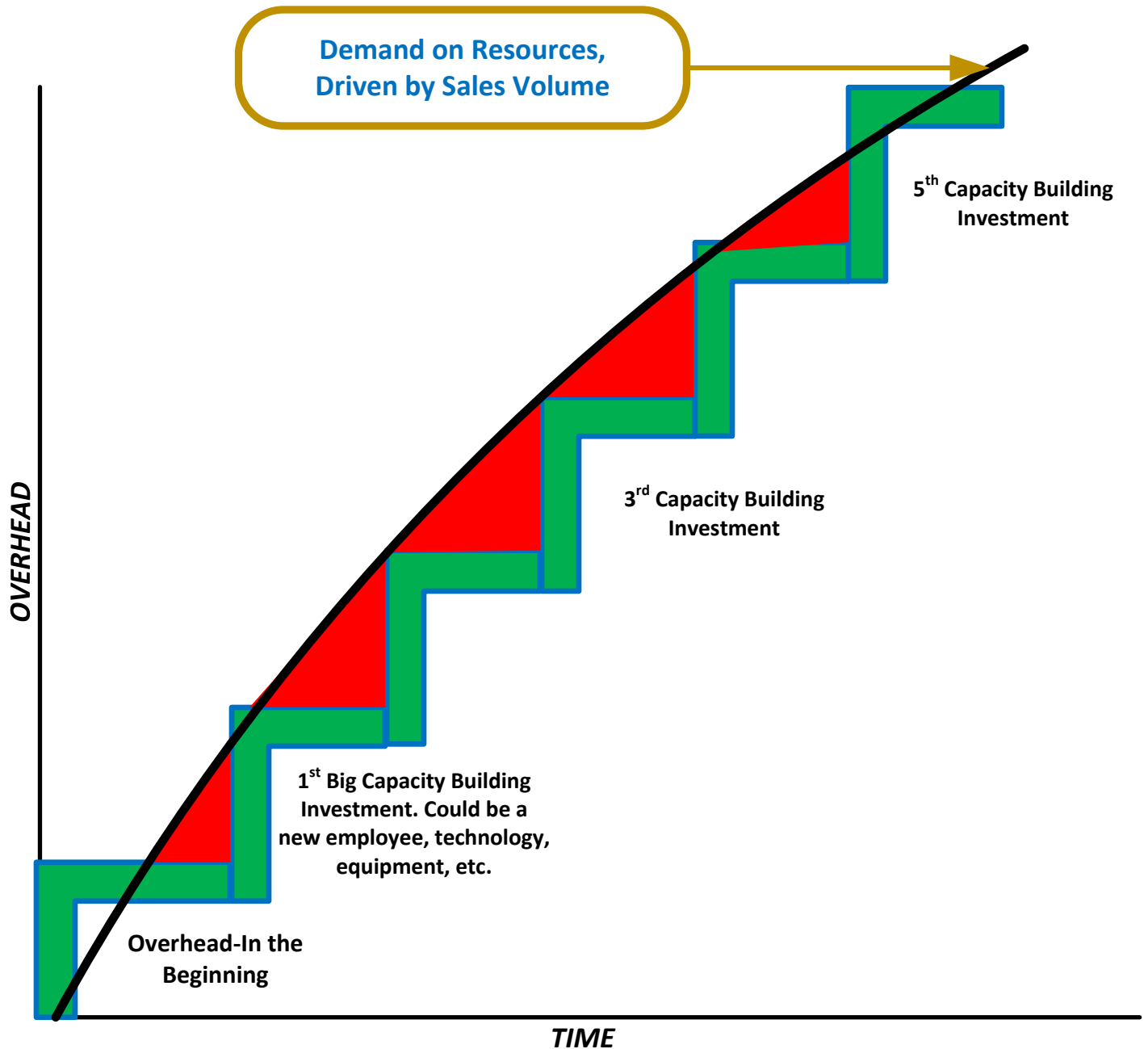


# Climbing Stairs: The Entrepreneur's Challenge



As the demand on the Company's Resources (*the black arc above*) grows with Sales, so too does the need to invest in capacity. The 'Climbing Stairs' challenge is filling the capacity shortfalls (*the areas in RED above*). Small businesses have a harder time filling the gap due to the relative size of the investment in relation to their current size & resources.