

WolfHouse Schemes is the economic development practice of Jason Tennenhouse and Amanda Findlay. For nearly three decades we have done the work most ED plans only recommend: standing up regional alliances and accelerators, putting founders into downtown storefronts, building local capital from first-time investors, designing the places where new economies happen, and writing the grants and rules that hold it all together. Our style of economic development starts with people and community character, treats brand and culture as economic infrastructure rather than decoration, and insists that strategy end in named, fundable, sequenced projects instead of categories. We have practiced it from small-town main streets to a ten-county rural alliance to Fortune 100 campuses, and the throughline is the same: communities that control their ground, their capital, and their story get to dictate what gets built. The numbers below are the receipts.

$350M+
DIRECT ED VALUE CREATED[15]

$1B+
DOWNSTREAM VALUE AFTER DIRECT INVOLVEMENT ENDED

1,500+
JOBS INDUCED THROUGH MATCHBOX-CONNECTED VENTURES

$7B
INVESTMENT SCOPE IN ACTIVE EXECUTION (AIVA)

the roll-up

Three categories, defined before they are claimed. Line items stay separate so nothing has to be defended as a sum; the reader does the adding.

DIRECT VALUE

Capital raised, revenue generated, or economic development value created under our direct leadership or involvement: grants we wrote, ventures we built or coached inside programs we ran, revenue growth we advised through.

$240M+	WHIN combined regional impact, third-party verified,[1] built on a nearly $40M Lilly Endowment grant[2]
$260M+	MatchBOX economic value across 300+ companies developed[3]
$40M	in combined post-money valuations across Flywheel Fund's 4 deployments, raised from roughly 12 mostly first-time local investors
$9M	in added annual revenue at Antique Candle Co., from $6M to $15M under strategic advisory
$1M+	in state EED grants across five years that helped shape Indiana statute[11]

INDIRECT VALUE

Downstream value generated by the companies, programs, and products we helped build after our direct involvement ended: acquisitions, continued growth, technology still in the field. Aggregate: $1B+ downstream.

$6.5B	in crop value protected by Spensa technology during tenure (acquired by DTN, 2018; survives as DTN Smart Trap and Scout across 300+ crops); labeled as value protected, not generated[4]
$500M+	in pre-money valuations coached across the Purdue EIR portfolio
$230M	Trendmasters revenue by 2002, up from $137M during the tenure that originated its best-selling lines
$170M+	raised by Solinftec after WolfHouse designed its U.S. market entry

INDUCED VALUE

Broader ripple effects in the regions where we worked, reported qualitatively or with clearly labeled third-party estimates only. No single induced dollar figure is published; the TEConomy study already provides a third-party induced-inclusive number for WHIN.[1]

1,500+	jobs through MatchBOX-connected ventures
500+	founders graduated through MBXax across 17 Indiana counties and communities[5][6]
1,000+	members served across the MatchBOX decade, with tax base and wage growth in Greater Lafayette

the timeline

Chronological and selective. A project earned its place only if it shows something about how we think about economic development at a municipal or regional level. Scrub the line or click any entry.

1997 TO 1999
trendmasters toys: demand-driven product strategy at national retail scale
$137M CO. REVENUE, 1997 +

2008 TO 2014
greyhouse coffee and supply co.: a downtown anchor, built and operated
$1M+ ANNUAL SALES +

2009 TO 2015
purdue foundry founding team: the university commercialization engine[7][8][9][10]
$7M FY14 ROYALTY INCOME +

2010 TO 2014
greater lafayette commerce board: a seat where the tradeoffs get made +

2011 TO 2014
greymob idea acceleration: accelerator architecture +

Founded a nonprofit social-impact accelerator running dozens of projects per year; its curriculum was subsequently adopted by other established

2013 TO PRESENT

matchbox coworking studio: the flagship ecosystem proof point[356]

$260M+ ECONOMIC VALUE

2015 TO 2021

spensa technologies, then solinftec us: rural and ag economy scale[4]

$6.5B CROP VALUE PROTECTED

2016 TO 2020

google, charleston east / gradient canopy: placemaking at headquarters scale

2016 TO 2017

obama ostp reboot team: federal economic policy design

2017 TO PRESENT

whin, the wabash heartland innovation network: the regional alliance proof point[12]

$240M+ REGIONAL IMPACT

CASE STUDY: GRANTS THAT BECAME LAW

leed + seed: indiana's entrepreneur and enterprise districts[11121314]

$1M+

STATE EED GRANTS ACROSS THE FIVE-YEAR LAFAYETTE PILOT

2

DISTRICTS WRITTEN INTO INDIANA CODE 5-28-15.5

$2M/YR

AUTHORIZED BY STATUTE TO THE TWO DISTRICT BOARDS, FY2018 TO FY2022

More than $1 million in economic and entrepreneurship development grant funding across five years, continued three further years inside the practice. The work helped shape what became legal statute in the State of Indiana: the Entrepreneur and Enterprise District Pilot Program, which authorized districts in Lafayette (LEED, branded the X-District) and Fort Wayne (SEED).

2019 TO 2020

cummins digital accelerator: anchor-employer innovation

2020 TO 2023

antique candle co.: growing the wage base from within

$15M ANNUAL REVENUE REACHED

Senior Strategic Advisor coaching the founder, CEO, and leadership team through financial, growth, vision, and talent strategy; revenue grew from $6M to $15M annually, shipping 400,000+ candles per year from a small Indiana

2021
TO 2024

purdue eir and flywheel fund: ip to companies, and local capital formation

$500M+
PORTFOLIO VALUATIONS

+

CASE STUDY: SCALE IN ACTIVE EXECUTION

aiva: the whin playbook, expanding across five canadian provinces

$10M
FIVE-YEAR PROGRAM NOW IN EXECUTION

5
CANADIAN PROVINCES IN SCOPE

100K
FARMERS ADDRESSED PER YEAR

$7B
IN AGRICULTURAL INVESTMENTS TRIANGULATED WITHIN SCOPE

The AIVA expansion extends the WHIN model into Canada: a $10M, five-year program spanning all five provinces in scope, addressing 100,000 farmers per year and triangulating $7B in agricultural investments.

> WE HAVE RUN THE CASH REGISTER, RAISED THE FUND, AND HELPED WRITE THE STATUTE.

the heat map

The decisions a community faces, against the work behind this document.
Blank cells are blank on purpose.



notes + sources

1. TEConomy Partners, WHIN Economic Impact Study, 2024: $138.4M total economic impact plus $103M additional leveraged funding. whin.org
2. Lilly Endowment grant of $38.9M, announced December 18, 2017. lillyendowment.org
3. MatchBOX Coworking Studio outcomes and programs. mbx.studio
4. Purdue News Service on Spensa Technologies, June 2017: 4.8M acres of 116 crop types worth nearly $6.5B. purdue.edu/newsroom
5. Indianapolis Business Journal, Lafayette-based co-working group offering entrepreneur training in Indianapolis, March 2024. ibj.com
6. Inside Indiana Business, Lafayette coworking group expanding entrepreneur training, March 2024. insideindianabusiness.com
7. Purdue Newsroom, Purdue Technology Centers and Purdue Foundry recognized by NBIA, 2014. purdue.edu
8. Purdue Newsroom on the Milken Institute tech transfer rankings, 2017. purdue.edu
9. IPWatchdog, The Evolution of University Technology Transfer, April 2020 (AUTM data 2008 to 2018). ipwatchdog.com
10. Indianapolis Business Journal, Under Daniels, Purdue unleashes surge of startups. ibj.com
11. Indiana Code 5-28-15.5, Entrepreneur and Enterprise District Pilot Program, added by P.L. 238-2017. law.justia.com
12. Indiana Code 5-28-16-2(h): up to $2M per year allocated to the Lafayette and Fort Wayne district boards, FY2018 through FY2022. law.justia.com
13. The X-District: Lafayette Entrepreneur and Enterprise District (LEED). x-district.org
14. City of Fort Wayne, Summit City Entrepreneur and Enterprise District (SEED). cityoffortwayne.in.gov
15. Combined direct figure reflects the deduplicated build-up of the line items listed under Direct value.

The record above is the firm. If your community is weighing a strategic plan, a program, a district, or the institution to run them, the first conversation carries no charge.

Engagements run from a standalone diagnostic to full plan development to an operating retainer that keeps the plan refreshed annually, the way comprehensive plans are meant to work and rarely do.

CONTACT

- jason@wolfhouseschemes.com
- amanda@wolfhouseschemes.com
- wolfhouseschemes.com
- (765) 714-6111

Amanda Findlay & Jason Tennenhouse

FOUNDING PARTNERS & PRINCIPALS
AMANDA@WOLFHOUSESCHEMES.COM ·
JASON@WOLFHOUSESCHEMES.COM
WOLFHOUSESCHEMES.COM

