

Small Business Development Center at UCF Maple Street, Inc.



Aligning Industry Experience and Technology Creates a Solution



Michael Crofts (L) and Roger Greenwald (R)

Michael Crofts, founder and President, aligned extensive industry experience and technology to create a solution, providing outsourced vendor management, contract negotiation and regulatory compliance oversight for financial institutions. Maple Street, Inc. is relieving these institutions from these important, albeit, tedious and labor intensive activities while ensuring compliance and saving customers money.

Leveraging his experience as a lawyer in the financial sector, Crofts developed a proprietary document management software system that enhances the company's differentiation in this "quality-of-performance" competitive environment.

Headquartered in Longwood, FL and serving customers nationally, Maple Street has tripled in size in the past two years {2010/2011}; sales, employees, and customers. Sales in 2011 exceeded \$1.4 million, employment has grown 23 full time associates and the company is now providing vendor management services to more than 60 customers nationwide. Double digit growth is anticipated again in 2012.

Entrepreneurial leadership, vision, innovation, adaptation to industry trends and technology development has enabled Maple Street, Inc. to demonstrate a sustainable competitive advantage. Maple Street was named as one of fifty "Florida Companies to Watch" for 2012 by the Florida Economic Gardening Institute at the University of Central Florida

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Maple Street, Inc.

Helping Businesses Start, Grow and Succeed