



Gregory Hudson, President

Genesis Concepts & Consultants (GC&C) was formed by Mr. Gregory Hudson in 2002. GC&C provides services to the government in the form of corporate advisory, strategic and program management. Another branch, Set Ready Go Athletics (SRG) focuses on transforming the fitness industry through product innovation and inspired services. The company is an 8(a) and Certified Service Disabled Veteran Owned Small Business (SDVOSB). GC&C received a SBA loan for the amount of \$45,000 in January 2005. The loan was paid in full within 90 days of receipt. Through fiscal year 2012 there was an increase in revenue while the profit margin declined as a direct result of a self-investment expansion strategy for SRG. For the fiscal year 2013, the company was able to show another year of positive growth and following in 2014 the company was the SBA's 5 state Regional Small Business of the Year.

Genesis Concepts and Consultants took a unique view on the 8a program's nine year term and rather than referring to the first four year phase(developmental) and last 5 year phase(transitional) by their program names, the business looked at these phases as a production strategy phase and an expansion strategy phase. This approach, along with their other unique successful marketing, resulted in approximately 50 million dollars and growing in government contracts for Genesis Concepts and Consultants.

When asked how the SBA supported Gregory Hudson throughout his time in the program, he thanked his business development specialist assigned to him through the 8(a) business development program, the access to valuable no cost training, workshops, and websites with all of the required information to grow and expand. Hudson also thanks the SBA for providing Genesis Concepts and Consultants with exposure to cultures of success, leadership, and partnerships with successful and viable companies to ensure his business was being presented as the most valuable to the government for their particular need.

Genesis Concepts and Consultants has been in operations for 11 years maintaining sustained and continuous growth since its conception. From its humble beginning in San Antonio Texas, the company has achieved a global presence. GC&C began with only two employees but today employs 70 fulltime personnel and 27 limited time consultants. While GC&C headquarters remain in San Antonio, the company also assists customers in multiple states as well as providing mobile support teams in Europe and the Middle-East. Additionally, over 70% of the company's employees are veterans. Genesis Concepts and Consultants is among an elite group of small businesses that are certified BSC practitioners. GC&C employs the business S.M.A.R.T. grid concept to efficiently sustain and align the company's assets and capacity. The concept permits GC&C to analyze, equip and mobilize their expansion assets to support its customers and partners throughout their network.

Giving back to the community remains a long standing and fundamental practice for GC&C. Three of the company's corporate executives serve on a combined ten (10) boards within the greater San Antonio area. Gregory Hudson somehow finds the time to serve on the Board of Directors for the Healy Murphy center, a non-profit organization that has been serving youth in San Antonio for over 120 years. The company works with at-risk youth where a mentoring program in collaboration with the Healy-Murphy Center provide one-on-one counseling, individual curriculum, childcare and health services to assist teens succeed in school and in life. Gregory Hudson continually thanks many for his success to include the Small Business Administration and hopes to be able to continue to give back to the community that has been so fortunate to him.