Pure Michigan Business Connect SERVICES

Pure Michigan Business Connect (PMBC) is a public/private initiative developed by the Michigan Economic Development Corporation (MEDC) that introduces Michigan companies to opportunities that help them grow and expand. By participating in the program, companies receive: business assistance at little to no cost; access to a new business-to-business (B2B) network; and find new customers while also leveraging procurement resources to increase their supply chain.

Professional business services

The overarching goal of the business services component of PMBC is to connect professional service providers with Michigan companies who are in need of business assistance to advance their company to the next level of growth and success. In partnership with the Small Business and Technology Development Center (SBTDC), the PMBC program assists all businesses—including entrepreneurs, business start-ups, and established companies—by connecting them to participating partners who are giving back to Michigan by providing pro bono and reduced rate professional services. Examples of services include legal, accounting, web development, graphic design, export assistance, human resources, and small business operations and planning.

Services are provided by Michigan companies that have offered to contribute their professional services and expertise to support the state's economy. Providing access to competent, skilled professionals is just one of the ways the MEDC is working to remove barriers to foster economic growth. By matching businesses with the right service provider, the state will grow Michigan-based businesses from the ground up.

Companies requesting services and assistance

Your company's sector, stage, and region are critical components in matching you with your ideal service provider, as well as assessing other support opportunities. The following steps outline the process:

- Visit puremichiganb2b.com and click on the green "Request for Services" button on the top of the B2B home page and fill out the full opened form. If you haven't already registered, this will also serve as your registration process.
- If you are already a member of the B2B site and are logged in, click on the blue "Request for Services" button along the right of the page and fill out the missing information on the opened form.
- Based on your selections, the SBTDC will contact you to discuss your business needs and match you with the appropriate resources.

Service provider partner opportunities

The MEDC welcomes the participation of companies/firms interested in helping Michigan's business community with access to needed services. The following is a list of reasons why a company/firm would want to participate:

- *Philanthropic and economic impact on Michigan.* Supporting the state's economic growth benefits every Michigan company and resident;
- *PR and related participation benefits.* The PMBC program is one of the key Michigan economic development initiatives and a focal point of the state's messaging and promotions; and
- *Increasing business development opportunities.* The SBTDC and MEDC can customize the types of referrals and companies a firm is interested in partnering with. In addition, the firms can refer their own leads into the program as part of existing pledged pro bono or business development efforts.

PURE MICHIGAN® Business Connect