

REGION 4

MEDC IN YOUR REGION

Across Michigan's diverse regions, businesses of all sizes are thriving thanks to direct support from the Michigan Economic Development Corporation (MEDC). Small business owners, entrepreneurs, and innovators are leveraging MEDC programs and assistance, including Michigan's State Trade Expansion Program (MI-STEP), Collateral Support, the Small Business Support Hub (SBSH) network, and more, alongside other MEDC-supported partners such as the Michigan Small Business Development Center (SBDC) to grow, create jobs, and strengthen their local economies. These investments are driving meaningful outcomes: helping rural and urban communities alike support their homegrown businesses, pursue international trade, enhance public spaces, and fuel long-term economic resilience across Michigan.



Ride YourWay

Ride YourWay, a Grand Rapids-based company specializing in non-emergency assisted transportation, received **MEDC Collateral Support** to expand their mobility services. This support through Mercantile Bank enabled growth and improved accessibility across the state.

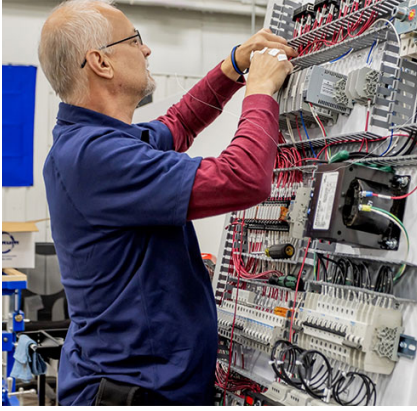
"The Mercantile Bank team has consistently taken the time to understand our needs as a growing small business, and they've done a fantastic job educating us on available tools and connecting us with the right resources," said Zach Meadows, vice president and director of data analytics for Ride YourWay. "Their support is a big reason we were able to access the MEDC program at a pivotal time in our growth."



The Patient Company

With support from the **Michigan Translational Research and Commercialization (MTRAC) for Life Sciences Innovation Hub**, The Patient Company advanced healthcare innovations in Grand Rapids to improve patient outcomes and regional life sciences growth. Through MTRAC, the MEDC provides businesses like The Patient Company with critical early-stage funding that helps bridge the gap between scientific discovery and commercial product development.

"Without the support from the MEDC, I am not sure we would have been able to develop SimPull past an early-stage MVP," said founder and CEO Andrew Heuerman. "The MEDC gave us our earliest validation point and funding to execute on next steps. Through that execution I was able to form The Patient Company which has been my life for the past five years now! In short, the support and funding from the MEDC allowed this product to support the staff and patients that it now does, and it has completely transformed my career and life. I know that as we continue to grow the presence of SimPull in the marketplace, more opportunities for product development will present itself, and that really excites me."



APEX Controls

Hudsonville-based automation, controls systems, electrical and panel building company APEX Controls received **Michigan Business Development Program** support to scale manufacturing operations, strengthening the regional industrial base and supporting workforce growth.

“We were started by engineers and we’re very technically oriented. We’re very good at what we do, but we were stuck a little bit on how to grow,” said Brian VanEyck, director of business development at APEX. “Starting a relationship with Lakeshore Advantage was really helpful for us. We wouldn’t have known otherwise that there was assistance.”



Buell Motorcycle Co.

Buell Motorcycle Company utilized **Collateral Support** to relaunch and expand production to support manufacturing jobs and boost Grand Rapids’ advanced mobility sector.

“As we were going through which program was the best fit and talking to the MEDC, we found the need for a program that assists us with buying our inventory and working with our accounts receivable as we’re starting to sell this product out into the marketplace,” said Melvin. “That’s been a significant help for us. We’re buying a lot of inventory and ramping up before the production start. The Collateral Support program has been instrumental in helping us prepare for that. We would not have been able to do it without the MEDC.”



Dina Velocci of 876 Baldwin

876 Baldwin received **Community Revitalization Program** support, helping redevelop property while enhancing community infrastructure and economic activity in Baldwin.

“It just kept growing. With Jodi Nichols at The Right Place and meeting the right people, we ended up working with the MEDC, the village of Baldwin and Osceola State Bank. Everyone was very infectious with excitement. ‘This is so cool. Let’s do this.’ It helps when you have that kind of collective support that gets behind you,” said owner Dina Velocci.



Diane Schindlbeck of Schindy’s at Diamond Lake

Diane Schindlbeck leveraged support from the **Michigan Small Business Development Center**, which is **funded by the MEDC**, to grow her pizza restaurant, Schindy’s, boosting tourism and strengthening Newaygo’s local economy.

“We are here and committed for life. We are already working on some ideas for expansion and growth. We will continue to provide exceptional service and amazing food to our community, and to invest our time and our money into making this an amazing place,” said Diane Schindlbeck.

