DRAFT

BUSINESS DEVELOPMENT APPLICATION GUIDE

OVERVIEW OF THE BUSINESS DEVELOPMENT APPLICATION

The starting point for requesting business development support from the Michigan Economic Development Corporation (MEDC) is a discussion with your local economic development office or the appropriate MEDC business development relationship manager. Next, you will complete this form to begin the formal application process.By completing the application, you provide information about your company, proposed project, anticipated job creation or retention, planned investment, and project location.

The information you submit helps the MEDC evaluate your project, determine potential eligibility for incentive programs and services, and identify opportunities to support your business objectives. Providing complete and accurate information allows the MEDC team to better understand your project and efficiently guide it through the review process. Once submitted, your application becomes the foundation of your project record within the MEDC Project Portal. Information entered during the application process may be used throughout the project lifecycle to support project evaluation, incentive review, due diligence activities, approval processes, milestone tracking, reporting requirements and disbursement requests.

In addition to applying for incentive support, you can use the MEDC Project Portal to:

- View and manage active applications
- Access information related to previous incentive awards
- Submit milestone updates and required progress reports
- Request incentive disbursements, when applicable

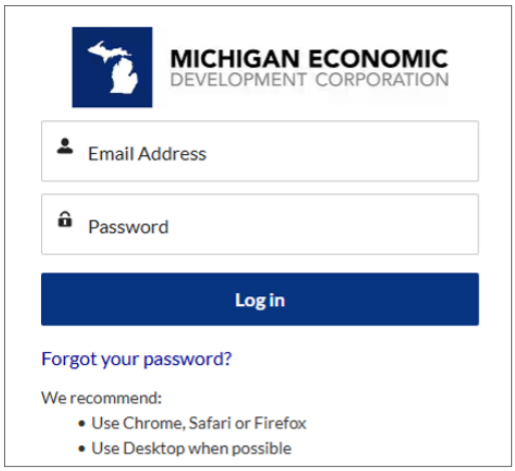
The MEDC Project Portal is designed to provide a secure, centralized location for managing project information and supporting collaboration between your company and the MEDC throughout the life of the project.

GETTING STARTED WITH THE MEDC PROJECT PORTAL

After your initial discussions with your business development manager or global attraction manager, you will receive an email invitation to access the Project Portal.

To get started:

1. Provide your business development manager or global attraction manager with the email address of the primary company contact.
2. Watch for an email containing a link[1] to the Project Portal.
3. Your email address will serve as your username.
4. Select the link in the email to create your password and activate your account.
5. Once your account is set up, log in to access and complete the business development application.



Please note: *Only one business development application should be submitted for each project.*

1. The account activation link in your invitation email expires after 5–7 days. If the link has expired, please contact your business development manager or global attraction manager to request a new invitation.

Additional information:

- **Desktop Required:** Complete the business development application using a desktop or laptop computer. Mobile devices are not supported due to a known issue that prevents the application modal from closing.
- **Password Setup:** Use the link in your invitation email to create your password. The activation link expires after 5–7 days. If it expires before you activate your account, contact your business development manager or global attraction manager to request a password reset.
- **Password Expiration:** Passwords expire every 90 days. If your password has expired, use the password reset option to regain access.
- **Account Lockout:** For security purposes, your account will be temporarily locked for 30 minutes after five unsuccessful login attempts.
- **Multiple Users:** Portal access is not limited to a single individual. Multiple authorized users (e.g., company representatives and consultants) may each have their own username and password to collaborate on the same application.



Welcome to the Michigan Economic Development Corporation Project Portal

Dear First Last,

You have either requested access or have been identified as a customer of the Michigan Economic Development Corporation (MEDC). Please read the following before beginning to use this site:

You are accessing a State of Michigan and Michigan Economic Development Corporation information system. Unauthorized use of this system is prohibited and subject to criminal and civil penalties. By proceeding beyond this point, you acknowledge and agree as follows:

- You certify that you are authorized to access the system and to perform transactions.
- You understand that system usage may be monitored, recorded, and subject to audit, and you consent to such monitoring and recording.

If you agree with these conditions, you may proceed to access the site. The link below will expire if you do not access and set up a password within 7 days of receiving this email.

Username: email@email.test.invalid

To get started, go to Project Portal Community

Best Regards,

Michigan Economic Development Corporation Customer Support

Example: Project Portal invitation email received by the designated point of contact.

After creating your password, you will automatically be directed to the Project Portal home page. This home page serves as the central location where you can access your business development application, monitor its status, and complete any required activities.

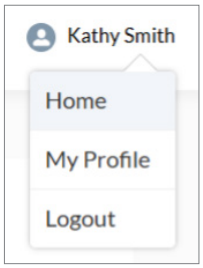
DRAFT

BUSINESS DEVELOPMENT APPLICATION GUIDE

NAVIGATING THE PROJECT PORTAL

The Project Portal home page is the central location for managing your business development application, viewing approved incentives, and completing post-award reporting requirements. The home page is organized into several sections, each serving a specific purpose.

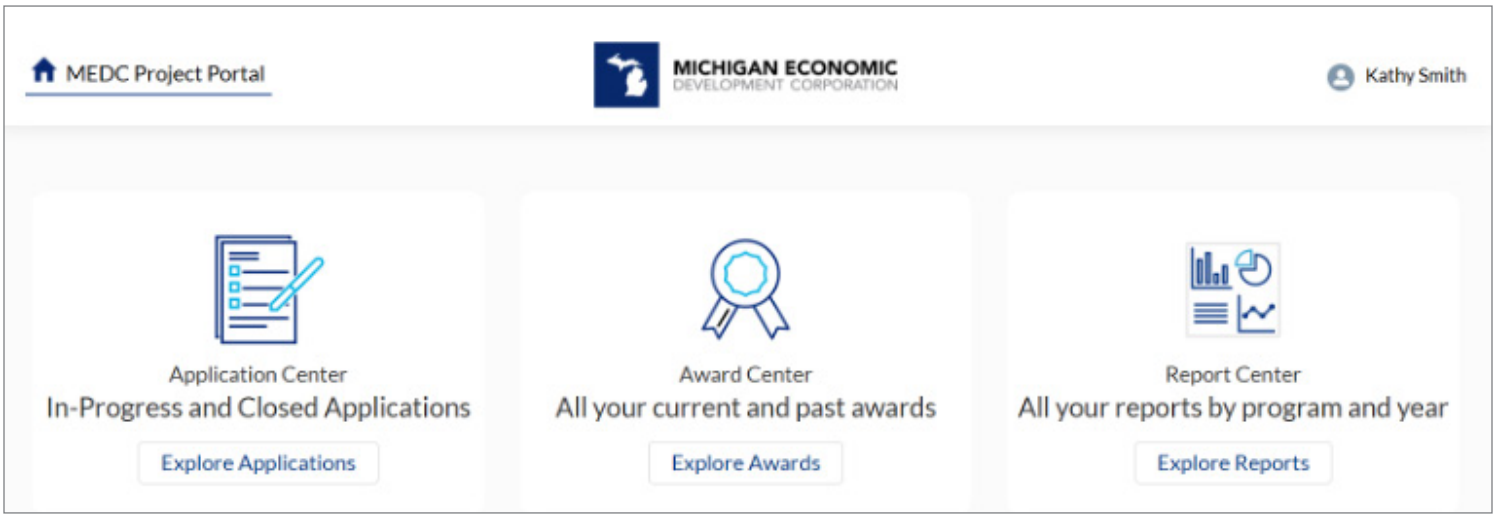
HOMEPAGE AREA	PURPOSE
User Menu	Access your profile, return to the homepage, or securely log out of the Project Portal.
Application Center	View and manage your business development applications, including draft, submitted, completed, and closed applications.
Award Center	View information about approved economic incentives associated with your organization.
Report Center	Access compliance-related information and reporting activities after an incentive has been awarded.
Available Assistance	Start a new assistance request by selecting the appropriate application type.



USER MENU

In the upper-right corner of the screen, select your name to access the user menu.

- **Home:** Returns you to the Project Portal home page.
- **My Profile:** Displays your personal contact information, company information, and the name of your assigned business development manager or global attraction manager.
- **Logout:** Securely signs you out of the Project Portal.



APPLICATION CENTER

The application center stores all of your business development applications, including applications that are in draft, submitted, completed, or closed status. If this is your first time accessing the Project Portal, this section will be empty until an application has been created.

AWARD CENTER

The Award Center displays information for approved economic incentives. Once an incentive has been awarded, you can view details such as the incentive program, the current project lifecycle stage, and the incentive start date.

DRAFT

BUSINESS DEVELOPMENT APPLICATION GUIDE

REPORT CENTER

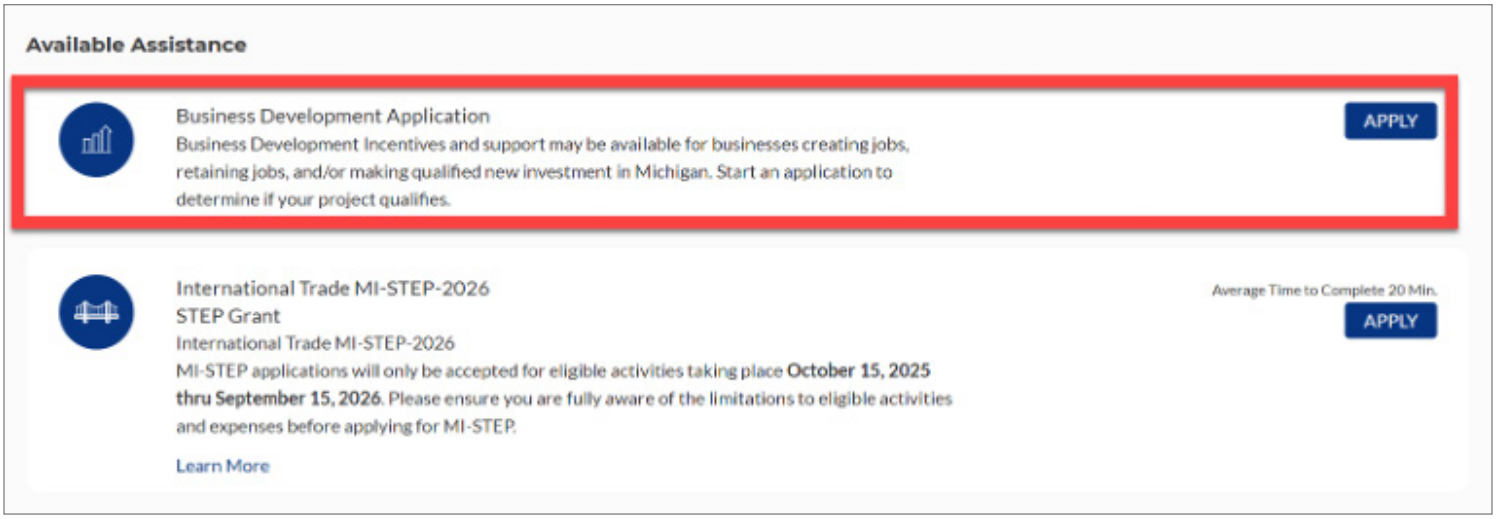
The report center is used after an incentive has been awarded and the project transitions into compliance. This section contains compliance-related information, reporting requirements, and activities associated with your incentive agreement.

AVAILABLE ASSISTANCE

The Available Assistance section is where new assistance applications are initiated. Two application types are displayed:

- **Business Development Application:** Used to apply for business development incentives through MEDC.
- **International Trade MI-STEP:** Used for the MI-STEP program and is not part of the business development incentive process.

For the purposes of this guide, select "Business Development Application" to begin your application.



HOW TO CREATE AN APPLICATION

To begin a new business development application, select "Apply" under the business development application option in the "Available Assistance" section.

The next screen provides the option to enter a project name. Providing a project name at this stage is optional and can help you easily identify your application throughout the process. If you choose not to enter a project name now, you may add or update it later.

Before continuing, you must acknowledge the confidentiality statement by selecting the certification checkbox. This confirms your understanding that information submitted through the business development application will be protected in accordance with the Michigan Strategic Fund (MSF) confidentiality statute.

Once the box is checked, click "Create" to continue the process.



After selecting "Create," your business development application will be created, and an automated confirmation email will be sent to the email address associated with your Project Portal account.

To begin completing your application, open the newly created application from the Application Center.

The business development application consists of two sections, completed at different points in the project lifecycle. At this stage, you will complete Section 1. Section 2 will become available later in the process when additional project information is needed.

Hello Kathy Smith,

Thank you for starting your business development incentive application with us! We're excited to get to know you and learn more about ABC Company and your project.

To access and complete your application, log in to the Project Portal. You can save and return to the application there at any time.

To learn more about business development incentives offered by the MEDC, visit our website.

Businesses are choosing Michigan for our diverse and abundant workforce, business-friendly environment, low cost-of-living and global supply chain assets. Find out why Michigan is the right choice for your business.

If you have any questions or need any assistance, our team is here to help! Contact the MEDC Service Center at 888-522-0103 or MEDCeconomic@michigan.org to be connected with a business development representative.

Thank you for starting your journey with Michigan! We look forward to our partnership.

Michigan Economic Development Corporation

Example: Application confirmation email received by the designated point of contact.

APPLICATION DASHBOARD

After opening your business development application, you will be directed to the Application Dashboard. This page provides an overview of your application and serves as the central location for tracking progress, accessing required tasks, and uploading supporting documentation.

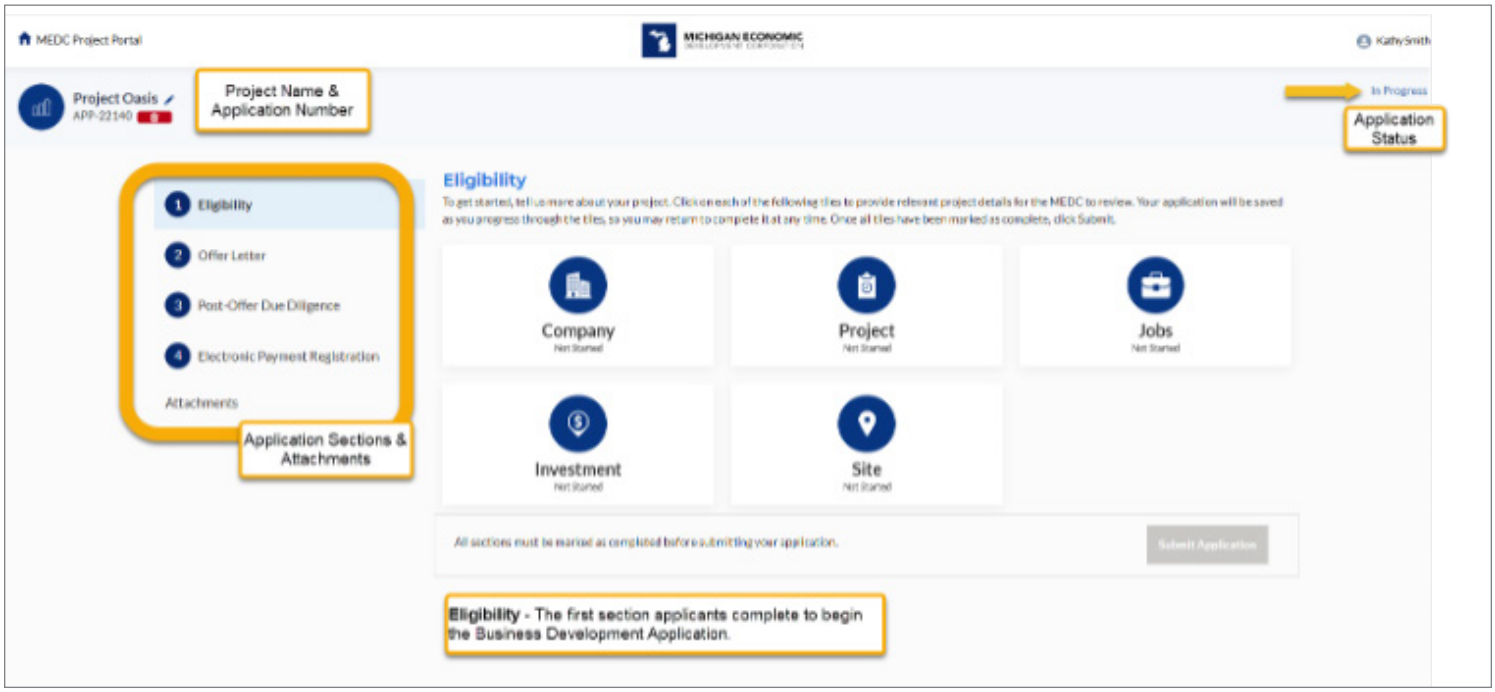


Figure A. Business development application dashboard

Application Information: Located at the top of the page, this section displays key information about your application.

Project Name: The name assigned to your project. If you did not provide a project name when creating the application, you may update it later.

Application Number: A unique identifier assigned to your application for tracking and reference purposes.

Application Status: Displays the current stage of your application as it progresses through the review process.

Application Sections: The dashboard includes several sections that become available at different points in the project lifecycle.

Eligibility: Complete the initial eligibility questions to determine whether your project may qualify for business development assistance. This is the first section applicants complete.

Offer Letter: Stores the official offer letter and the fully executed (signed) offer letter after it has been accepted by both parties.

Post-Offer Due Diligence: Becomes available after the offer letter has been accepted and is used to collect the additional information and documentation required to complete MEDC's due diligence review.

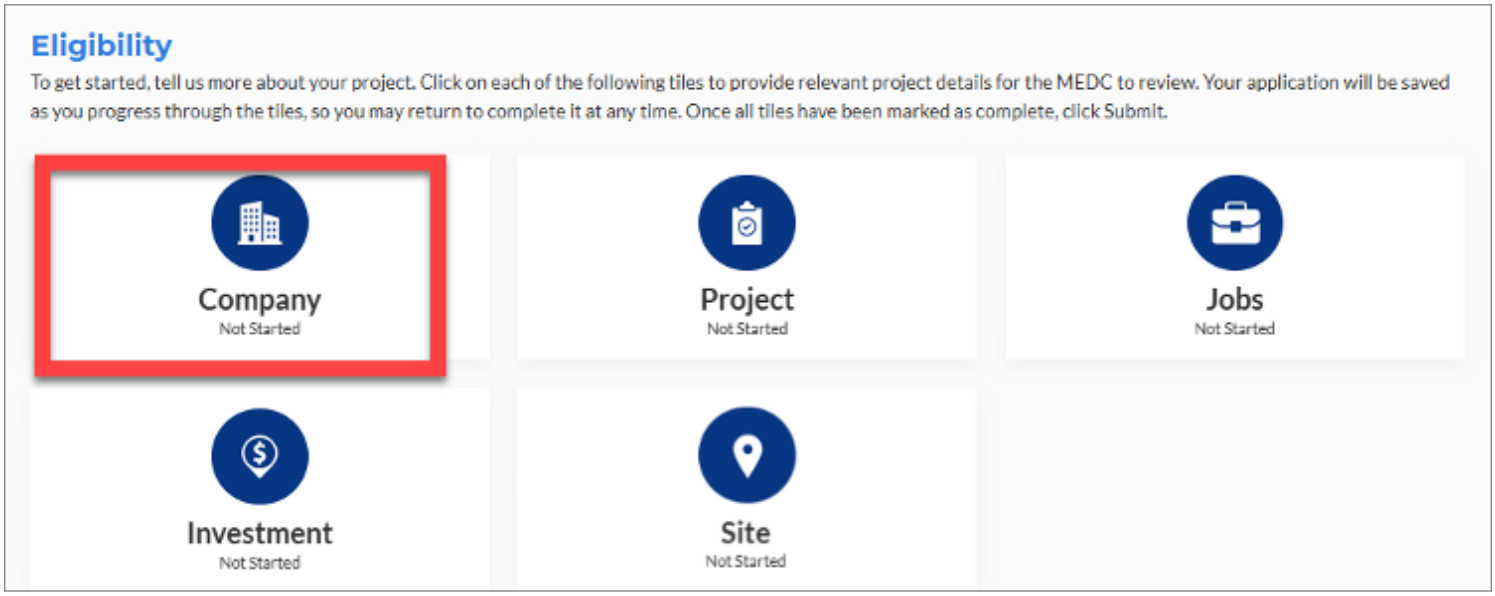
Electronic Payment Registration: If your project is eligible for incentives and the offer letter has been accepted, this section is used to collect financial disclosures and other due diligence information required for MEDC's review.

Attachments: The attachments section is used to upload and manage supporting documents requested throughout the application process. Additional documentation may be requested at various stages as your project progresses.

COMPLETE THE ELIGIBILITY SECTION

On the "Eligibility" tab, you will see five tiles. Click each tile to provide the information required for the MEDC team to review your application. Each tile is blue when incomplete and turns green when you click the button titled "Mark as Complete" as long as all required information has been entered.

Select the "Company" tile to provide information about your company, including its background and general business information.

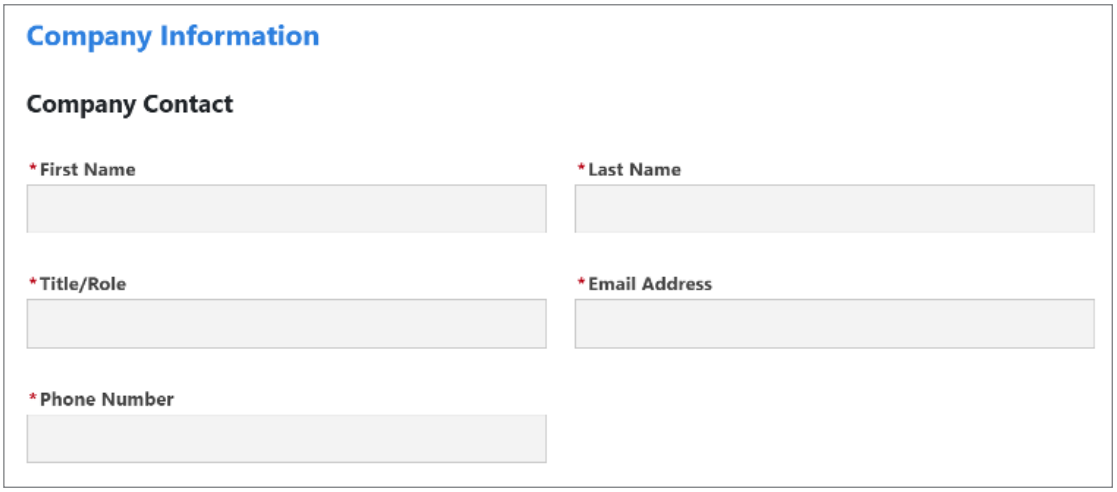


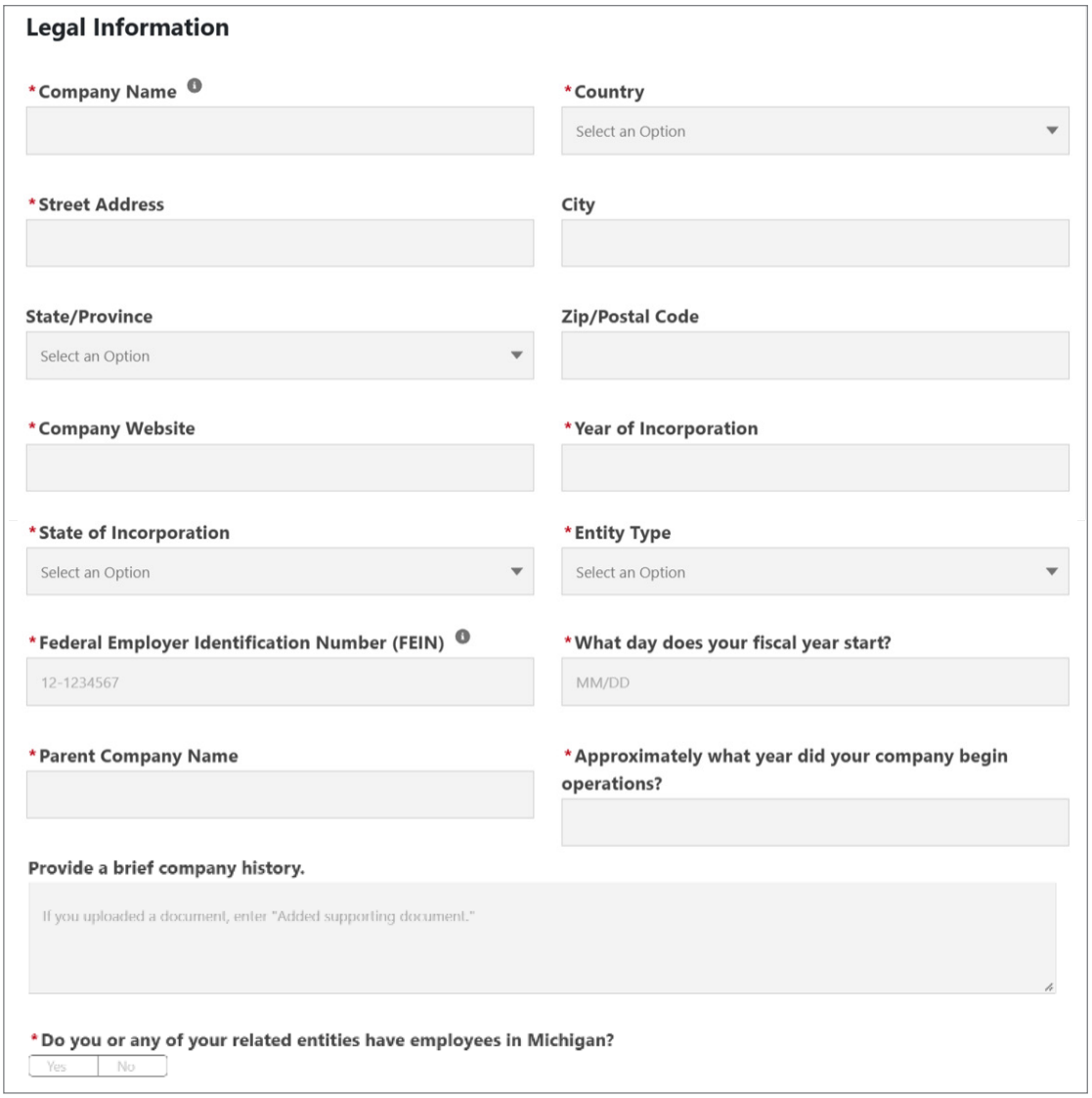
The "Company Information" section must be completed in its entirety before you can save your progress or continue to the next section. All required fields must be completed.

COMPLETING THE COMPANY INFORMATION SECTION

The "Company" tile is the first step in the application process. This step gathers foundational information about your organization. Understanding your company and its needs enables us to assess your application within the appropriate context and align available services, resources, and opportunities with your business objectives.

The screenshots below illustrate the questions applicants will be asked to complete within the application.





To ensure your application can be evaluated accurately, please provide complete and accurate information in the "Company Information" section. The guidance below explains the information MEDC is requesting for questions that commonly require clarification.

Entity Type

Select the legal entity type of the company submitting the application (e.g., corporation, limited liability company (LLC), partnership, sole proprietorship).

What is an Entity Type?

Entity type describes the legal structure of your business. In other words, it identifies how your company is legally organized.

Common entity types include:

- Corporation
- Limited liability company (LLC)
- Partnership
- Sole proprietorship

Select the option that matches the legal structure of the company submitting the application.

Not sure which entity type to select? Check your business formation documents or consult your company's legal, finance, or accounting representative.

Applicant Entity

Enter the legal entity that will be the applicant for the incentive.

Important: The applicant entity should:

- Use the legal business name associated with the correct federal employer identification number (FEIN).
- Be the entity that will make the eligible capital investment.
- Be the entity that will receive any approved incentive disbursements, if awarded.

Entering the correct legal entity at the beginning of the application helps avoid delays later in the review process.

What is an entity?

Large companies often have more than one legal company under the same brand. For example, you may know a company by one name, but the legal company that owns the property, hires employees, or receives payments may have a different legal name. The entity is the specific legal company that is applying for the incentive.

Parent Company Name: If the applicant is owned by another company, provide the legal name of the parent company. If there is no parent company, indicate that the applicant is independently owned or leave the field blank if permitted.

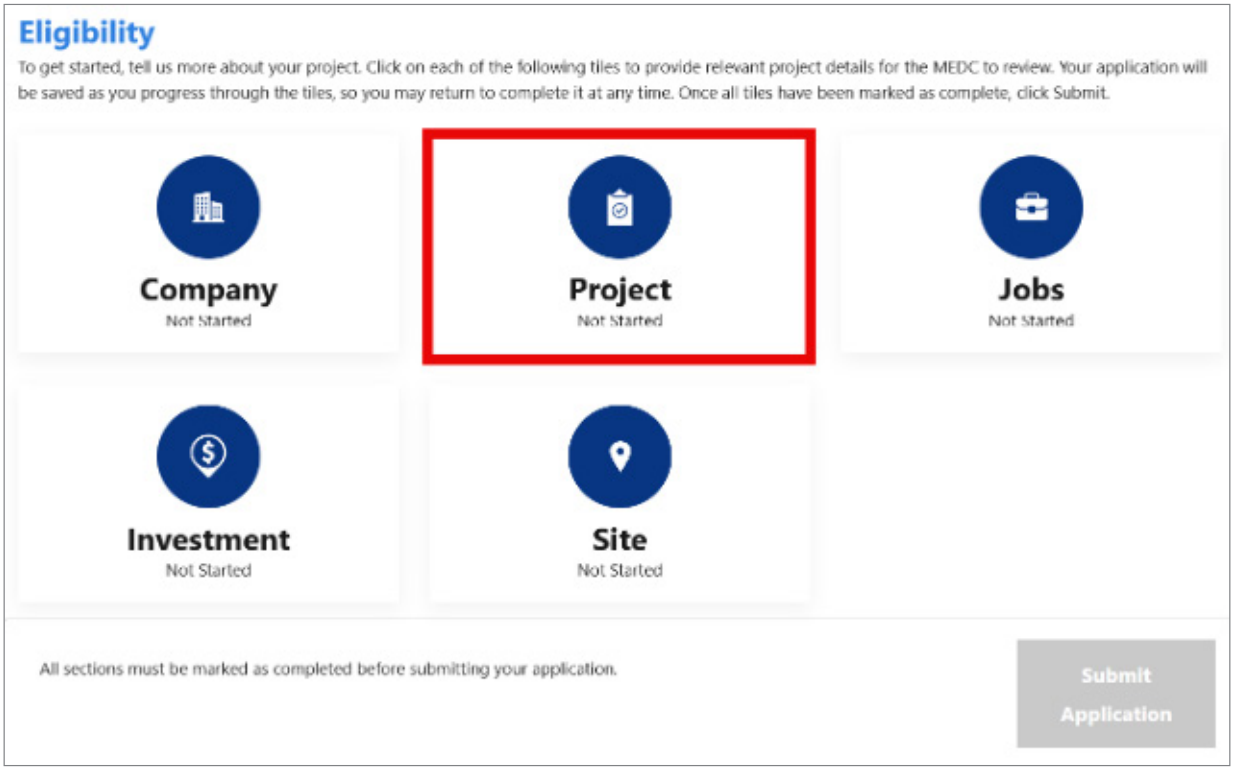
Brief Company History: Provide a brief overview of your company, including what your business does, when it was established, significant milestones or growth, and your current operations. A few concise paragraphs are sufficient.

Do You or Any Related Entities Have Employees in Michigan?

Answer "Yes" if the applicant entity or **any affiliated, parent, subsidiary, or commonly owned company** currently employs individuals in Michigan. Include all related entities operating in Michigan, even if they are different legal entities from the applicant.

COMPLETING THE PROJECT SECTION

The "Project" tile captures information about the proposed project or initiative associated with your application. Understanding the project's objectives, scope, timeline, and expected outcomes allows us to evaluate your request within the appropriate context and align available resources and support with your project goals.



DRAFT

BUSINESS DEVELOPMENT APPLICATION GUIDE

The screenshots below illustrate the questions applicants will be asked to complete within the application.

Project Information

*What is the NAICS Code for this project?

*What is the planned project start date?

Select Year and Month

*Do you have a deadline for incentive approval?

Yes | No

*Please provide a brief summary of your project. What are you trying to accomplish?

Examples include:

- Number of buildings renovated/constructed
- Sq. Footage/number of stories
- End use(s) of space created/modified
- Equipment that will be purchased as part of the project
- Description of customer/market demand driving opportunity
- Desired timeline to begin and complete expansion/new building/hiring/etc.
- New product line/technology
- Impact on current operations

If you uploaded a document, enter "Added supporting document."

*Demonstrate why incentive assistance is needed to ensure this project will happen in Michigan.

Examples include:

- Are you considering other states?
- Would this project be canceled, or scaled back without incentive assistance?
- Supply chain/logistics

If you uploaded a document, enter "Added supporting document."

*What are your most pressing project constraints?

Examples include:

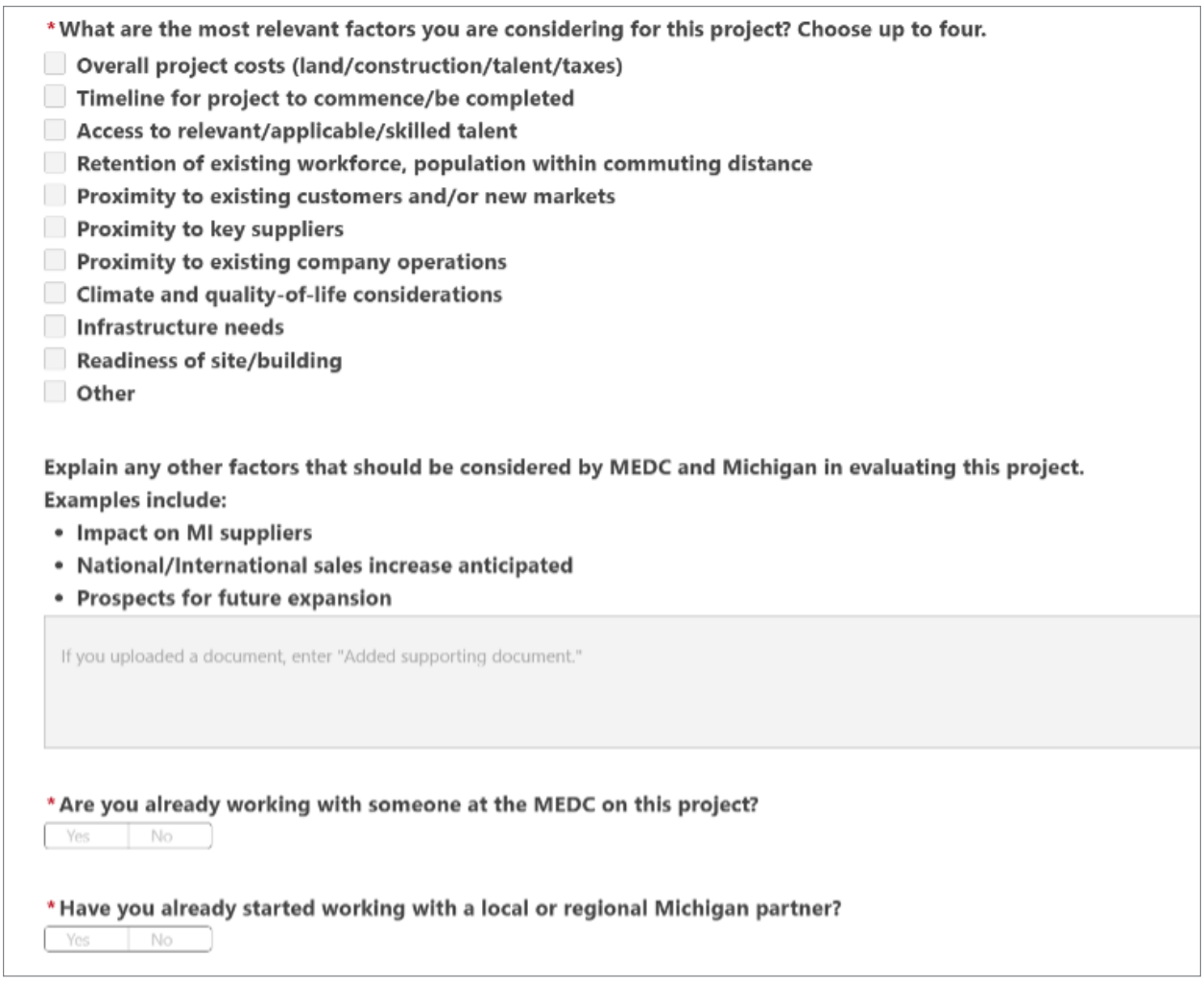
- Specific hiring or training needs
- Infrastructure or utilities requirements
- Supply chain requirements

If you uploaded a document, enter "Added supporting document."

DRAFT

BUSINESS DEVELOPMENT APPLICATION GUIDE

The screenshots below illustrate the questions applicants will be asked to complete within the application.



*What are the most relevant factors you are considering for this project? Choose up to four.

- [ ] Overall project costs (land/construction/talent/taxes)
- [ ] Timeline for project to commence/be completed
- [ ] Access to relevant/applicable/skilled talent
- [ ] Retention of existing workforce, population within commuting distance
- [ ] Proximity to existing customers and/or new markets
- [ ] Proximity to key suppliers
- [ ] Proximity to existing company operations
- [ ] Climate and quality-of-life considerations
- [ ] Infrastructure needs
- [ ] Readiness of site/building
- [ ] Other

Explain any other factors that should be considered by MEDC and Michigan in evaluating this project.
Examples include:

- Impact on MI suppliers
- National/International sales increase anticipated
- Prospects for future expansion

If you uploaded a document, enter "Added supporting document."

*Are you already working with someone at the MEDC on this project?

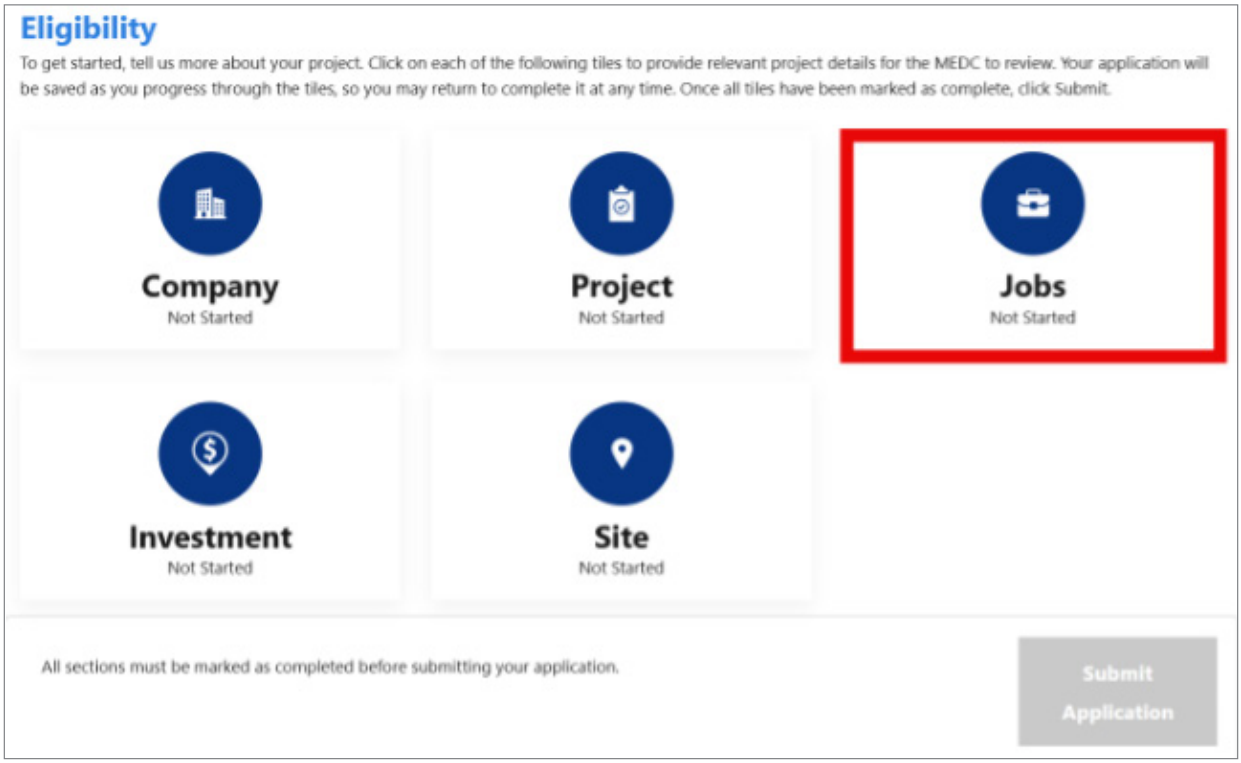
Yes | No

*Have you already started working with a local or regional Michigan partner?

Yes | No

COMPLETING THE JOBS SECTION

The "Jobs" tile captures information about the employment opportunity associated with your application. Understanding the position, its requirements, and your hiring plans allows us to evaluate your request within the context of your talent and workforce development needs.

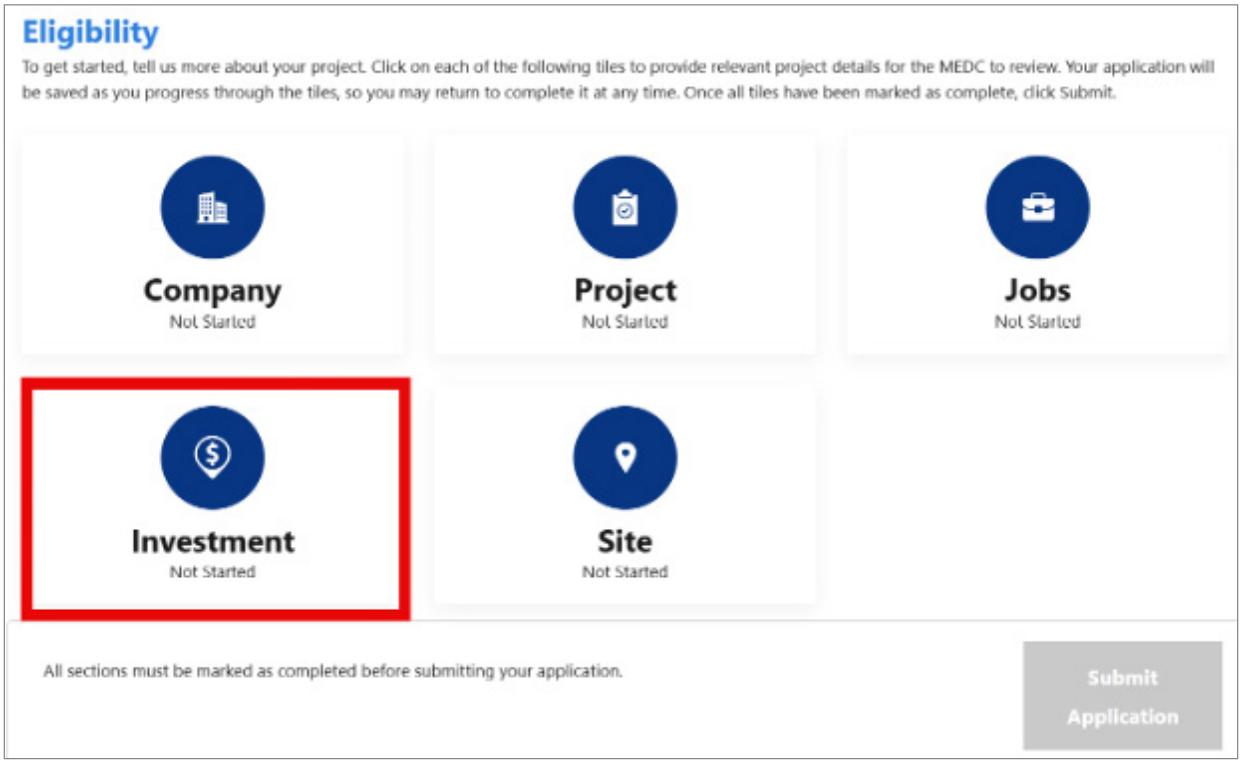


The screenshots below illustrate the questions applicants will be asked to complete within the application.



COMPLETING THE INVESTMENT SECTION

The "Investment" tile captures information about the financial investment associated with your application. Understanding the planned project costs, funding sources, and anticipated investment allows us to evaluate your request within the appropriate context and assess the scale and impact of the proposed project.

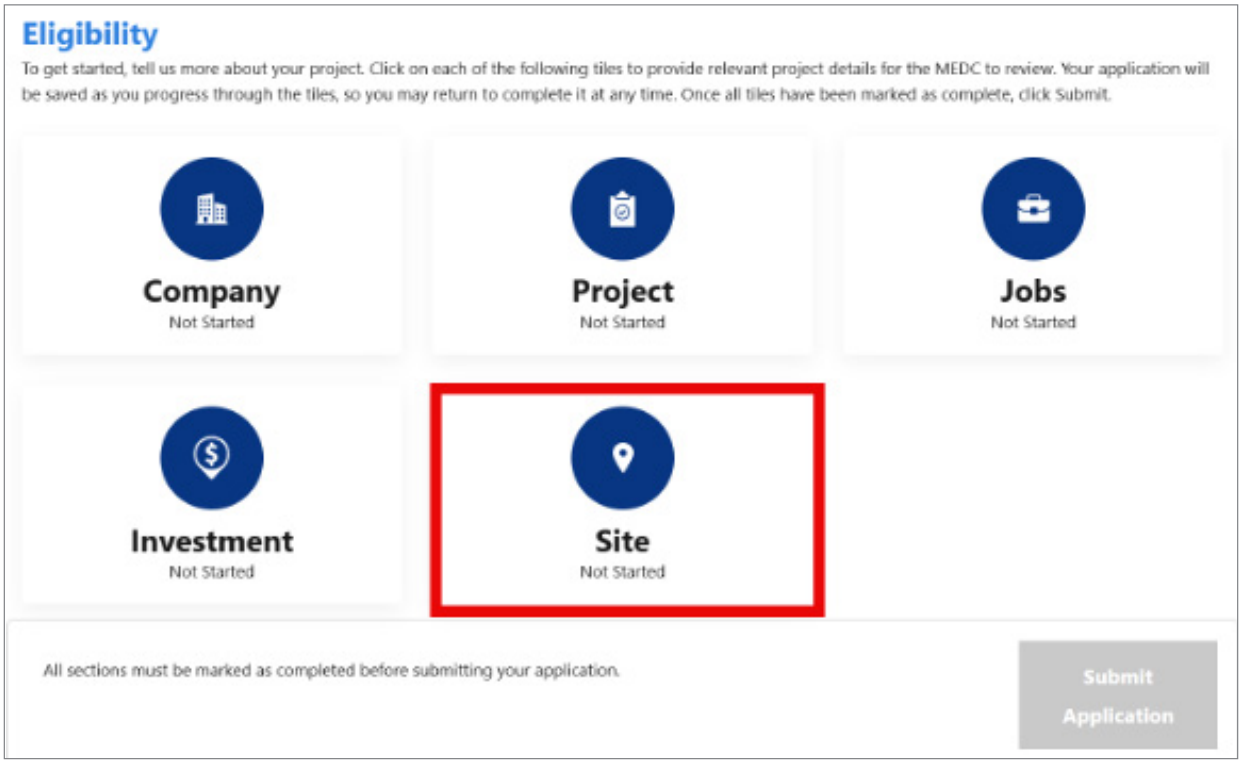


The screenshots below illustrate the questions applicants will be asked to complete within the application.

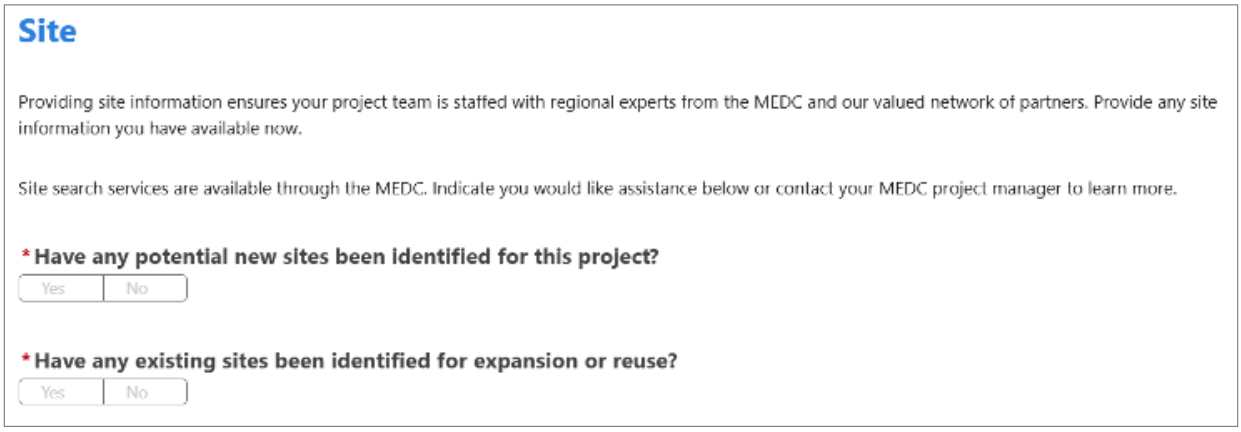


COMPLETING THE SITE SECTION

The "Site" tile captures information about the project location and facility associated with your application. Understanding the site's characteristics, current conditions, ownership, and development plans allows us to evaluate your request and assess the readiness and feasibility of the proposed project.



The screenshots below illustrate the questions applicants will be asked to complete within the application.



REVIEW AND SUBMIT YOUR APPLICATION

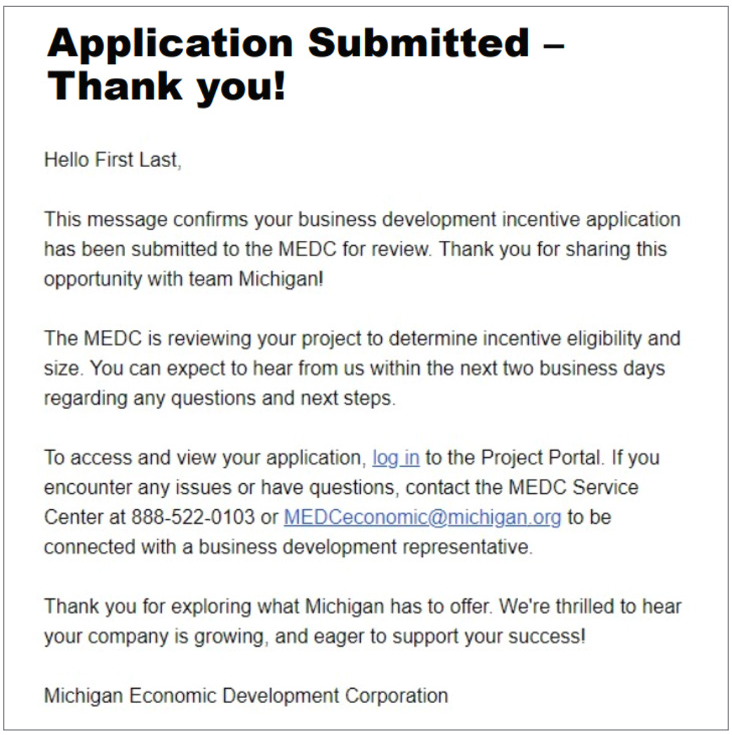
Before submitting your application, review each section to ensure all required information is complete.

1. **Review Required Information:** Confirm that all required questions have been answered in each of the five application sections.
2. **Save Your Progress:** Be sure to save any changes before navigating to another section.
3. **Confirm Completion:** Ensure all five tiles are green, indicating that each section has been marked as complete. If you reopen a completed section, you may need to select "Mark as Complete" again to restore its completed status.
4. **Request Assistance:** If you have questions or need clarification, contact your MEDC relationship manager before submitting your application.

SUBMIT YOUR APPLICATION

Once you have completed your review:

1. Click "Submit" to send your application to MEDC for review.
2. You will receive a confirmation email acknowledging that your application has been successfully submitted.



Application Submitted – Thank you!

Hello First Last,

This message confirms your business development incentive application has been submitted to the MEDC for review. Thank you for sharing this opportunity with team Michigan!

The MEDC is reviewing your project to determine incentive eligibility and size. You can expect to hear from us within the next two business days regarding any questions and next steps.

To access and view your application, log in to the Project Portal. If you encounter any issues or have questions, contact the MEDC Service Center at 888-522-0103 or MEDCeconomic@michigan.org to be connected with a business development representative.

Thank you for exploring what Michigan has to offer. We're thrilled to hear your company is growing, and eager to support your success!

Michigan Economic Development Corporation

***Note:** After your application has been submitted, your MEDC relationship manager will review the information and contact you if any additional details or documentation are needed.*

APPLICATION REVISIONS REQUESTED

If the submitted application requires clarification, corrections, or additional information before the evaluation can continue, your MEDC business development relationship manager will contact you with the requested revisions. Log back into your existing application using your original username and password, make the requested updates, and resubmit the application for review.

There is no need to create a new application.