

PROGRAMS AND RESOURCES FOR MICHIGAN BUSINESSES AND COMMUNITIES



DETROIT DENIM

M I C H I G A N

PURE OPPORTUNITY®



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



HOW CAN WE HELP?

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Watch: MEDC is here to help Michigan businesses succeed.

M I C H I G A N

PURE OPPORTUNITY®

How Can the Michigan Economic Development Corporation (MEDC) Help You?

Michigan's economy thrives thanks to our bold entrepreneurs and strong communities. Add in our state's business and community resources paired with our eagerness to get to work, and you've got the recipe for Pure Opportunity.

No matter what stage your business is at, the industry you're in or your community needs, the MEDC's many programs and local and regional partners have resources to help you.



NOT SURE WHERE TO START? WE CAN HELP.

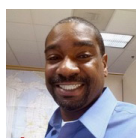
Michigan is split into 10 Prosperity Regions, and each has a robust team of business and community development managers who live and work in your area. These guides are here to help you understand all the advantages and resources available to support your businesses and local community.

Contact us for customized assistance connecting with the resources you need.



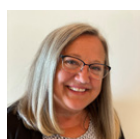
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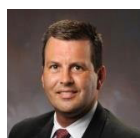
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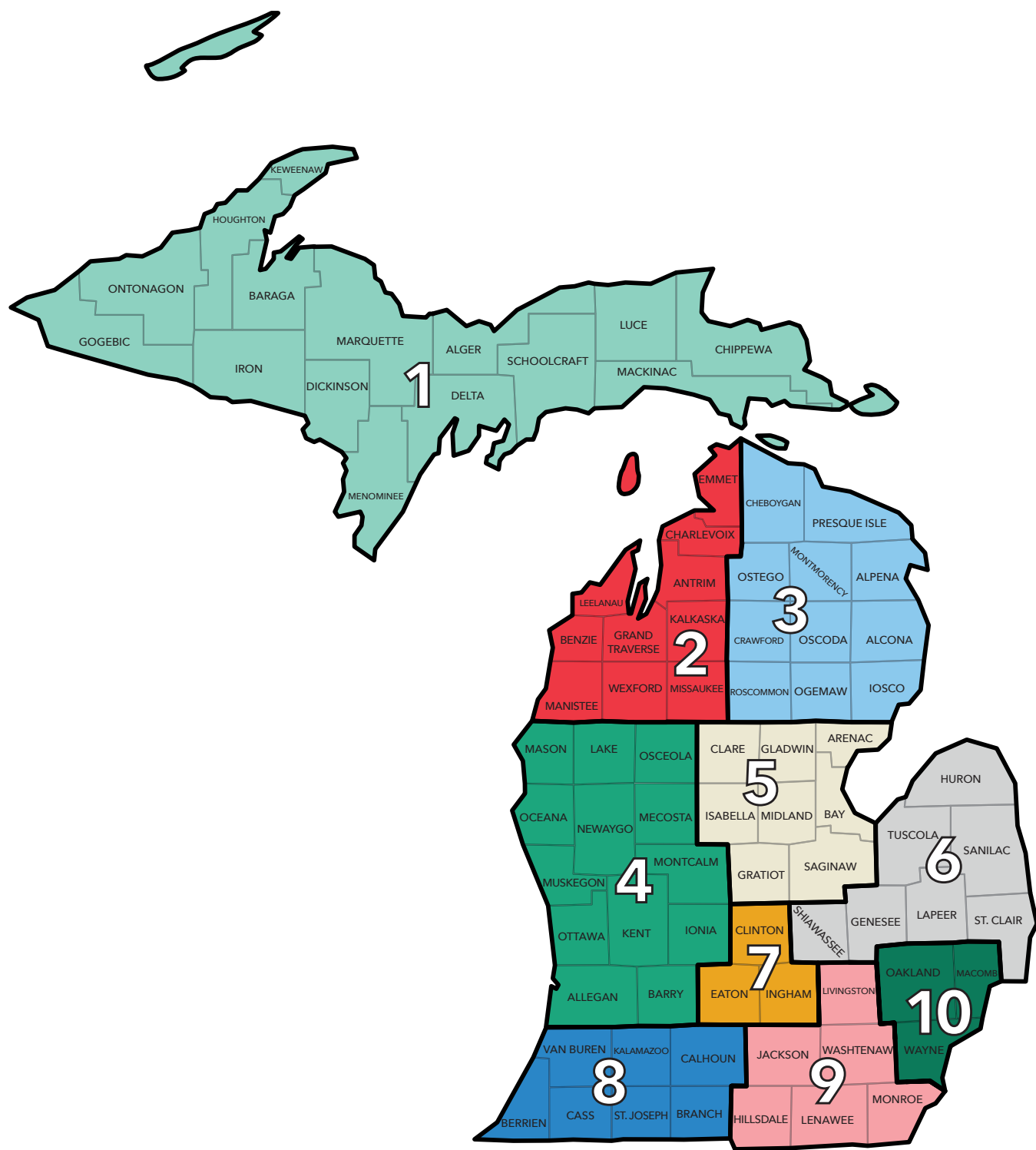
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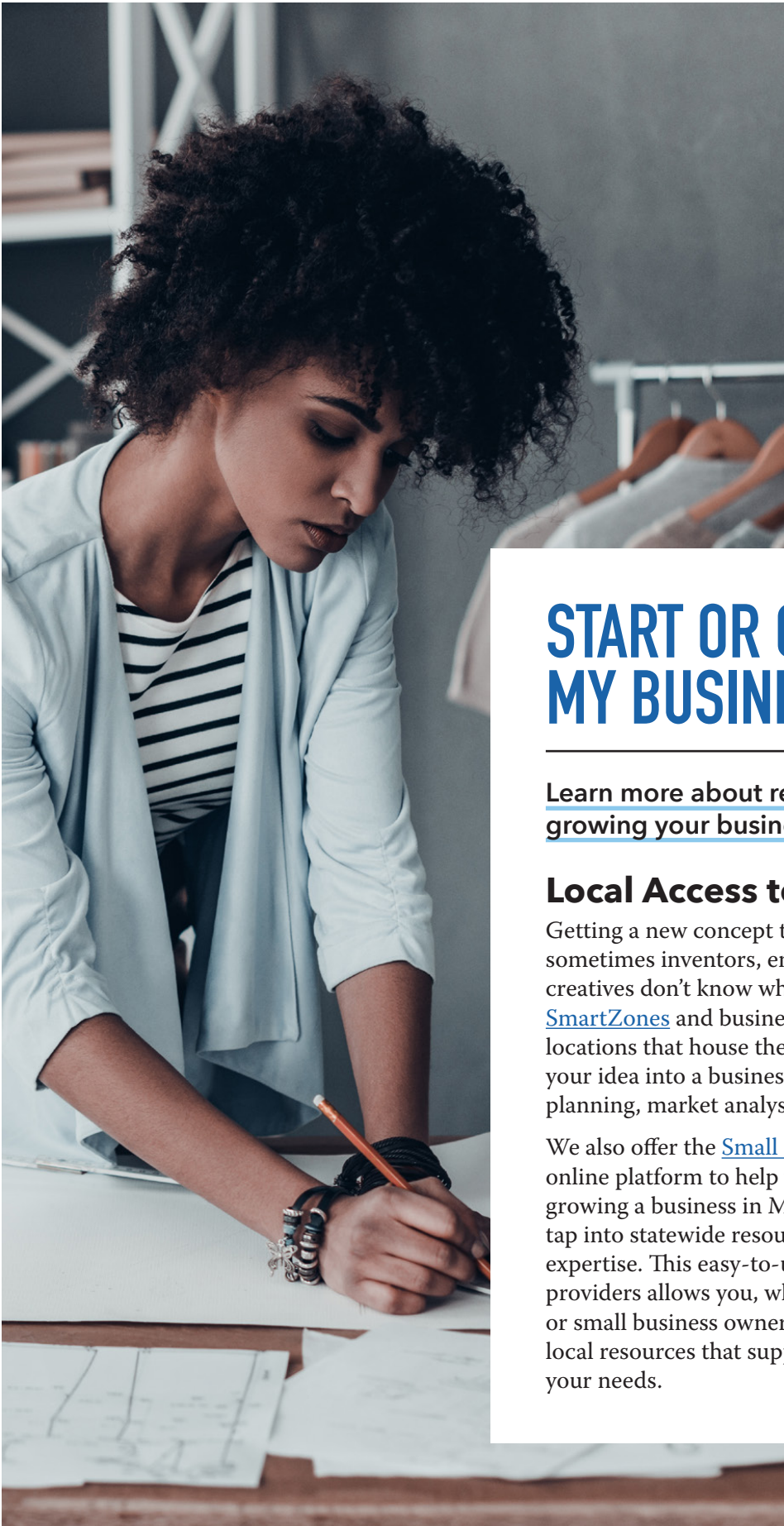
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**See the next page for a map of
Michigan's Prosperity Regions**



MICHIGAN'S PROSPERITY REGIONS





START OR GROW MY BUSINESS

[Learn more about resources for starting and growing your business](#)

Local Access to Resources

Getting a new concept to market isn't easy, and sometimes inventors, entrepreneurs, startups and creatives don't know where to start. [Michigan's SmartZones](#) and business incubators are geographical locations that house the resources you need to transform your idea into a business, like mentoring, business planning, market analysis and product development.

We also offer the [Small Business Resource Finder](#), an online platform to help you find support for starting or growing a business in Michigan. Meet local connections, tap into statewide resources and engage with professional expertise. This easy-to-use, searchable database of service providers allows you, whether an emerging entrepreneur or small business owner, to easily navigate to relevant, local resources that support business growth, based on your needs.

One-on-One Help

Whether you're an entrepreneur with an idea or have an established business, the [Michigan Small Business Development Center](#) (SBDC) can help. Plan, launch, manage and grow your business with consulting and training, business plan development, market research and more at low- to no-cost thanks to coordination between the MEDC and the U.S. Small Business Administration (SBA).



Establishing Business Practices

Running a small business takes a lot more than providing a product or service: you're managing human resources and compliance, benefits and insurance, information technology, energy solutions, accounting and finance, legal services, advocacy, small business certification – the list goes on and on. The [Small Business Association of Michigan](#) (SBAM) is a membership-based association with services designed for you.

Developing New Technology

Building sustainable success in the technology market means having durable, reliable and right-priced products. The state's technology hardware incubator program, [Design for Michigan Manufacturing](#), offers help with product development, manufacturing readiness and technology demonstrations.



SUCCESS STORIES

From a Garage Startup to Global Success

Max Analytical Technologies was born in a garage but didn't stay there long. The company's goal was to create gas analysis technology, and it needed to find more talent, lab space and investment, and capital. The Central Michigan University Research Corporation (CMURC) SmartZone offered high-end lab space and entrepreneurial support that eventually resulted in technology used by companies such as Coca-Cola, 3M and Intel, and an acquisition by the largest chemical instrumentation company in the world.

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“My advice to new entrepreneurs is to stick to your plan and vision. It's easy to get sidetracked and lose faith in certain areas, but if you really truly believe inside you've got something – you do,” said Max Analytical Co-Founder Les Keeppe. “I can't say enough good things about the support offered. It was CMURC who really helped grease the skids to make it work for us and make all this happen.”

”

[Read more about Max Analytical's success](#)



SUCCESS STORIES

Patient Health is Good Business

Eebu Health, a spin-out of the University of Michigan, aims to improve health care follow-up rates by engaging patients in their own care plans and providing tracking tools to make sure no patient falls through the cracks. The idea started as a highly experimental project that wasn't ready for investors, but a successful proof-of-concept led to funding and mentoring from the MTRAC Life Science Innovation Hub.

“

“Our professor innovators understood the need and the opportunity, but they needed to partner with professional managers to take their idea to the next level,” said Eebu Health Co-Founder and CEO Harvey Goodman. “The MTRAC award and what it allowed the team to do was critical in convincing me and our CTO, Deryl Seale, that this was a project worth investing our time in.”

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[Read more about Eebu Health's success](#)



FIND FUNDING

[Learn more about resources for finding funding](#)

Small Business Loans

Securing a traditional loan can be hard for small businesses that are new or need more collateral. You can [view lists of traditional and community-based lenders](#) in your area participating in programs to help make up the difference in collateral or cash flow. Communities can also work with lenders to secure support from the MEDC.

Entrepreneurs from underserved populations are essential to developing communities, but it can be a challenge to get loans through traditional financing. There are competitive microloans available through a [program](#) that focuses on the survival and growth of small and microbusinesses.



Watch: MEDC helps small businesses access the capital they need to grow and succeed. Find out where to begin.

Opening Licensed Child Care

Communities and businesses alike depend on safe, quality child care. If you're looking to open or support a licensed child care business, there are guides available to discuss resources, training assistance and funding opportunities through [Our Strong Start](#). For help finding and renovating facilities, startup funding, recruiting staff and business development tools, there's [Caring for MI Future](#).

Bringing In New Manufacturing Technology

Upgrading manufacturing equipment is a big step for companies. You can get help using the next generation of hardware and software for manufacturing, such as robotics and automation, cloud computing and cybersecurity. The [Industry 4.0 Implementation Grant](#) provides 50% reimbursement up to \$25,000 for expenses related to adopting qualifying technologies.

Research Project Support

Grant funding is available to Michigan higher education institutions, nonprofit research centers and hospital systems to speed up the transfer of your new technologies into the market through one of the five [Michigan Translational Research and Commercialization](#) (MTRAC) innovation hubs across the state.

Mobility Funding

The future of mobility in Michigan relies on your technology, and grants can help you continue to lead the industry. The [Michigan Mobility Funding Platform](#) helps mobility and electrification companies looking to deploy technology solutions in the state.

Early-Stage Technology Funding and Guidance

[Early-stage technology funding](#) is critical for startup companies and entrepreneurs. The [SBDC](#) and geographical SmartZones, among others, offer you funding opportunities at low- to no-cost thanks to coordination between the MEDC and the SBA.

In-State Job and Investment Creation

When your business wants to target highly competitive projects that create jobs and provide investments in communities across Michigan, there are grants, loans and other economic assistance available through the [Michigan Business Development Program](#) (MBDP).

Reaching Global Markets

Exports can help you reach higher-than-average sales, add additional employees and offer better wages. But how do you reach global markets and buyers? [The Michigan State Trade Expansion Program](#) (MI-STEP) reimbursement grant provides up to \$15,000 annually to businesses for exporting activities such as sales trips, trade shows, shipping product samples, compliance testing and marketing to international audiences.



Watch: Michigan offers MI-STEP grant funds to help companies go global.

SUCCESS STORIES

Michigan Tech Company Helps Educators Abroad

Curriculum Works, a Grand Rapids company that offers a cloud-based lesson plan platform for teachers, wanted to expand international sales. Without the experience, contacts and funds necessary to build relationships overseas, Curriculum Works looked to the MEDC's international trade services and MI-STEP funding for help. The company now partners with companies such as McGraw Hill, Encyclopedia Britannica and Penguin Group and in areas such as Egypt, India and the United Arab Emirates.

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“Our goal was to interview potential resellers and school groups that we identified through MEDC's matchmaking services,” said Curriculum Works CEO Donn Smith. “However, the cost would have been prohibitive to go out there - international airfare, hotels and all of that - without MEDC's program. Beyond that, [MEDC] also guided me through the cultural norms: what to be aware of, what to expect, local sensitivities, customs and behaviors.”

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[Read more about Curriculum Works' success](#)

RECEIVE TRAINING

[Learn more about resources for receiving business training](#)

Improving Business Operations

There are numerous workshops across the state to help entrepreneurs [learn about running and growing a business](#), from writing a business plan or securing financing to developing a marketing plan and using social media effectively. The SBDC has trainings to help you bring a well-rounded approach to keep a business going.

Small businesses can also access [Initiate](#), a self-paced, multi-faceted online learning platform that covers topics such as money, marketing, and management resources by using a variety of learning methods including videos, templates and guides, available in English and Spanish.

Technology-related assistance and grants are available to increase your small business' efficiency, improve connections with customers and increase sales. The [Optimize Main Street program](#), available in eligible communities, is implemented through one-on-one business coaching, a customized learning module and up to \$2,500 in a technology grant.

Continued Growth Through Insights and Expertise

Your company has grown beyond its startup roots, and there's help available for the next stages of business maturity by getting technical assistance and attending roundtables and retreats to increase profits and fuel growth through the [Second-Stage Growth Solutions](#) (SSGS) program.



SUCCESS STORIES

Modernizing Quality Control with the Next Generation of Industry

Autaza of Ann Arbor is working to eliminate potentially costly mistakes in assembly lines with its robotic quality inspection system. The process uses patented artificial intelligence and cameras to detect dirt, bubbles, scratches or other defects in paint in a manner far superior to human inspection. The company was the first to receive funding from the Automation Alley Industry 4.0 Accelerator.

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“Automation Alley is laser-focused on ensuring Michigan small- and medium-sized manufacturers are aware of how Industry 4.0 will impact their businesses - and the strategic steps they must take to begin or advance their digital transformation,” said Automation Alley Executive Director and CEO Tom Kelly. *“Technology is moving at break-neck speed, and our manufacturers cannot afford to be left behind.”*

[Read more about Autaza's success](#)

Industry 4.0 Preparedness

Michigan's small manufacturers can find support for adopting industry 4.0 technology through events, education, technology assessments and more, thanks to a statewide network of partners that make up the [Industry 4.0 Signature Initiative](#).

Expanding into International Markets

When you face barriers to expanding into international markets, [a network of partners](#) is ready to help you identify new markets, access logistics consulting, utilize export legal services, leverage digital business tools, alleviate the challenges of foreign currencies and more.

Drafting Grant Proposals and Getting Market Insight

Tech-based entrepreneurs and early-stage companies can [get training and one-on-one help](#) developing grant proposals for federal funds designed to take scientific- and engineering-based innovations to market. From on-site training programs to personalized consulting, you can improve your number of successful grant applications and get help applying awards to projects.

Product developers and small businesses can get market analysis, prototype refinement and a full breakdown of testing and marketing with professionals working closely with students at the [Invent@NMU](#) idea incubator.

Government Contracting

Get help securing, performing and retaining federal, state and local government contracts for services, products or goods offered and manufactured by companies. Through seminars, events, training and consultations, [Apex Accelerators](#) work to help Michigan businesses succeed in the government marketplace.



SUCCESS STORIES

Tailored Guidance Can Unlock International Trade Show Opportunities

Safe n Simple, a medical devices company based in Clarkston, specializes in safe and effective ostomy and wound care. When the goal was to expand sales of its products in the global market, the company set its sights on Arab Health, a healthcare conference and trade show in the Middle East. After working closely with the MEDC's International Trade program, Safe n Simple was able to attend its first international trade show and is now reporting a six-figure growth in exports.

“Arab Health was recommended to us by our UAE representative whom we hired and lives in Dubai,” said Safe n Simple Operator Tyler Sajan. “He gave us good traction in the market. Then the MEDC International Trade Manager in my region reached out and was helpful in guiding us to apply for MI-STEP grant funds to travel abroad and participate in the show.”

[Read more about Safe n Simple's success](#)



SUCCESS STORIES

Businesses Thrive with a Personalized Touch

Meijer, with over 250 stores across the Midwest, began opening smaller market stores to provide a more personalized experience in an open-air environment. The Meijer Woodward Corner Market Store in Royal Oak offers thousands of locally sourced products and looked to Pure Michigan Business Connect to introduce them to local food and beverage vendors. PMBC curated a matchmaking event and organized an interactive experience for the Meijer staff and supplier attendees that helped the store discover a high volume of suppliers in a short amount of time.

“

“We have this ability here not only just to carry local products, but to engage with the community, engage with our vendors and help small businesses grow,” said Woodward Corner Market Store Manager Natalie Rubino. *“Working with Pure Michigan Business Connect, MEDC, [Michigan State University] and [the Michigan Department of Agriculture & Rural Development], we are focusing on one thing and it’s to help local businesses grow. We have had the ability to do that with numerous vendors here at Woodward Corner and some of the other market format stores.”*

”

Read more about Meijer Market Format Stores’ success

MAKE CONNECTIONS

Learn more about resources for making business connections

Business Matchmaking Opportunities

When Michigan’s local suppliers need to meet local, national and global buyers to partner with, [Pure Michigan Business Connect](#) (PMBC) can offer matchmaking programs tailored to your needs. PMBC also takes custom requests for introductions to make a company’s supply base diversified and localized, benefiting everyone in the community.

Michigan’s tech inventors, innovators and researchers can get additional help building networks and taking ideas to market. Your next collaboration with community and industry stakeholders starts through social and educational events and trainings at one of Michigan’s [SmartZone](#) locations across the state.

Mobility Connections and Matchmaking Services

Businesses that specialize in emerging technologies can connect with mobility companies through economic developers and matchmaking services. [The Office of Mobility and Electrification](#) is here to help your organization find resources and partners across Michigan’s mobility industry as well as academia.

EXPAND OR RELOCATE MY BUSINESS

Evaluating Available Sites

Site selectors and investors helping businesses expand can use the [Zoom Prospector online portal](#) to access robust, high-quality data to learn about community demographics, talent pools and existing businesses.

Incentive and Abatement Tools for Expansion

[Incentive programs and tools](#) are available when you're investing and expanding business operations

and workforce. Michigan has established several state and local economic development resources that support companies working in Michigan communities.

International Opportunities

Your small- to medium-sized business can use [trade missions and international trade shows](#) to create in-market networking opportunities to meet industry peers, including qualified buyers, partners and distributors with matchmaking services.



SUCCESS STORIES

Michigan Manufacturer Continues to Build on International Success

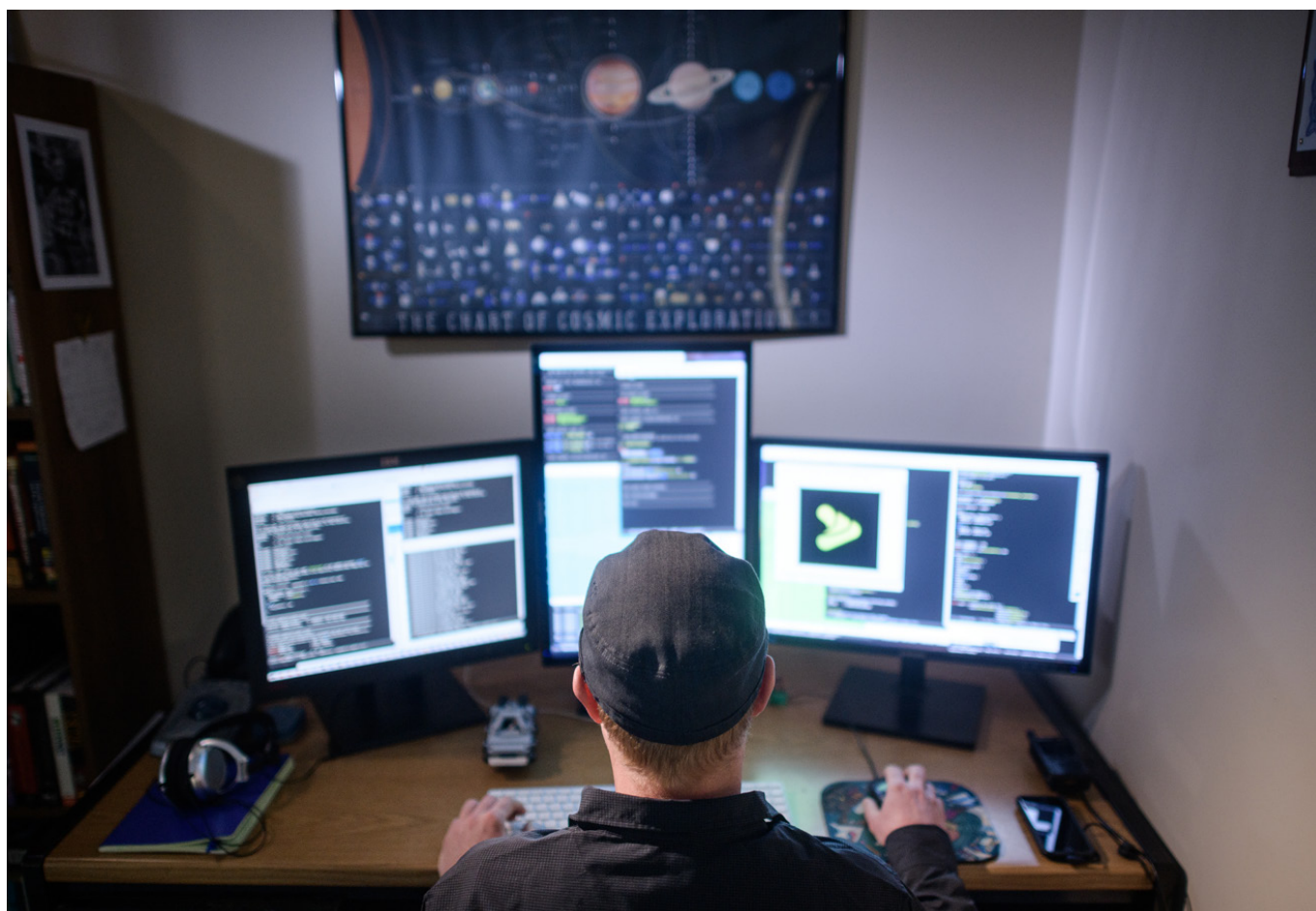
IMPCO Microfinishing, a Lansing-based machine tooling manufacturer, was founded in 1937. Business grew steadily over the decades, and IMPCO first focused on expanding its customer base worldwide in the 1980s and eventually opened another location in Europe. In 2018, the company had the opportunity to continue building its business outside the United States and looked to MEDC for assistance funding additional access to foreign markets – support that helped the company earn over \$5.6 million worth of sales.

“

“MEDC helped IMPCO with funding to exhibit in Monterey, Mexico, in previous years,” said IMPCO Global Sales Director Mark Hendel. “This is one of the countries that our machines will be delivered to, so there is a direct link with helping IMPCO gain traction in that territory by being present and available through exhibitions.”

”

[Read more about IMPCO Microfinishing's success](#)



LOCATE WORKFORCE SUPPORT

Learn more about resources for locating workforce support

Finding Talent

The [Talent Action Team](#) delivers skilled and experienced talent for businesses in Michigan's mobility, electrification and semiconductor industries. You can work with public-private partnerships to build your team's in-demand skills and attract and retain talent.

[Michigan Works!](#) is another statewide network that can help you find and retain skilled workers and customize training for your evolving needs through more than 100 service centers.

Funding Training

Venture capital firms that support Michigan's early-stage companies can use grants and educational opportunities to attract talent through the [Venture Fellows Program](#).

You can get assistance with short-term, need-based employee training for credentials that are important in your industry. [The Going PRO Talent Fund](#) makes awards to employers for training, developing and retaining current and newly hired employees.

Michigan also offers initiatives when you're looking to grow talent or provide education or retraining opportunities to existing employees. [Michigan Reconnect](#) is a scholarship program that pays the costs of tuition or training for eligible adults who want to pursue an associate degree or skills certificate. [Futures for Frontliners](#) program is the first-of-its-kind in the country and offers essential workers an opportunity to complete high school or community college tuition-free.

SUCCESS STORIES

Stormy Kromer Thrives on the Grit of Michigan Talent

Stormy Kromer has made a name for itself by consistently growing, and now features a full line of apparel to go along with the well-known cap. Located in the western reaches of the Upper Peninsula, Ironwood is the hometown and the backbone of the business.

“

“The people that work on the products know how to survive the cold and this strengthens the brand and gives it credibility,” said Stormy Kromer President Gina Jacquart Thorsen. *“Many people of the Upper Peninsula have grit and determination. They stick with something and do not give up on it. This is what the attitude of the employees and the culture is based around.”*

”

[Read more about Stormy Kromer’s success](#)



REVITALIZE MY COMMUNITY

[Learn more about programs for building strong communities](#)

Historic Preservation

A community's value starts at its roots and there are resources to help you evaluate, protect and promote historic buildings and archaeological sites. Property owners, developers and local and state agencies can get help identifying opportunities to celebrate and rehabilitate the historic places that define their communities through the [State Historic Preservation Office](#).

Revitalizing Properties

Your community can get access to development gap funding for properties that are historic, contaminated, blighted or functionally obsolete. Grants, loans or other economic assistance for eligible projects are available through the [Michigan Community Revitalization Program](#).

Any city, village, township or county may also create a [Brownfield Redevelopment Authority](#). This designation paves the way for communities to offer development help, such as reimbursement for some costs of new investments and [financing for projects that have a positive impact](#) on the community and state.

Downtown Growth

Small business growth and vibrant commercial corridors are essential to successful communities. [Match on Main](#) is a reimbursement grant program, that serves as a tool to support new or expanding

place-based businesses, like Redevelopment Ready Communities® (RRC) and Michigan Main Street Communities. Get to know more at our online [Main Street Solution Center](#).

Finding Redevelopment Ready Sites

You can create a transparent, predictable and efficient experience for developers in your community with [Redevelopment Ready Sites](#). Located in RRCs, this program offers sites that have been hand-picked by communities for revitalization. Read more in our online [RRC Resource Library](#).

Grow as a Real Estate Developer

Building owners and real estate entrepreneurs just getting started can get help making connections with organizations and learn more about development programs through the [Developer Toolkit](#). This toolkit will point you in the direction of technical assistance, mentorship and pre-development, development and post-development assistance.

Real estate development is an important part of re-activating underutilized or vacant space. If you're new to real estate or a property owner, the [Build MI Community Grant Initiative](#) can help you become familiar with the funding available and get ready to take on more complex projects in the future.

SUCCESS STORIES

Bringing New Life to The Milton and its Community

National Register-listed Heritage Tower, originally built in 1931, was vacant for more than 10 years and would require significant investment to address potentially hazardous conditions. The project was awarded an MCRP loan and equity investment, the building was renamed The Milton to honor the original location of Milton Township, and progress went underway to turn the site into an award-winning lightning rod for new residents and businesses in downtown Battle Creek.

“

“It is hard to imagine a more impactful redevelopment project than The Milton in downtown Battle Creek,” said City of Battle Creek Assistant City Manager Ted Dearing. “For many in Battle Creek, the building is not only historically significant but the source of countless memories of its grand presence as a centerpiece in downtown. At the city, we are very grateful for the efforts of several local partners across multiple sectors who collaborated to get the project done, including the MEDC. Without their support, the project would not have happened.”

[Read more about The Milton's success](#)



The Milton before and after renovation

ADDITIONAL RESOURCES

There are a wealth of other MEDC programs and strategic partners that you can look to for a variety of tools and resources within the state. Some include:

Michigan State University (MSU) Extension Product Center

Entrepreneurs and businesses passionate about the food, ag and bioenergy can get customized help to develop new products and services through the [MSU Product Center](#). Business planning, market analysis, and scientific and technical support are all available, and part of a network of university, business and government partners.

Michigan Manufacturing Technology Center

Business leaders looking for personalized consulting for product and process innovation, government and industry regulations, creative strategies and more can look to [the Michigan Manufacturing Technology Center](#).

Automation Alley

Your business can embrace advanced manufacturing technologies and systems through industry, education and government partnerships with the Industry 4.0 nonprofit hub [Automation Alley](#).

Michigan Cyber Range

Cyber exercises, product testing, digital forensics and professional certifications are available at five [publicly accessible cyber range hubs](#) across the state.

Michigan Defense Center (MDC)

The businesses that focus on [Michigan's defense, aerospace and homeland security industries](#) can get support from the MDC to help strengthen the safety of our state, nation and military.

Testing Centers and Tracks

Michigan offers a number of world-class, real-world connected and autonomous [vehicle research and testing facilities](#) and on-road-vehicle technology deployments. Join government, industry and academia researchers at the American Center for Mobility, Keweenaw Research Center at Michigan Technological University, GM Mobility Research Center at Kettering University, Mcity at the University of Michigan and Michigan Unmanned Aerial Systems Consortium.

Local Economic Development Organizations (EDOs)

Local EDOs exist to support the [growth of companies and the creation of jobs in their region](#) of Michigan. EDOs offer a variety of resources including business incubators, mentoring, connections, funding, talent recruitment and more.

Pure Michigan

Tourism and quality of life are vital to Michigan's economy. MEDC's travel and tourism department, Travel Michigan, offers [a variety of opportunities to share communities, small businesses and events](#) with the millions of travelers within and beyond the state.

Not sure where to start? MEDC is here to help.

Contact us for customized assistance connecting
with the resources you need.

www.michiganbusiness.org/services

1.888.522.0103



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