Updated Reporting Template

Based on **your** feedback, the quarterly reporting template has been updated and automated as much as possible.

- Many fields have been automated including Tab 3 and cumulative totals

- All four quarters are represented in the same spreadsheet, on separate tabs

- Instructions for use have been added

- Qualifiers to specific fields have been added

- Some required information has changed

- A column for edits has been added

- Specific cells containing formulas have been locked to prevent errors

- A template has been provided for Success stories

Tab 1. Instructions

The Application Information and Reporting Periods and Deadlines Tabs have been replaced with Instructions for Completion. This can be used as a reference tool.

INSTRUCTIONS

Welcome to the annual update for the Small Business Support Hub. We have enhanced our processes to ensure a more efficient and automated reporting experience.
This worksheet contains detailed instructions to assist you in completing each section of the report.

DO NOT add or delete columns or rows
DO NOT insert tabs
DO NOT change headers

Contact the Program Manager, Catherine Abad, for questions or techical issues. (abadc@michigan.org)

SMALL BUSINESS DATA

Tab 2 Reporting Datafields	The process has been fully automated. Cumulative figures for 2024 have been uploaded, and formulas have been implemented to automatically fill in related data. This Tab has been locked to prevent errors, please contact the program manager for technical issues.
Tabs 3 - 6	Quarterly reporting is now entered using the same spreadsheet for all four quarters. Tab 3 is Reporting Period 1/1/25 thru 3/30 2025. Tab 4 is Reporting Period 4/1/2025 thru 6/30/2025 Tab 5 is Reporting Period 7/1/2025 thru 9/30/2025 Tab 6 is Reporting Period 10/1/2025 thru 12/31/2025 After the final spreadsheet for 2025 has been submitted, totals will be verified and entered on a new template for 2026

Tab 2. Salesforce Reporting Data

Programmatic Outcomes
Insert the total number or dollar amount *for the current reporting period only*

	2024 TOTALS	PoP 1/1/25 - 3/31/25	PoP 4/1/25 - 6/30/25	PoP 7/1/25 - 9/30/25	PoP 10/1/25 - 12/31/25	Cumulative Total 2025
Pre-business ideation:		0	0	0	0	0
New Business Starts:		0	0	0	0	0
Early Stage Businesses Served:		0	0	0	0	0
Microbusinesses Served:		0	0	0	0	0
Second Stage Businesses Served:		0	0	0	0	0
Total Unique Businesses Served:		0	0	0	0	0
Current Full Time Employees:		0	0	0	0	0
Projected New Full Time Jobs:		0	0	0	0	0
Total Dollars Deployed to Small Businesses (Direct Grants):		$ -	$ -	$ -	$ -	$ -
Total Follow on Funding:		$ -	$ -	$ -	$ -	$ -

Aggregated Data

	2024 TOTALS	PoP 1/1/25 - 3/31/25	PoP 4/1/25 - 6/30/25	PoP 7/1/25 - 9/30/25	PoP 10/1/25 - 12/31/25	Cumulative Total 2025
Minority-owned businesses:		0	1	0	0	1
Percent of minority businesses served:	0.0%	0%	#DIV/0!	0%	0%	#DIV/0!
Women Owned businesses:		0	0	0	0	0
Veteran Owned businesses:		0	1	0	0	1
Disabled Owned businesses:		0	1	0	0	1
Businesses served 1st Time by the Hub:		0	0	0	0	0
Mentorship Connections Made:		0	0	0	0	0
Referrals to other Small Business Support Hubs:		0	0	0	0	0
Referrals to the MI-Small Business Development Center		0	0	0	0	0
Businesses received programming/services from a Smart Zone:		0	0	0	0	0
Referrals to Ecosystem Partners (outside the SBSH network):		0	0	0	0	0

Tab 3 – 6 Small Business Data

	Small Business Data								
ID#	Business Name	Street Address	City	ST	Zip Code	County	Business Owners Name (First, Last)	Email	NAICS
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									

Tab 3 – 6 Small Business Data – NEW

LARA ID Number	Date Registered in LARA	Tribal
		☐
		☐
		☐
		☐
		☐

Department of Licensing & Regulatory Affairs (LARA) now required for business validation.

Allows for a business to be entered multiple times to capture services, programming, follow on funding, direct grants and still count 1x as unique

Fully automated

Tribal Exemptions

EIN/TIN no longer required

Tab 3 – 6 Business Stage - NEW

Business Stage			
Full Time or Equivalent		*(mm/dd/yy)*	*NEW*
Current FTE's (0 if not established)	Projected FTE's	Date Established	Annual Revenue > $1M

- **Ideation Stage**: Business without a LARA ID Number.
- **New Business Start**: Established in 2023 or 2024.
- **Early Stage/Micro Business**: Less than 10 employees or under $1M annual revenue. (dependent on the start date)
- **Second Stage Business**: More than 10 employees AND over $1M annual revenue.

Data recorded in this section will be used to populate the business stages in the Programmatic outcomes (Tab 2)

Tab 3 – 6 Equity Ownership Status - NEW

Equity Ownership Designation				
Please select all that apply				
Decline to Answer	Minority Owned or Controlled	Women Owned or Controlled	Veteran Owned or Controlled	Disabled Owned or Controlled
☑				
☐	☑	☐	☐	☐
☑				
☐	☐	☐	☑	☐
☐	☐	☐	☐	☐
☐	☐	☐	☐	☑
☑				
	☐	☐	☐	☐
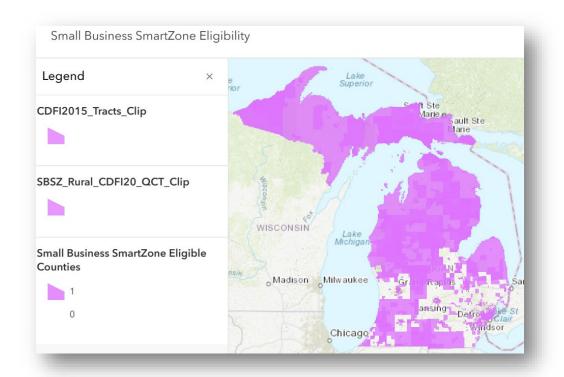
- Transition from dropdown menu to checkbox format for simplicity.
- Minority status and percentage of minority-owned businesses served now auto-populate in the second tab.
- Decline to Answer' selection disables other checkboxes, preventing data entry and preserving respondent confidentiality.

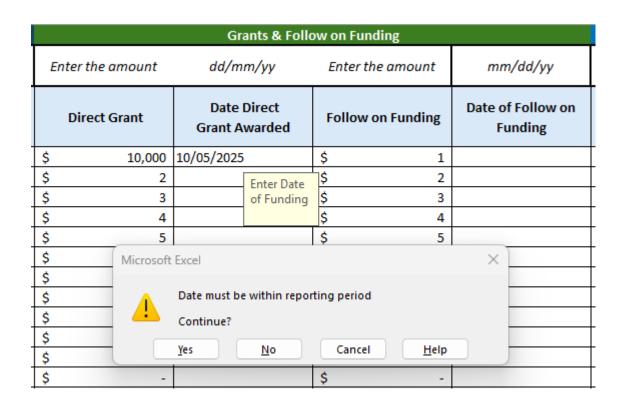# Tab 3 – 6 Disproportionately Impacted by Covid-19

Header now contains a link to the Arc GIS Map

Tab 3 – 6 Dates & Types of Service

Now has a checkbox for First Time Served by the Hub

Dates and Types of Service					
Must be no earlier than 12/18/23					
Date of Initial Intake	First Time Served by the Hub	Type of Service Received	Type of Service Received	Type of Service Received	Type of Service Received
	☑	1:1 Business Consulting			
	☐		Small Business Support Services		
	☑				
	☐				
	☑				
	☐				
	☐				
	☐				
	☐				
	☐				
	☐				
	☐				

Tab 3 – 6 Grants & Follow on Funding

We have added a date column for grant awards and follow on funding.

The date must be within the current reporting period or a pop-up warning will appear.

You can continue and enter a date outside of the current period of performance range, make a note in column AX.
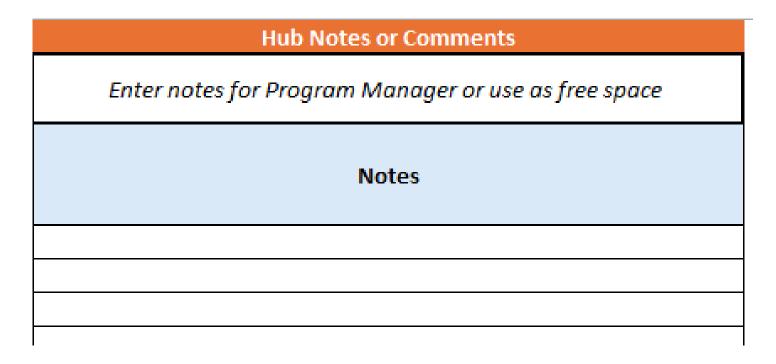
Tab 3 – 6 Referrals - NEW

We are asking for the name of the person you referred to.
When you click on a referral category, the adjacent column prompts for a name.

Referrals					
Select all that apply					
Mentor (Name)	Other SBSH (Name)	MI-SBDC (Name)	SmartZone (Name)	SBDC	Other (Name)

Tab 3 – 6 Notes - NEW

We have provided a column for notes, comments or for you to use as free space.

Tab 7 SBSH Definitions

Small Business Support Hub Reporting Definitions

Business Served First Time by the Hub
through programs or services in the previous 18 months.

Business Stages | Early-Stage Business
An early-stage business is defined as a company that has been formed within the last 1 to 3 years. This designation highlights a business's transition from its initial setup phase into a more established period where it may begin to scale operations, refine its products or services, and attract initial rounds of investment.

Business Stages | Microbusiness
In Michigan, a microbusiness is typically defined as a small business having fewer than 10 full-time employees. This categorization helps distinguish microbusinesses from larger small businesses, which can have up to 500 employees. The focus on microbusinesses is particularly significant in the context of supporting entrepreneurship and economic growth within local communities, with many of these businesses being independently owned and operated, often by individuals who are young, women, or people of color

Business Stages | New Business Start
For the purposes of this report, a new business start should represent those created as a result of the Hub's involvement formed within the past 12 months.

Small Business Support Hub Success Story

The purpose of this form is to provide a foundational summary of how the Small Business Support Hubs have contributed to company growth in Michigan. This includes winning significant business, fostering business success through specific services, or other impactful activities. Please provide as much detail as possible in the fields below. The information collected here will be used to develop a comprehensive narrative highlighting the successes of the SBSHs and their partners and

What is a Success Story?

At its core, a success story for the purposes of this questionnaire is a company or business that has utilized a service of a Small Business Support Hub or their subcontractors. This success story should be designed to showcase best practices, a description of the small business journey and their successfull outcomes. These success stories will be used to tout the success of the SBSH program and your regional hub. They may be used for publicity puposes on ur websites or collaborative materials. Please make sure you have authorization from the small business to publish thier success story.

Business Information

Business Name:
Address:
Email:
Phone:
Owner's Name:
Business Description:

Briefly describe why this small business engaged with the HUB:

Each Hub is now required to submit at least 1 success story per quarter using the form supplied on Tabs 8 – 11.

RULES

Modifying Spreadsheet Structure:

Do not insert or move tabs.

Do not insert, move, delete, or sort columns or rows.

Do not lock or protect the spreadsheet.

Content Management:

Do not change headers.

Do not delete the "LOCKED" tab.

Data Entry:

Do not enter data from one period into another.

Contact me at abadc@michigan.gov or 517-855-8238 for assistance

NEXT STEPS

The 2025 pre-populated template with 2024 audited data soon will be sent by March 21.

Salesforce has been adjusted to reflect 2024 audited data.

The first report for Jan 1, 2025 - Mar 31, 2025, is due by April 20, 2025.

Contact me at abadc@michigan.gov or 517-855-8238 for assistance