



# SUPPORTING THE SMALL BUSINESS JOURNEY

Overview of MEDC Resources

## I NEED TO START OR GROW MY BUSINESS

### 1:1 Consulting

The [Michigan Small Business Development Center \(SBDC\)](#) offers 1:1 no-cost consulting and training, business plan development, market research and more. SBDC can support companies in the idea stage or as an established business helping plan, launch, manage or grow business.

### Technology Business Incubators

[Michigan's SmartZones](#) help startups, inventors, creatives and entrepreneurs accelerate their business concepts from idea stage to commercialization by providing them with the resources they need to grow, such as mentoring, business planning, market analysis and product development.

## I NEED FUNDING

### Small Business Lending

Through several [Capital Access](#) programs, the MEDC partners with traditional and community-based lenders to reduce risk, increase collateral availability or increase the amount of lending capital that would not otherwise be available to small businesses.

### Export Development

The [Michigan State Trade Expansion Program \(MI-STEP\)](#) provides 75% reimbursement up to \$15,000 annually to businesses for eligible exporting activities, helping companies access new global markets and buyers.

### Manufacturing Technology

The [Industry 4.0 Implementation Grant](#) provides 50% reimbursement up to \$25,000 to small manufacturers looking to adopt qualifying Industry 4.0 technologies.

### Downtown Growth

[Match on Main](#) provides funding for projects that drive small business growth and contribute to vibrant commercial corridors. Small business owners must work with local units of government in Certified and Essentials Redevelopment Ready Communities® or Select or Master Michigan Main Street communities to apply.

## I NEED CONNECTIONS

### Business Matchmaking Opportunities

[Pure Michigan Business Connect \(PMBC\)](#) connects Michigan suppliers of goods and services with local, domestic and global buyers based on demand and procurement needs through matchmaking initiatives. PMBC also facilitates introductions to diverse business associations and helps localize or diversify a company's supply base with custom research requests.

### International Opportunities

The [International Trade Program](#) facilitates trade missions and international trade shows in foreign markets for small to medium-sized businesses to create in-market networking opportunities. Additionally, in-state export events and foreign office matchmaking services connect companies to industry peers, including qualified buyers, partners and distributors.



# SUPPORTING THE SMALL BUSINESS JOURNEY

## Overview of MEDC Resources

### I NEED TRAINING & SUPPORT

#### Business Operations

The Michigan SBDC offers [training opportunities](#) for Michigan entrepreneurs to learn more about running and growing a business. From writing a business plan or securing financing to developing a marketing plan and using social media effectively, numerous workshops are offered across the state.

[Initiate](#) is a self-paced, multi-faceted online learning platform to support early-stage small businesses in improving finance, marketing and operations skills. Available in English and Spanish.

[Optimize Main Street](#) helps small businesses located in eligible communities across the state use technology to create efficiency in business operations, improve connectivity to customers and increase sales.

#### Insights & Expertise

The [Second-Stage Growth Solutions \(SSGS\)](#) program provides second-stage companies and their leaders with a suite of services including technical assistance, retreats and roundtables to increase profits and fuel future growth.

#### Industry 4.0 Preparedness

The [Industry 4.0 Signature Initiative](#) is a statewide effort to support and encourage the adoption of Industry 4.0 technologies by Michigan's small manufacturers. Through a network of partners, manufacturers can access events, education, technology assessments and more.

#### International Trade Services

Through a [network of partners](#), businesses can learn to overcome barriers to exporting, identify new markets, access logistics consulting, utilize export legal services, leverage digital business tools, alleviate the challenges of foreign currencies and more to strengthen their potential for market entry or expansion.

#### Government Contracting

[Apex Accelerators](#) support companies with 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.

### I NEED WORKFORCE SUPPORT

#### Employee Training

The [Going PRO Talent Fund](#) makes awards to employers to assist in training, developing and retaining current and newly hired employees. Training should be short-term, fill a demonstrated talent need experienced by the employer and lead to a credential for a skill that is transferable and recognized by industry.

#### Finding Talent

[Michigan Works! Association](#) is a statewide network of more than 100 service centers helping employers find skilled workers, retrain current workers and provide training and education.

#### Internships

[Michigan STEM Forward](#) is a statewide program that matches students attending Michigan colleges and universities with internship opportunities at the state's leading innovative companies.

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

Contact us for customized assistance and get connected with the resources you need.

[michiganbusiness.org/smallbusiness](https://michiganbusiness.org/smallbusiness) | 1.888.522.0103



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION