

Who We Served

A Resilient Small Business Economy

After COVID-19 hit Michigan, small business owners realized that things could never go back to normal. But we've seen their passion and resiliency first-hand as we worked together to adjust to the new climate and find ways to thrive.

Startup Client Feature

What We Did

Business Consulting, Pitch Development, Financial Planning, Building Acquisition Support, and Partner Referrals

How It Helped

With the help of the Michigan SBDC, Poke Bowl won several pitch competitions, secured a location, accessed funding and then went on to become a 2021 Best Small Business at the Michigan Celebrates Small Business Awards.

The Poke Bowl

Jeron Dotson & Justin Bush

"The Michigan SBDC helped us with business planning, financial projections, and financing. Harry, our consultant, is a godsend."



ABA Insight

Angie Fuqua

"The SBDC helps you feel like you have a bigger team when you can't afford that team, as a small business owner."

Growth Client Feature

What We Did

Growth Team Consulting, Federal Loan Assistance, COVID-19 PPE Compliance, and Strategic Planning

How It Helped

The assistance from the Michigan SBDC Growth Team helped ABA Insight expand two of its facilities, remain debt-free, and grow its operations to five counties across Michigan.

Tech Client Feature

What We Did

Pitch Deck Development, Stage II Development Assistance, and Investor Relations Assistance

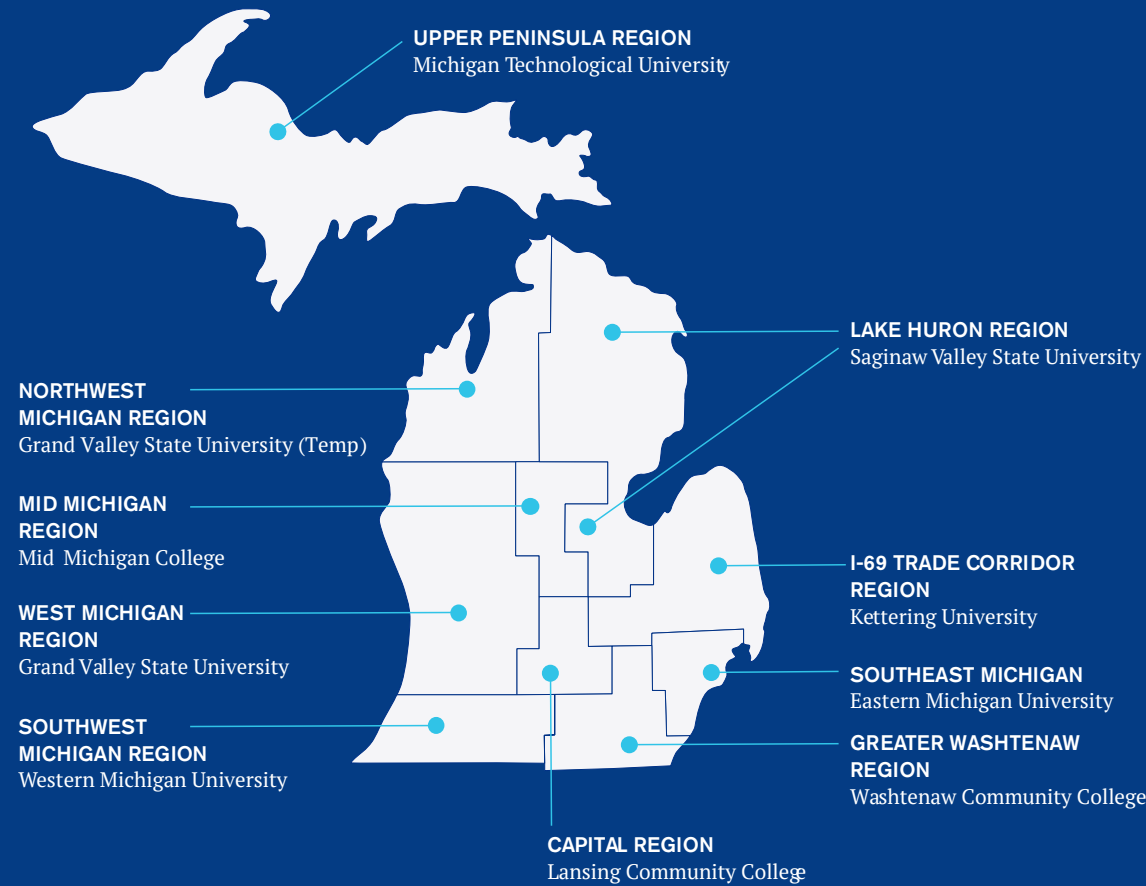
How It Helped

The ongoing consulting of the Michigan SBDC Tech Team helped ATLAS Space Operations win multiple SBIR Phase II funding awards, expand their team to 30 employees, and generate millions in revenue.

ATLAS Space Operations

Mike Carey

"If it weren't for the Michigan SBDC Tech Team, we would not have captured our initial funding as we did. I am a lifelong fan."



Connect with us
@michigansbdc



Access the QR code to view a digital version of the 2021 Annual Report



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



The Michigan Small Business Development Center (SBDC) is a statewide network funded in part through cooperative agreements with the U.S. Small Business Association (SBA), Michigan Economic Development Corporation (MEDC), and Regional Hosts. The statewide host of the SBDC network is the Seidman College of Business at Grand Valley State University. The Michigan SBDC is nationally accredited by the Association of SBDCs.

Introducing The Michigan SBDC 2021 State Star



Janis Mueller, Regional Director for the Michigan SBDC I-69 Trade Corridor Region, is a strategic leader, always looking for best ways to help clients. Partners say that **Janis' leadership is, "an integral part of the local community's growth and revitalization."**

Michigan SBDC



Jeron Dotson & Justin Bush
The Poke Bowl

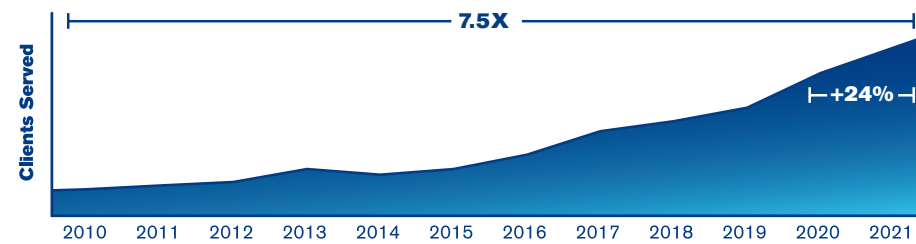
Transforming The Small Business Economy

2021 Annual Report

What We Did

High Demand. Increased Response

In 2021, the demand for small business support was **24%** above 2020 and **7.5x** greater than 10 years ago. Here's a snapshot of how we responded to the needs of Michigan small business owners.



Statewide Teams



Business Growth Team
Serves businesses interested in growing or transitioning.



Technology Team
Bridges the gap between technology development and commercialization.

Operations Overhaul

Digital Transformation

Through our new website and consumer relationship management system, we improved the client and consultant experience, measured the success of our programming, and improved outcomes for small businesses.

Re-brand

We gave our look and feel an upgrade and created a new voice, clear story, and succinct message across the state.



Partnership Events



Michigan Celebrates Small Business



Michigan SBDC Cyber Monday Virtual Marketplace



Great Lakes Lenders Conference

Our Initiatives



Uplift Michigan

It's more than a program. It's a strategic approach designed to ensure equitable access for all diverse entrepreneurs across the state.



Focus Four™

Vision, Strategy, Execution, and Cash Flow; Focus Four is a program designed to help small business owners grow their business faster, improve profitability, elevate themselves to a more strategic role, and build more value in their companies.

Outreach

Our five-month digital and print promotion campaign was successful in targeting underserved populations across the state to promote our free services and business consulting.

New Pandemic Recovery Support

The Michigan SBDC focused on mental health services for current and new clients and added support for those hit hardest in the child care and restaurant industries.

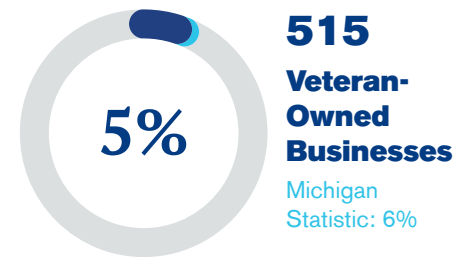
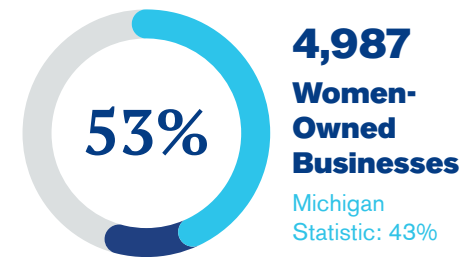
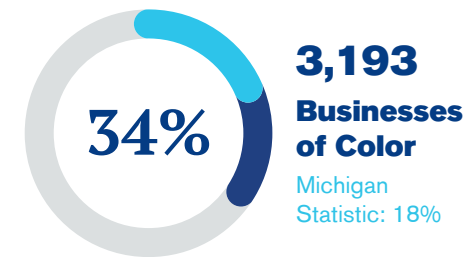


Cybersecurity

Our cybersecurity program, Small Business, Big Threat (SBBT), is a leading resource to increase small business awareness of cybersecurity threats and offer tools for small businesses to strengthen their cybersecurity plans and programs.

How it Helped

Client Demographics



Impact Numbers

Unique Clients Served | 11,398

Jobs Created | 2,445

Jobs Supported | 45,424

New Business Starts | 469

Capital Formation | \$302,313,302

100% of goal

169%

137%

186%

106%

191%

Consulting



Business Education



Market Research



A Stronger Future Together

We Help Michigan Small Businesses THRIVE

Here's our transformational projects planned for 2022 and beyond.

1

Anytime, Anywhere SBDC Services:
innovative digital services that provide easy access, self-help resources, and improved client experiences – anytime they need it – anywhere in Michigan!

2

Uplift Michigan:
a transformational program that builds a path for equity and success for minority and underrepresented small businesses.

3

Small Business Recovery Support:
expert SBDC consultants to support unprecedented small business demand and ensure the best chance for recovery, innovation and growth.



“The 2021 Michigan SBDC Annual Report represents a network dedicated to small business successes through challenging times. Demand for services eclipsed all-time highs in 2021, and the SBDC teams rose to the occasion using innovative approaches coupled with gritty, hard work.”

“The next generation of SBDC clients and consultants will also benefit from this year's work implementing a new digital experience that includes new branding, client-friendly messaging and tools that support clients along their entrepreneurial journey. These investments ensure that the Michigan SBDC's services will remain relevant for years to come.”

J.D. Collins, CEO, Executive Director

Partners Supporting the Vision

Federal Support



POWERED BY
Laketa Henderson
Michigan District Director, U.S. Small Business Administration
“The SBDC is a critical resource partner – ensuring awareness and delivering federal assistance to Michigan small businesses – with a focus on serving minority and underrepresented communities.”

Local Partnerships



Diana Lawson
Dean, Grand Valley State University, Seidman College of Business
“The Michigan SBDC is rising to the occasion with an innovative approach to serve the state at a time of unprecedented need.”

State Support



Quentin L. Messer, Jr.
CEO, Michigan Economic Development Corporation (MEDC)
“The SBDC is creating transformational opportunities for Michigan's small businesses and supporting the state's continued strong economic growth. SBDC's work is vital in helping more Michigan risk-taking entrepreneurs realize their dreams right here in our great state. Let's get it!”



Governor Gretchen Whitmer
State of Michigan
“The Michigan Small Business Development Center helps small businesses in our great state thrive. I am grateful for their efforts to put small businesses first, and I look forward to working with them to continue growing our economy, creating good-paying jobs in every community, and lowering costs for families.”