

2022 Annual Report

Helping
small business
owners
realize their
dreams



Ricardo Peres da Silva & Fuzail Ahmed
Haverford Swim Lessons



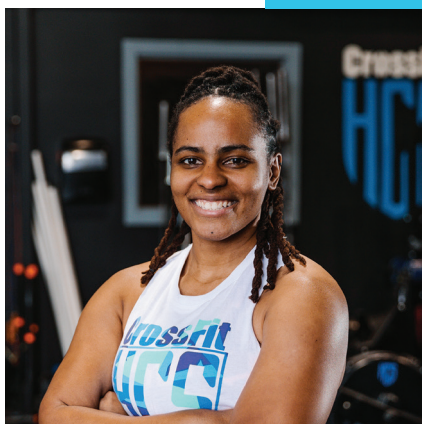
Lloyd Hildebrand
Macomb Power Sports



Steve Fernandez & Michele Jones
PH Country Marketplace



Ashley TenHarmsel
North Harvest CSA



SayKay Brown
Crossfit HCS



Stephen Parent
West Michigan K-9

**Michigan
SBDC™**

MichiganSBDC.org

Clients We Served



DRM International Learning Center Startup Client Spotlight

Services We Provided

Accessing capital, business plan development, financial analysis, market research, growth & strategic planning, one-to-one consulting.

Outcomes We Helped Deliver

"Thank you to the MI-SBDC for allowing entrepreneurs like me the opportunity to connect with professional consultants that really focus on getting to know who you are and truly care about your experience and the growth of your company."

- Re'Shane Lonzo, Owner, DRM International Learning Center



LaFleur Marketing Growth Client Spotlight

Services We Provided

Financial analysis, Focus Four™, growth & strategic planning, one-to-one consulting.

Outcomes We Helped Deliver

"We've doubled in size and have seen significant increases in revenue; our profitability has improved. Luckily for us, we've been able to partner with the MI-SBDC not only to build relationships, but also to grow and extend our reach as a marketing agency. I attribute much of that to the MI-SBDC."

- Chip LaFleur, Owner, LaFleur Marketing



Intecells Tech Client Spotlight

Services We Provided

Accessing capital, growth & strategic planning, tech commercialization, one-to-one consulting.

Outcomes We Helped Deliver

"We are creating a disruptive technology and have found our partnership with the MI-SBDC to be instrumental in raising millions with a successful investor relations strategy. The Tech Team especially has been wonderful, making Michigan the best place to start a business."

- Xiaohong Gayden, Cofounder & CEO, Intecells

Client Impact

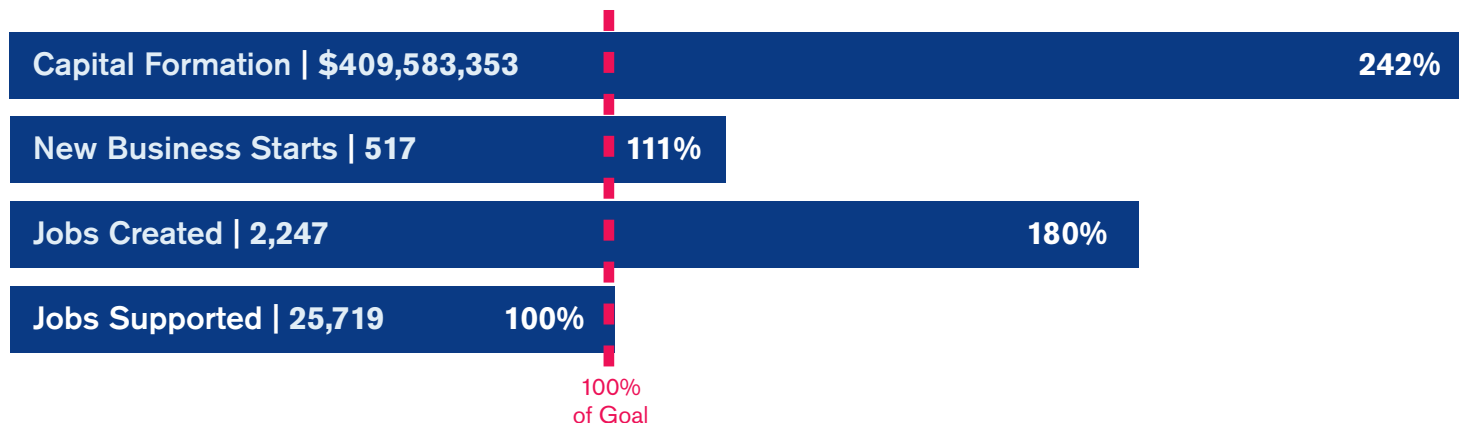
What We Do

From Startup to Scaling Up. Expert, No-Cost Business Guidance.

Our services include

- Accessing capital
- Business education & training
- Business plan development
- Cybersecurity
- Exit planning
- Export assistance
- Financial analysis
- Growth & strategic planning
- Market research
- One-to-one consulting
- Tech commercialization

In 2022, the MI-SBDC Exceeded All Performance Metrics

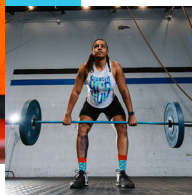


Client Demographics

8,509 Total Clients Served

34% Businesses of Color

50% Women-Owned Businesses



Consulting

40,127

Hours of Consulting

Market Research

903

Market Research and
SEO Reports Completed

Business Education

227

Webinars Hosted

3,383

Webinar Attendees

Who We Are



J.D. Collins, CEO | Executive Director, MI-SBDC

The SBDC's client-centered strategies yielded positive outcomes for our clients in 2022. Businesses that discovered the SBDC returned this year and referred others, resulting in a third straight year of elevated demand for consulting services.

SBDC consultants rose to the occasion, taking pride in their work and altruistic roles as 'connectors' in the economic development community. While there are many ways to measure the impact the SBDC has on Michigan small businesses, I hope this report also provides a snapshot of the intangible benefits that our relationships have in clients' lives.

On a personal note, I had the privilege of representing small businesses with testimony to the U.S. House of Representatives Small Business Committee. The messaging was clear: **relationships matter** and Michigan is a shining example of how a collaborative ecosystem results in better outcomes for small businesses. I'm honored to be part of a dedicated team helping small businesses thrive.

Partners Supporting the Vision

Federal Support

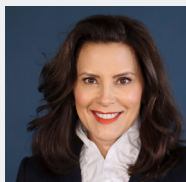


Laketa Henderson
Michigan District Director, U.S.
Small Business Administration

"The SBA is proud to continue to support the Michigan SBDC as a vital resource partner and especially excited about the things they

accomplished this past fiscal year. They continue to understand the mission and need by progressively being proactive, to create and adjust programming to reach all the underserved communities in Michigan which is even more critical as we move through this post pandemic time in our history."

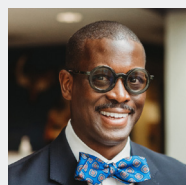
State Support



Governor Gretchen Whitmer
State of Michigan

"Our small businesses are the heartbeat of our communities and economy, and I will work with anyone to make sure they have the workforce and resources to grow and expand right here in Michigan," said Governor Whitmer "We have worked

across the aisle to cut taxes for small business owners by more than \$75 million per year, funded grants for entrepreneurs, and reduced the cost of higher education so 180,000 Michiganders have a pathway to compete for good-paying jobs. As a result, our economy is growing, with low unemployment and over 100,000 jobs added year over year. **I look forward to keep working with the Michigan Small Business Development Center to build on our economic momentum and move Michigan forward."**



Quentin L. Messer, Jr.
CEO, Michigan Economic
Development Corporation

"The SBDC continues to create transformational opportunities for Michigan's small businesses and support our efforts to keep growing the

state's economy. **No business is small to the owner who puts time, energy, and money toward making it a success, and SBDC's work is vital in helping more Michigan risk-taking entrepreneurs realize their dreams** and employ our friends and neighbors right here in our great state. Let's get it!"

Local Partnerships



Diana Lawson
Dean, Grand Valley State University,
Seidman College of Business

"We are privileged to host the MI-SBDC at GVSU. We are like-minded, purpose-driven, organizations dedicated to connecting with

the small business community while driving entrepreneurship and innovation."

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.



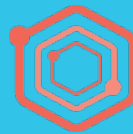
Focus Four™

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. Key pillars include Vision, Strategy, Execution and Cash Flow.



Value Builder

Whether you want to sell your business now or decades into the future, your Value Builder score can help you determine strengths and weaknesses and determine next steps.



SMALL BUSINESS BIG THREAT

Small Business Big Threat

Small Business Big Threat, our cybersecurity program, is a leading resource to increase awareness of cybersecurity threats and offer tools to strengthen cybersecurity plans and programs.

Partnership Events



Michigan Celebrates
Small Business



GREAT LAKES
LENDERS CONFERENCE

Contact Us



Access the QR code to view a digital version of the 2022 Annual Report

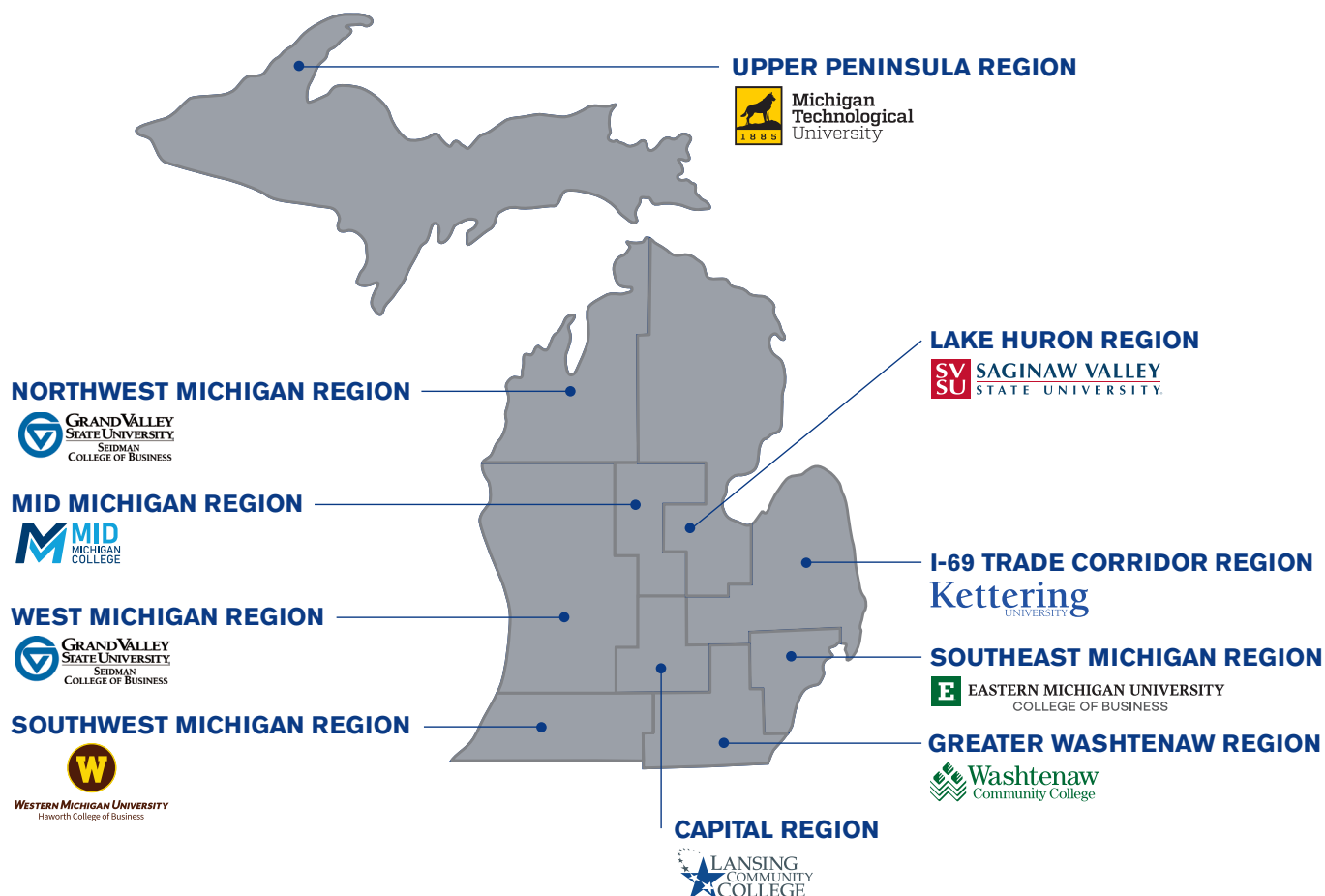


Connect with us

@michigansbdc

Call Us Toll-Free at 833.522.0025

michigansbdc.org



Introducing The MI-SBDC 2022 State Star

Southwest Regional Director Tamara Davis is a dynamo. According to her peers, "Tamara has built a reputation as a 'can-do' leader and inspires the team to high achievement related to economic impact goals and our mission. She has and continues to step up above and beyond related to statewide initiatives."



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



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