



Our Year in Review



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

From pixelated Zoom squares three years ago to handshakes and laughter today, our client success stories are a celebration of rekindled relationships, thriving small businesses and the joy of being back in the room where it happens. It's heartwarming to see our clients, consultants and partners together in person again – and our stories are just getting started.

In 2023 the Michigan SBDC:

- Celebrated 40 years of supporting entrepreneurs and small businesses
- Surpassed state and federal performance goals
- Expanded DEI outreach programming from 4 to 46 counties across the state

We are grateful to our hosts, the MEDC and the SBA for their unwavering support. Together we enrich the entrepreneurial ecosystem, making Michigan the best place to start and grow small businesses.

- J.D. Collins, CEO & Executive Director

Our Partners



Governor Gretchen Whitmer State of Michigan

"The Michigan SBDC helps small businesses in our great state start, grow and thrive. I am grateful for their efforts to put small businesses first, and I will continue to work with them to build on our economic momentum to move Michigan forward by creating good-paying jobs

in every community while lowering costs for families. Together, we will keep getting things done to build on our economic momentum and deliver on the priorities that make a real difference in people's lives so anyone can 'make it' in Michigan."



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

"The Michigan SBDC is working alongside enterprising Michigan risk takers to create transformational opportunities for small businesses in communities across Michigan. The SBDC's work is vital in helping more of

our entrepreneurs realize their dreams and Make It In Michigan. Let's get it!"



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

"The Michigan SBDC continues to set the tone, by pushing the boundaries in our small business communities by providing exceptional services and finding ways to provide more to reach more. The SBA

Michigan District Office is grateful to have them as a resource partner and invaluable collaborator."



Dean Diana Lawson Grand Valley State University Seidman College of Business

"The Michigan SBDC continues to strengthen its impact in helping small businesses grow and prosper. Hosting the Lead Center at GVSU, as well as the West Michigan and Northwest Regions, creates a synergy between our purpose-driven organizations."

Our Impact

By the Numbers



8,285
Clients served



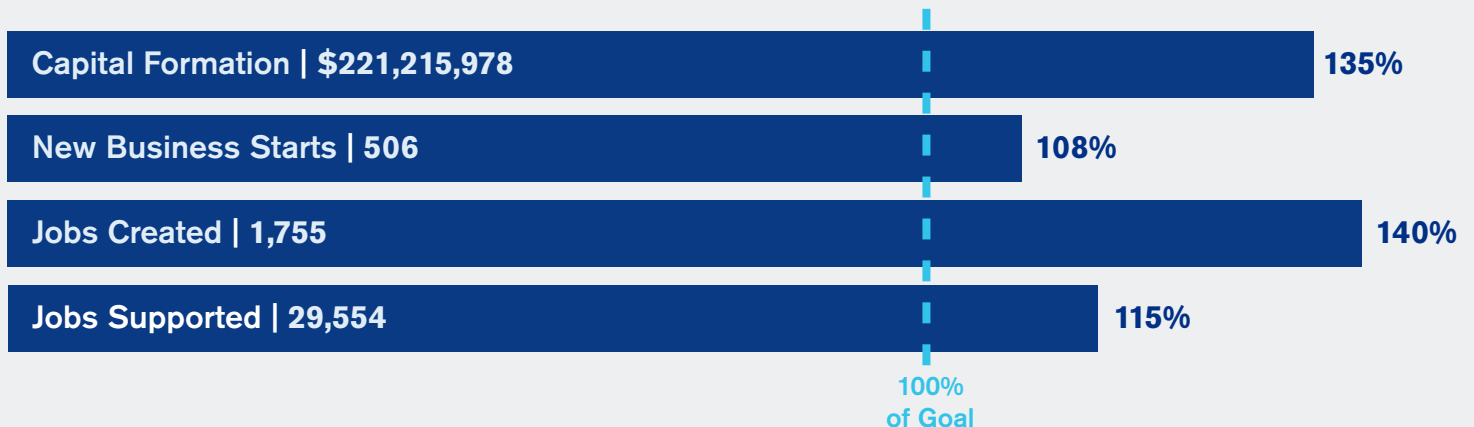
2,116
Webinar
Attendees



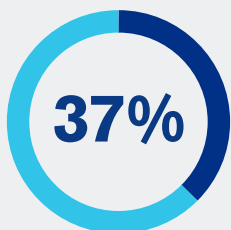
40,988
Consulting
Hours



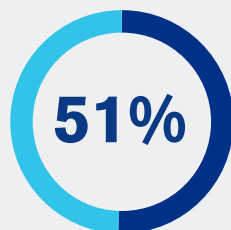
382
Market Research
Reports



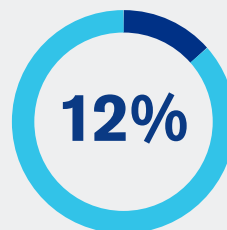
Client Demographics



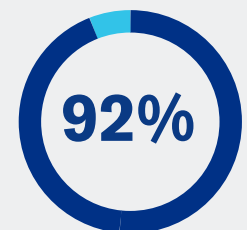
BIPOC
Businesses



Women-owned
Businesses



Veteran-owned
Businesses



Entrepreneurs and
Small Businesses with
fewer than 10 employees

Our Programs



Growth Team

Our Growth Team provides tools and resources to help second-stage businesses (10+ employees, \$1M+ in sales) accelerate and grow at a healthy pace. Programs include Focus Four™, The Value Builder System™ and “Hot Topics” webinars.



Tech Team

Our expert Tech Team has first-hand experience helping entrepreneurs successfully launch their tech startups and bring their ideas to market.



Uplift Michigan™ Initiative

We are closing the gap in economic inclusion through our Uplift Michigan strategic DEI initiative. Programs include cohort training and PITCH BLACK competitions.



Export Services

We partner with the MEDC International Trade Services to deliver quality opportunities to small businesses pursuing exporting.



Cybersecurity

We provide valuable guides, consulting and webinars to protect Michigan small businesses from hackers and cyber threats.



Market Research

Our Market Research team provides Search Engine Optimization (SEO) reports and helps small businesses define a target audience, research the market and more.



HARMONY BREWING COMPANY

Heather VanDyke-Titus (Owner)
Brooks Kindel (Business Growth Consultant)
Barry VanDyke (Owner)



Stafford's Hospitality

"I always wanted to carry on our legacy, but when you've been in business as long as we have, sometimes you get a little myopic, and it's important to see how the world really views Stafford's Hospitality." - Reginald Smith

The Growth Team forged a long-term relationship with Stafford's Hospitality management and assisted them with:



- The Value Builder System™
- Change Management
- Transition Planning
- Exit Strategy



Cakes By The Jar

"My advice to other entrepreneurs is not to give up on your dream. Stay focused and consistent – your time will come." - Maneeka Beasley

Maneeka won \$5,000 for her small business through our Uplift Michigan™ initiative. PITCH BLACK is a pitch competition that supports Black-owned businesses and celebrates Black culture. Participants received:



- Business Plan Development
- Pitch Deck Development
- 1:1 Mentoring
- Peer Support



Eagle Link LLC

"A new business can be difficult and some challenges feel insurmountable. Nicole breaks it down, walks you through it, opens doors and offers opportunities. She is our mentor, she is our friend, and we are grateful to her and the Michigan SBDC." - Jill McDermott and Lynda Reese

Certified Business Consultant Nicole Young Potvin assisted with:



- Market Research
- Marketing Plan Development
- Early Export Assistance
- International SEO



Digested Organics

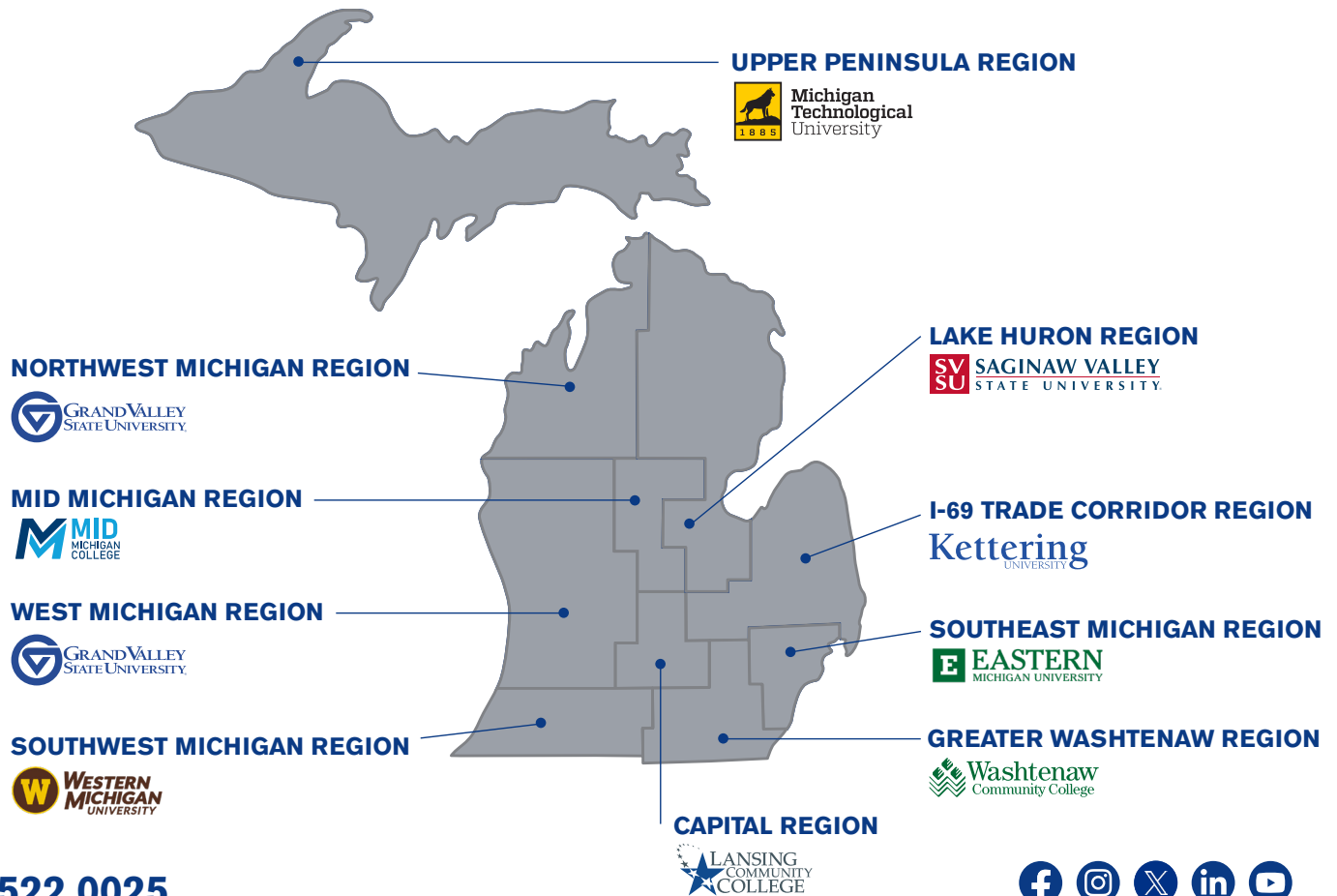
"Working with Kayo and the team at the SBDC helped immensely when we were just getting our footing as a young company. We needed help structuring investments, crafting business deals, recruiting talent and finding space to manufacture. SBDC was a great resource for our team over more than 10 years." - Bobby Levine

Tech Team Business Consultant Kayo Ramirez assisted with:



- SBIR Application & Assistance
- Legal Support
- Employee Management
- Supplier Agreements & Contracts

Contact Us



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 michigansbdc.org



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Introducing The MI-SBDC 2023 State Star

Growth Team Business Consultant Julie Oldham, CPA, CGMA, is highly esteemed by her peers and clients alike. With her expertise and commitment, Julie has played a pivotal role in helping numerous small businesses thrive and overcome challenges to achieve their growth objectives. She is a treasure, a consummate professional, the epitome of what all consultants should be and a true star in every sense of the word.

*"Julie became my mentor and advocate, and through time and hard work together we built a plan that spoke to financial institutions who were open to our project of building a brand new facility we all could enjoy: my family, the staff, the community. **Working with Julie and the Michigan SBDC was a very good experience – I don't think I could have done it all on my own,**" said Lloyd Hildebrand, owner of Macomb Powersports.*



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



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