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Pure Lansing : The TREK Small Business Support Hub, A First-Of-Its-Kind Initiative In The Lansing Region Powered By LEAP, Launches One-Stop-Shop For Entrepreneurs

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Hub provides access to vital programs, grants, and coordinated business growth resources; as part of the commitment to growth, LEAP also expanded its Small Business & Innovation Startups Department



LANSING, Mich. — (May 9, 2024) — The Lansing Economic Area Partnership (LEAP) is thrilled to announce the launch of its **TREK Small Business Support Hub (Tri-County Resource for Entrepreneurs and Knowledge)**, a comprehensive resource center designed to provide small businesses and entrepreneurs in **Clinton, Eaton, and Ingham Counties** with easy access to vital programs and grants.

The [TREK Small Business Support Hub](#) simplifies the process of accessing crucial resources by offering an easy-to-use, online, centralized intake form that automatically connects entrepreneurs to comprehensive business operation and marketing support from providers throughout the Lansing Tri-County Region. The intake form can be accessed at PureLansing.com/Startup or [directly at this link](#).

"LEAP's TREK Small Business Support Hub is the largest small business support of its kind in the Tri-County Region," said **Bob Trezise**, president and CEO of LEAP. "Our expanded suite of programs allows us to assist all entrepreneurs looking to scale their idea or business throughout the Tri-County area."

LEAP's goal of centralizing information and streamlining application procedures is to ensure that all small businesses and entrepreneurs have the support they need to start and scale successfully, allowing entrepreneurs to focus on what they do best – building and growing their businesses.

As part of the overarching commitment to accelerating growth, LEAP has expanded its Small Business & Innovation Department team, which manages the TREK hub. This includes the promotion of [Harrison Leffel-Jones](#) to vice president of small business & innovation and the additions of [Angel Miller](#), director of the Lansing Regional SmartZone; [Ryan Nelson](#), Gateway representative with a focus on high-tech startups; and [Nikki Flores](#), TREK Small Business Support Hub program manager.

"This all-star team has deep technical global experience with the startup industry. To have them all together under one roof to support the TREK Hub and ensure easy access to vital resources for any and every entrepreneur in the Tri-County area is a major acceleration in our commitment to bringing the entrepreneurial ecosystem together," said **Leffel-Jones**. Their diverse technical skills and expertise will be instrumental in strengthening the connections between our small business and high-tech communities, unlocking new opportunities for growth and innovation."

LEAP is partnering with key statewide resources, such as the Michigan Economic Development Corporation and Michigan Small Business Development Center, to ensure businesses can access all that Michigan has to offer as they grow, scale, and evolve.

Since its soft launch in April, the TREK Hub has already received over 100 applications from ambitious individuals eager to take their ventures to the next level. This surge in interest reflects the region's entrepreneurial spirit and the growing need for resources to fuel economic growth.

"Our team has a really big opportunity to present our sustainable housewares and pet items from Loopy Products at the Ace Hardware 100th Anniversary Fall Convention, where buyers from Ace Hardware's 4,000-plus stores will be attending, and we needed some financial help supporting the opportunity and reached out to LEAP for support," said Loopy Products

Chief Executive Officer **Kylee Guenther**. "The online application is really easy to use. The team at LEAP planned everything really well and made the application process seamless."

What can an applicant expect once they fill out the form? The simple intake form acts as a map for entrepreneurs, ensuring they can access the right resources at the right time for their business. After an applicant fills out the online form and indicates desired services, the TREK Hub team will automatically connect the applicant to the appropriate services. Applicants can also access a wide range of business support resources, including information on available grants, loans, business accelerator programs, and more. The TREK Hub coordinates funding and programs run by LEAP as well as its many partners.

The TREK team will collaborate closely with local businesses, government agencies, educational institutions, and community organizations to support small business growth, entrepreneurship and startup culture, and resiliency tools and technology utilization, driving stronger economic development outcomes throughout the Lansing Region and the state.

Additionally, small businesses and entrepreneurs involved in programs within the Lansing Region may be eligible for competitive micro-grants to support the purchase of equipment or to secure services that fill critical gaps that will enable businesses to grow to the next level.

Partners in the TREK Hub that will support entrepreneurs include:

Allen Neighborhood Center

Bold Growth

Capital Area Small Business Development Center (SBDC)

Downtown Lansing Inc

Lansing Regional Chamber of Commerce

Lansing Economic Development Corporation

Lansing New Tech

Melanated Business Alliance

MSU Research Foundation

MSU Broad School of Business Multicultural Business Programs

MSU Burgess Institute for Entrepreneurship & Innovation

StartupGrind Lansing

St. Johns Chamber of Commerce

The Fledge

Transformation GEMS

The TREK Small Business Support Hub is made possible through funding from the Michigan Economic Development Corporation and in part by SLFRP0127, which was awarded to the State of Michigan by the U.S. Department of the Treasury as part of the American Rescue Plan.

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About LEAP

*The **Lansing Economic Area Partnership (LEAP)** is a coalition of area leaders partnering to build a stronger community for all — working every day to grow, retain and attract business to the Lansing, Michigan, region.*






Pure Lansing, hosted by [Bob Trezise](#), focuses on positive news and events coming out of the Greater Lansing area.



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