



**Michigan
SBDC**

2024 ANNUAL REPORT

Michigan Small Business
Development Center
michigansbdc.org

TEKNIQUE STREET DANCING ACADEMY
JANEIL FOY, OWNER

PHOTO BY KENDRA STANLEY-MILLS

Our Programs



Growth Services

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 Vertical IQ®.



Technology Commercialization

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 narrowing the gap in economic inclusion through our Uplift Michigan strategic initiative. Programs include cohort trainings and pitch competitions.



Artificial Intelligence (AI) for Small Business

Our AI guide and on-demand training can help clients understand and leverage AI to enhance productivity, solve problems and address various small business tasks.



Export Services

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



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.



Our Elevator Pitch

From startup to scaling up, we offer one-to-one expert, no-cost business guidance. Because owning a small business isn't a job; it's a calling. Get started at michigansbdc.org.



ED GARNER, REGIONAL DIRECTOR | WEST MICHIGAN
JANEIL FOY, OWNER

PHOTO BY KENDRA STANLEY-MILLS

Cover Story

Teknique Street Dancing Academy
Grand Rapids, MI

Hip-hop culture is the world-wide movement that led to the “breaking” debut at the summer 2024 Olympic Games in Paris, France. In West Michigan, that movement is led by Janeil Foy, owner of Teknique Street Dance Academy.

Janeil sought advice on growing his business in a more sustainable way, so he reached out to the Michigan SBDC.

“Overall, I found that having an independent review of my current business practices was extremely helpful in defining my target customer markets and planning for future business success. I also appreciated that these services were available at no financial cost,” said Janeil.

A visionary entrepreneur, Janeil is propelling Teknique Street Dance Academy to new heights with the guidance of the Michigan SBDC.

Our Impact in 2024

\$276
Million
Capital Formation

Capital Instances Goal: 900

1,133

126%

New Business Starts Goal: 475

493

104%

Jobs Created Goal: 500

1008

202%

100% of Goal



8,763
Clients served



2,400
Webinar
Attendees



1,100
In-Person Training
Attendees



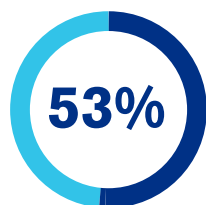
42,606
Consulting
Hours



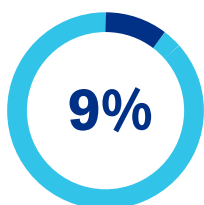
679
Market Research
Reports



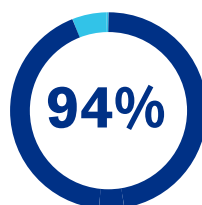
264
Webinars & In-Person
Events Hosted



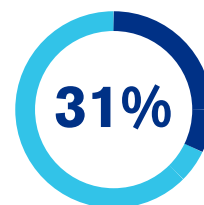
Women-owned
Businesses



Veteran-owned
Businesses



Entrepreneurs and
Small Businesses with
fewer than 10 employees



Economically Distressed
Areas or Historically
Underutilized Business Zones

Our Stakeholders



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

"The SBDC continues to meet small businesses where they are by providing knowledge and expertise through their growing programs and services to meet the needs of the small business community."

They empower small businesses with the competitive edge, by helping them start, improve operations, and achieve sustainable growth. They are essential players in the Michigan ecosystem network of interlinked organizations and a valued resource partner to SBA."



Governor Gretchen Whitmer
State of Michigan

"The Michigan SBDC exemplifies our state's entrepreneurial spirit by helping businesses grow, innovate, and create good-paying jobs," said Governor Whitmer. **"Their commitment to supporting small businesses strengthens our economy,** building on our momentum, and

ensures Michigan remains a place where you can turn a bold idea into a thriving enterprise. Let's keep working together to cut red tape, drive down costs, and unleash the potential of all the makers and doers who call Michigan home."

Our Year in Review



Owning a Small Business Isn't a Job. It's a Calling.

The Michigan SBDC has a saying: *"Owning a small business isn't a job. It's a calling."* This calling is evident in the remarkable achievements of our clients. Take Jennifer Wagar, who recognized the unique needs of anxious pets and started Urban Paws Pet Spa. Assisted by Michigan SBDC Business Consultant Shannon Schwabe, Urban Paws expanded to a bigger facility and hired additional staff within one year. This story demonstrates the power of a dedicated entrepreneur and the support of the Michigan SBDC. Similarly, being a Michigan SBDC consultant isn't a job. It's a calling.

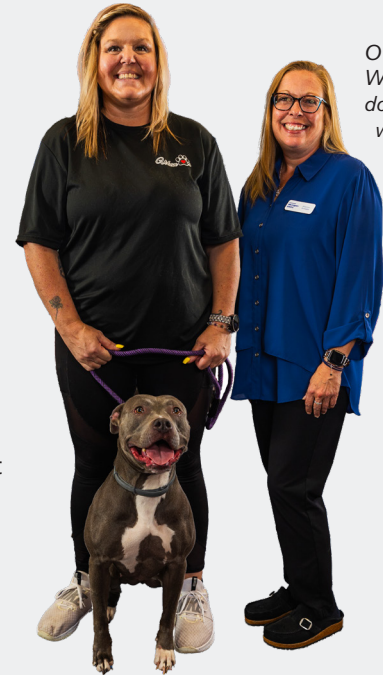
Looking Forward

This year we embarked on a critical journey of self-reflection and innovation to enhance our services. We moved beyond measuring our successes and focused on understanding our clients' experiences. We will continuously refine our services by actively seeking and incorporating client feedback, ensuring they remain relevant. On that note, the Michigan SBDC is involved in national programs to develop **AI** and **cybersecurity** programs to fuel small businesses growth.

A Moment of Gratitude

It is truly a privilege to serve as the Michigan SBDC's leader, and by extension to serve our clients, communities, partners, and employees. None of the Michigan SBDC's accomplishments would be possible without the dedication and expertise of our exceptional team. Shannon's support of Urban Paws is just one of over 8,000 interactions our consultants had in 2024. I extend my deepest gratitude to the Michigan SBDC staff for their unwavering commitment to our shared vision: Michigan is best place to start and grow a business.

J.D. Collins
CEO | Executive Director
Michigan SBDC



Owner Jennifer Wagar and her dog Phoenix with Business Consultant Shannon Schwabe

**National ROI
Data for SBDCs**

**\$1 Direct Cost
of Counseling**



**\$4 Federal & State Tax
Revenue Generated***

*National SBDC Return on Investment Data. Source: Christman Report - Economic Impact of Small Business Development Center Counseling Activities in the United States: 2020-2021



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

"No business is small to the risk-taking owners who are creating jobs and opportunity. Creating jobs and entrepreneurial opportunities is at the foundation of MEDC's 'Make It in Michigan' economic development strategy focused on developing our People, revitalizing our Places, and winning Projects. The Michigan SBDC's work providing guidance,

resources, and support to help countless Michiganders turn their dreams into successful ventures is a vital partnership as part of Team Michigan. We celebrate SBDC's continued impact and have great expectations for our continued work together to build a brighter future for Michigan small businesses and the Michiganders who they employ."



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."



Scratch BBQ & Catering

"My experience working with Harry was wonderful. I knew I could call or email him anytime, and he would get back to me with a thoughtful answer. And if Harry didn't know the answer, he'd find someone who did."

- Mike Lintz, Owner

Senior Business Consultant Harry Blecker and Business Consultant Emily Marrah assisted Scratch BBQ & Catering with:



- Business Plan Development
- Financial Projections
- Restaurant Design and Layout
- Employee Recruitment



Bread & Basket Marketplace

"Working with the Michigan SBDC has been a godsend and life-changing for my business. It's helped me evaluate my business model, determine where I wanted to go and helped me make the decision to move locations."

- Tiffany Blackman, Owner

Senior Business Consultant Wendy Spreenberg assisted Tiffany with:



- Financial Counseling
- Marketing Plan Development
- Human Resources
- Hiring Employees



Advantage Mechanical Refrigeration, Inc.

"Working with Brooks has been instrumental to our growth, and it's been very helpful just to have someone to bounce ideas off of. Eventually my son will take over—it'll be a second generation business, which is really exciting."

- Jodi van Haren, Owner

The Growth Team assisted AMR, Inc. with:



- Focus Four™
- The Value Builder System™
- Succession Planning
- Securing Financing



Myconaut

"There are so many challenges in a startup. Having the idea is one thing, but being able to actually implement it, scale it up, distribution... all those components are another. The Michigan SBDC has been extremely helpful."

- Ryan Iacovacci, Owner

Tech Team Business Consultant Kayo Ramirez assisted Myconaut with:



- Business Plan Development
- Business Growth
- Pitch Deck Development
- Funding Strategies

Contact Us

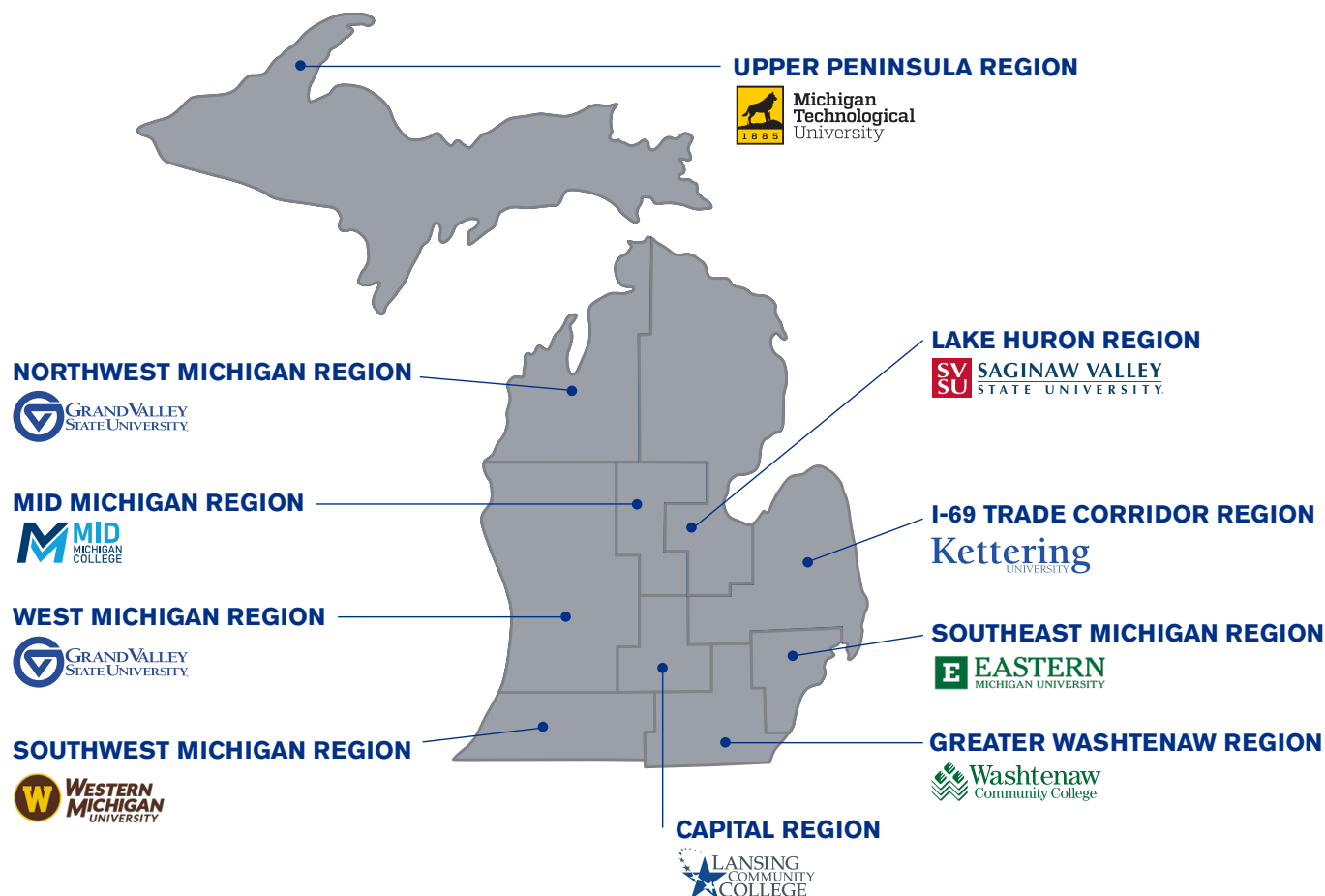
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**Michigan
SBDC**



**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 America's SBDC. The Scratch BBQ story is also supported in whole or in part, by federal award number SLRFPO127 awarded to Economic Development Alliance of St. Clair County by the US Department of Treasury.



Shawn Preissle | Michigan SBDC 2024 State Star

Associate Regional Director | Greater Washtenaw Region

Shawn Preissle embodies what the Michigan SBDC aspires to be, and is a most deserving State Star Award winner. Her collaborative approach includes working with her clients to realize significant economic impact while also co-consulting, mentoring and strategic planning with co-workers. Shawn serves on multiple network committees and is a stalwart believer in giving back. Congratulations!