



STARTING A SMALL BUSINESS

10.9.25



Expert, no-cost business advice at any stage. Because owning a small business isn't a job—it's a calling.

ONE-ON-ONE BUSINESS CONSULTING

Our team provides support through the full life cycle of your business: whether it's start, scale, or sell. Your Michigan SBDC business consultant will meet you where you are and help you reach your goals through personal business consulting, available at no cost to you.

BUSINESS EDUCATION

Learn from our experienced team of small business experts, wherever, whenever. Our business education resource center is full of live events and on-demand content to help you start and grow your business, on your own schedule.



DMR International Learning Center
Lansing, MI

“Thank you to the Michigan SBDC for allowing entrepreneurs like me the opportunity to connect with professional consultants who 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



Macomb Powersports
Chesterfield, MI

“Working with the Michigan SBDC was a very good experience—I don't think I could have done it all on my own. Having an advocate like Julie and the Michigan SBDC is just invaluable.”
- Rod Hildebrand, Owner



Intecells
Troy, MI

We are creating a disruptive technology and have found our partnership with the Michigan 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

I want to **start** a business

The beginning stages of starting your small business are the most critical. Improve your chances of success with confidential support from the Michigan SBDC. Build a strong foundation for your new business with:

- Market Research
- Business Plan Development
- Financial Planning
- Marketing Plan Development
- Securing Startup Funds
- Business Education

I have a **technology** company

Our Tech Team helps early stage companies commercialize advanced technology. From accessing capital to intellectual property research and strategy, we'll help you create and execute a successful commercialization strategy. We can assist you with:

- Business Accelerator Funding
- Emerging Technology Funding
- SBIR/STTR Proposal Support
- Investor Relations
- Pitch Deck Development
- Technology Road-Mapping

I want to **grow** my business

Whether you've been open for a year or two or are a well-established business, getting an outside perspective from our team of experts can help you reach your next level of success. Scale your business with:

- Cash Flow Planning
- HR & Employment Matters
- Marketing & Sales Strategy
- Loan Packaging
- Financial Benchmarking & Industry Averages
- Strategic Planning

I am considering **selling** my business

Small businesses with \$ 1–10 million in annual revenue or more than 10 employees face unique challenges. If you're looking to create a succession plan for business ownership or an exit strategy, our team is equipped to help you through this stage of the entrepreneurial life cycle. We'll support you in the following ways:

- Succession Planning with Focus Four
- Scratchpad Valuation
- Understanding valuation with the Value Builder System
- Working with Professional Advisors
- Transactions Structure & Due Diligence

Your Michigan SBDC Business Consultant—Your cheerleader, Your champion, Your Coach.

- A** CAPITAL REGION
Lansing Community College
- B** GREATER WASHTENAW REGION
Washtenaw Community College
- C** I-69 TRADE CORRIDOR REGION
Kettering University
- D** LAKE HURON REGION
Saginaw Valley State University
- E** MID MICHIGAN REGION
Mid Michigan College
- F** NORTHWEST MICHIGAN REGION
Grand Valley State University
- G** SOUTHEAST MICHIGAN REGION
Eastern Michigan University

- H** SOUTHWEST MICHIGAN REGION
Western Michigan University
- I** UPPER PENINSULA REGION
Michigan Technological University
- J** WEST MICHIGAN REGION
Grand Valley State University



Michigan Small Business Development Center

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