



PROGRAMS AND RESOURCES FOR MICHIGAN BUSINESSES



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

MICHIGAN. PURE PARTNERSHIP.

The Michigan Economic Development Corporation (MEDC) is the lead advocate for business development, job awareness and community development with the focus on growing Michigan's economy and promoting Michigan's reputation as a world-class business location and travel destination.

MEDC and its network of local and regional partners provide support and resources to businesses in all stages. In the pages that follow, discover many of the programs and services available to businesses. Visit michiganbusiness.org/pure-partnership to learn more.



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I NEED TO DEVELOP MY IDEA OR START MY BUSINESS

PLANETM LANDING ZONE

Designed to be the hub of all things Michigan mobility, the PlanetM Landing Zone offers subsidized and **flexible co-working space for startups to engage** with established automotive industry companies to grow their businesses. Located in Detroit, the PlanetM Landing Zone provides convenient **access to Michigan's vast mobility ecosystem**.

MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

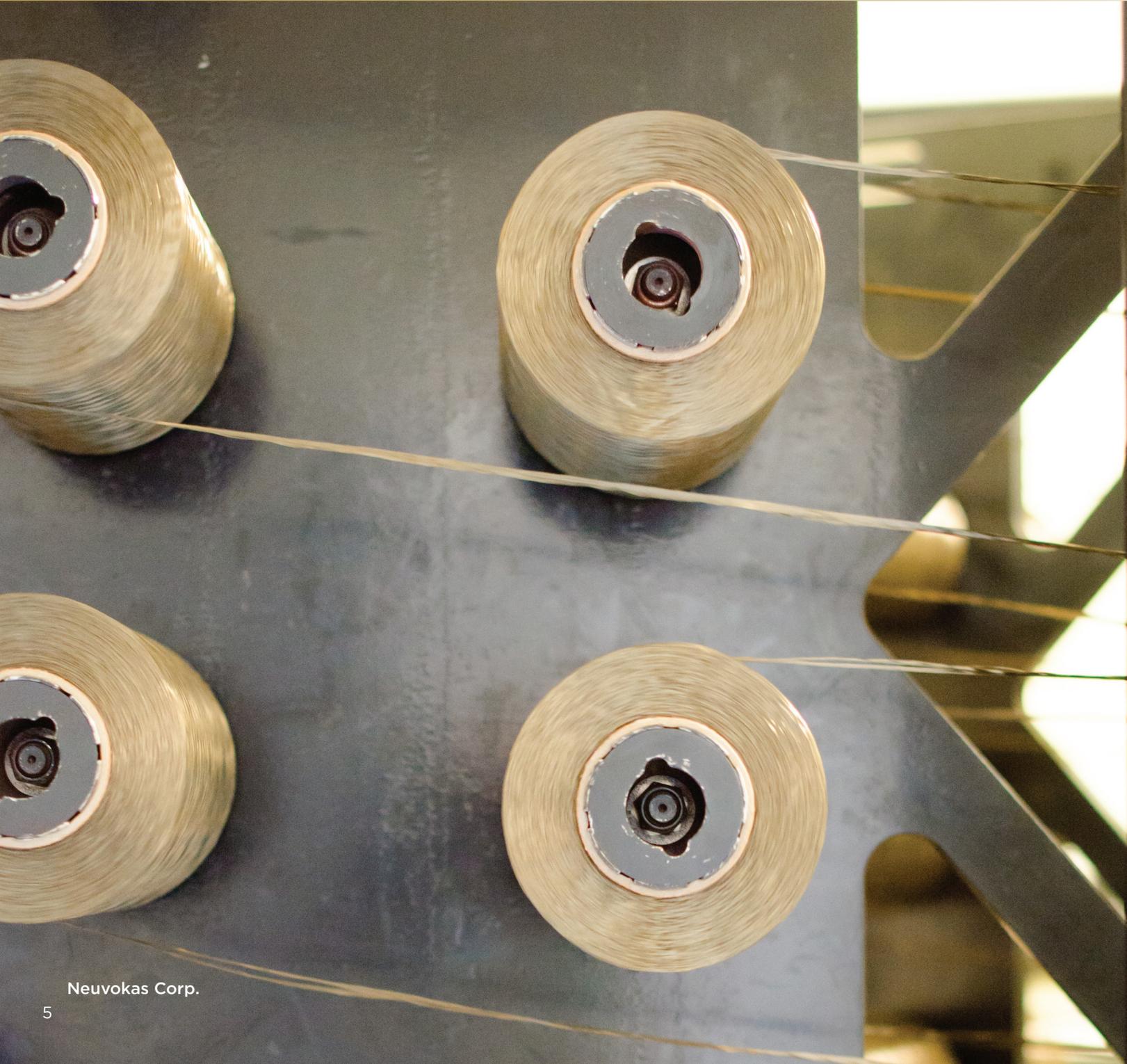
Whether an entrepreneur is in the idea stage or has an established business, the SBDC can help. The Center offers **consulting and training, business plan development, market research, and more at low- to no-cost**.

SMARTZONES AND BUSINESS INCUBATORS

Michigan's SmartZones and business incubators help startups, inventors, creatives and entrepreneurs accelerate their **business concepts from idea stage to commercialization** by providing them with the resources they need to grow, such as **mentoring, business planning, market analysis, product development** and more.

LOCAL ECONOMIC DEVELOPMENT ORGANIZATIONS (EDOS)

Local EDOs exist to support the growth of companies and the creation of jobs in their region of Michigan. EDOs offer a variety of resources including **business incubators, mentoring, connections, funding, talent recruitment** and more.



I NEED FUNDING

INTERNATIONAL TRADE PROGRAM

Through Small Business Association's State Trade Expansion Program (MI-STEP), **financial assistance** is offered to eligible businesses for exporting activities, helping companies access global markets and buyers.

CAPITAL ACCESS PROGRAM

The Capital Access Program uses small amounts of public resources to generate private lender financing, providing small businesses in Michigan **access to capital that might not otherwise be available.**

LOAN GUARANTY PROGRAM (LGP)

The LGP promotes economic revitalization in underserved communities by **providing small businesses access to capital.** The LGP includes the MEDC's ability to guarantee a portion of a loan made by a qualified lender to eligible small businesses. The program focuses on **business loans ranging from \$1,000 to \$250,000** and allows increased access to capital traditional loans may not offer.

MATCH ON MAIN

Match on Main is a small business **grant program** for eligible businesses in select or master level Michigan Main Street communities. Match on Main provides up to \$25,000 for **interior and exterior renovations and working capital.**

PLANETM

PlanetM grants are available to support **global mobility companies to test and pilot** their technologies in Michigan or at Michigan's **state-of-the-art testing facilities.**

EARLY STAGE FUNDING

Early stage funding is critical to the success of startup companies and entrepreneurs. SBDC, SmartZones, Invest Michigan and Invest Detroit, among others, provide several **funding opportunities for early stage high-tech entrepreneurs and startups.**

MICHIGAN SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

Whether an entrepreneur is in the idea stage or has an existing business, the SBDC is a helpful resource to understand the **range of loans, grants and financing options** available. The Center can assist with **preparing loan packages, analyzing financials, annual budgeting** and more.

MICHIGAN TRANSLATIONAL RESEARCH AND COMMERCIALIZATION (MTRAC) PROGRAM

A Michigan institution of higher education, nonprofit research center or hospital system can apply for **grant funding** through one of the five MTRAC **innovation hubs** across the state.

I NEED LEADERSHIP TRAINING AND SUPPORT

SECOND-STAGE GROWTH SOLUTIONS (SSGS)

The SSGS program provides second-stage companies with the **technical research assistance** and **business expertise** they need to continue to grow profitably and be prepared for the future at **no cost**.

SMALL BUSINESS SERVICES

Through the MEDC, **communities and small businesses** can access Michigan's statewide network of small business resource providers that offer **tools, trainings and technical assistance**. Whether it's supporting entrepreneurs with an idea, opening a bricks and mortar business, or helping a second-stage company that is seeking to grow, resources are available to help.

MICHIGAN MANUFACTURING TECHNOLOGY CENTER (MMTC)

MMTC provides **customized leadership programs to Michigan manufacturers** to help them target their individual business needs. Some of the programs include **training** in leadership and management, business health, **coaching, and mentoring**.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

SBDC offers low- to no-cost **training opportunities** for Michigan entrepreneurs to learn more about **running and growing a business**. From writing a business plan or securing financing to developing a marketing plan and using social media effectively, numerous workshops are offered across the state.

I NEED TO CONNECT WITH OTHERS IN MY INDUSTRY

INTERNATIONAL TRADE PROGRAM

The International Trade Program facilitates trade missions to foreign markets and international trade shows for small- to medium-sized business to **create in-market networking opportunities**. Additionally, export events and matchmaking services connect companies to others in their industry including, **qualified buyers, partners, and distributors**.

PLANETM

PlanetM is a **no-cost concierge service** that **connects mobility-focused startups, companies and investors** to Michigan's vast automotive ecosystem. PlanetM offers a variety of opportunities to make **company connections** and collaborate with key industry stakeholders.

PURE MICHIGAN BUSINESS CONNECT (PMBC)

With access to a vast and diverse supplier network, PMBC **connects Michigan suppliers of goods and services with local, domestic and global buyers** based on demand and procurement needs. PMBC helps facilitate **introductions to key industry and minority associations and strategic partners**.

SMARTZONES

Michigan's SmartZone network, consisting of 21 locations across the state, facilitates the **commercialization of tech and tech-enabled ideas** that come from the state's inventors, innovators and researchers. SmartZones offer businesses opportunities to **build or expand their network with key community and industry stakeholders** through mixers and other educational events and trainings.



I NEED TO INCREASE SALES

INTERNATIONAL TRADE PROGRAM

In today's global economy, Michigan companies have the opportunity to grow their business through a worldwide market. **Exporting helps companies access 95% of the world's population and 80% of the world's purchasing power**, diversifying their customer base and providing long-term stability. The International Trade Program has tools and resources to help businesses grow in new or existing export markets and increase company sales.

PLANETM

PlanetM is a **no-cost concierge service that connects mobility-focused startups, companies and investors** to Michigan's vast automotive ecosystem. The program helps businesses **get in front of the right decision makers** to accelerate their ability to grow and get new customers.

PURE MICHIGAN BUSINESS CONNECT (PMBC)

Through **demand-driven matchmaking and access to a vast and diverse supplier network**, PMBC connects Michigan suppliers of goods and services with local, domestic and global buyers in an effort to increase sales for Michigan companies.

SECOND-STAGE GROWTH SOLUTIONS (SSGS)

The SSGS program provides second-stage companies with the **technical research assistance and business expertise** they need to continue to grow profitably and be prepared for the future at **no cost**.

PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTAC)

Michigan has 10 regional PTAC offices to help Michigan companies **secure, perform and retain federal, state and local government contracts** for services, products or goods offered and manufactured by companies.

SMARTZONES

Michigan's SmartZone network, consisting of 21 locations across the state, facilitates the **commercialization of tech and tech-enabled ideas** that come from the state's inventors, innovators and researchers. Services include **mentoring, networking, business planning, market analysis, product development** and more.



I NEED TO EXPAND OR RELOCATE MY BUSINESS

BUILD READY SITES

Michigan's Build Ready Sites program assists with the **development or enhancement of industrial sites** to make them more competitive during the site selection process. **Grant funds** are available for activities including site development studies or site material development, site implementation or land assembly activities, and more.

REDEVELOPMENT READY SITES

Redevelopment Ready Sites are located within Certified Redevelopment Ready Communities®, a program designed to **prepare communities to offer a transparent, predictable and efficient development experience**. Sites have been hand-picked by these communities as priority redevelopment opportunities. Visit miplace.org/redevelopment-ready-sites to learn more.

ZOOM PROSPECTOR

Michigan uses the Zoom Prospector portal to assist site selectors and investors to find the right Michigan community for their business. Visit siteselection.michiganbusiness.org for access to **robust, high-quality data** and tools to make **educated location decisions**.

INCENTIVE/ABATEMENT TOOLS

Michigan has established several **state and local economic development resources** that provide support for companies investing and expanding their operations and workforces in Michigan communities. For a list of these incentive programs and tools, visit michiganbusiness.org or miplace.org.

I NEED TALENT

CHOOSE MICHIGAN

Choose Michigan is a **talent recruitment tool** designed to **educate young professionals on the unique, high-tech jobs** in Michigan. Visit choosemichigan.org to learn more.

GOING PRO IN MICHIGAN

Going Pro is designed to **elevate the perception of professional trades** and to showcase **opportunities** in a variety of rewarding careers. Visit going-pro.com to learn more.

MICHIGAN WORKS! ASSOCIATION

This statewide network of more than 100 service centers helps employers **find skilled workers, retrain current workers** and provides **training and education**. Visit michiganworks.org to learn more.

PURE MICHIGAN TALENT CONNECT

Employers and job seekers alike can search an **extensive database of job openings, post and view resumes and jobs**, learn about upcoming job fairs and tap into a variety of **specialty career services** at mitalent.org.

I NEED ADDITIONAL RESOURCES

In addition to the services highlighted, MEDC contracts with a number of strategic partners that offer a variety of tools and resources for businesses, including:

AUTOMATION ALLEY

Automation Alley, a Michigan SmartZone, is a **nonprofit technology and manufacturing business association that connects industry, academia and government** to fuel Michigan's economy and accelerate innovation. Visit automationalley.com to learn more.

CYBER RANGE HUBS

Michigan Cyber Range offers a platform for **cyber exercise, product testing, digital forensics and professional certifications**. There are six publicly accessible cyber hubs located across the state. Visit merit.edu/cyberange to learn more.

MICHIGAN DEFENSE CENTER (MDC)

The MDC is an operation of the MEDC focused on the **support, protection and growth of Michigan's defense and homeland security missions** and the Michigan businesses that support our nation's security and our military's safety. Visit arsenalofinnovation.com to learn more.

TESTING CENTERS AND TRACKS

Michigan offers a number of **world-class, real-world connected and autonomous vehicle research and testing facilities and on-road-vehicle technology deployments** through American Center for Mobility, Keweenaw Research Center at Michigan Technological University, GM Mobility Research Center at Kettering University, Mcity at University of Michigan and Michigan Unmanned Aerial Systems Consortium.





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