

**THERE'S AN
SBDC NEAR
YOU!**



AMERICA'S
SBDC
MICHIGAN

www.SBDCMichigan.org

**Upper
Peninsula
Region**
Michigan Works!
Upward Talent Council



**Northeast
Michigan
Region**
Michigan Works!



**Northwest
Michigan
Region**
Networks Northwest



**Mid Michigan
Region**
Mid Michigan
Community College



**Great Lakes
Bay Region**
Delta College



**State Lead Center
and West Michigan
Region**
Grand Valley State University



**Capital
Region**
Lansing Community
College



**I-69 Trade
Corridor Region**
Kettering University



**Southwest
Michigan
Region**
Western Michigan
University



**Southeast
Michigan
Region**
Eastern
Michigan
University



**Greater
Washtenaw
Region**
Washtenaw
Community College



**MICHIGAN
SMALL BUSINESS
DEVELOPMENT
CENTER**

**2016 ANNUAL
REPORT**



SERVING MICHIGAN BUSINESSES

HERE'S WHAT WE ACCOMPLISHED TOGETHER IN 2016

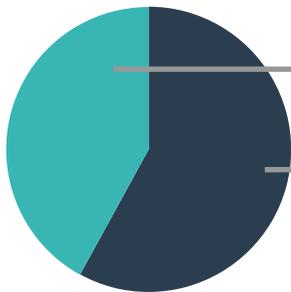
5,532 BUSINESSES
COUNSELED

AND

6,255 INDIVIDUALS
ATTENDED TRAINING

445 NEW BUSINESSES
WERE OPENED

4,742 JOBS WERE CREATED
AND RETAINED



2,249 STARTUPS
AND
3,283 EXISTING
BUSINESSES
WERE COUNSELED

WOMEN-OWNED BUSINESSES

2,433

MINORITY-OWNED BUSINESSES

1,439

VETERAN-OWNED BUSINESSES

427

MICHIGAN SBDC
CONSULTANTS
HELPED
GENERATE

\$252,599,396

IN
STATEWIDE
CAPITAL
FORMATION



Governor Rick Snyder,
State of Michigan

"Michigan's diverse businesses are an important part of the state's economic growth and success. We will continue to focus on building a climate that encourages innovation, entrepreneurship and small business success. The Michigan SBDC is a key partner in these efforts to provide small business owners with the resources they need to start, grow and succeed."

"The Michigan SBDC plays a critical role in our efforts to help Michigan's entrepreneurs and small businesses reach new levels of success. The partnership between the Michigan Economic Development Corporation and the Michigan SBDC has created a strong record of achievement and progress on behalf of our small business community."



Steve Arwood, CEO
Michigan Economic
Development
Corporation

"The Small Business Administration's Michigan District Office and the Michigan SBDC work hand in hand to serve Michigan's entrepreneurs. We are able to offer federal procurement, counseling services, access to capital and business education. Together, we look forward to leaving a lasting impact on the small business community for many years to come."



Constance Logan,
U.S. Small Business
Administration,
Michigan District

"Grand Valley State University and the Seidman College of Business are very pleased to host the Michigan SBDC State Lead Center. The Michigan SBDC plays a pivotal role in the development and growth of small businesses across the state. We are pleased to have a strong relationship with such an important and valued partner."



Diana Lawson, Dean
Seidman College
of Business
Grand Valley State
University

"Michigan has momentum! Our state has steadily moved up on various indexes of economic indicators. Businesses are launching, succeeding, and growing all across the state. Our Michigan Small Business Development Center is proud to play a key role in the success of small businesses.

There is a separate and independent SBDC located in every state. The federal grant funds that support the activity of an SBDC are accessed by matching dollars from each respective state. In Michigan's case, the support of the Michigan Economic Development Corporation, our lead center host Grand Valley State University's Seidman College of Business, and our statewide host network identified on the cover of this report are the secret to our success. These partners enable us to guide small businesses with advice and training all across the state.

The impact of that support is substantial. The SBDC is subject to a rigorous national accreditation review that ensures a very consistent, high caliber program. It also requires all of our economic impact metrics be client-attributed, validated and documented. Our \$250 million dollars in capital formation, 445 new businesses started and the 4,742 jobs retained or created in 2016 represent meaningful achievements in directly influencing the success of our small business clients.

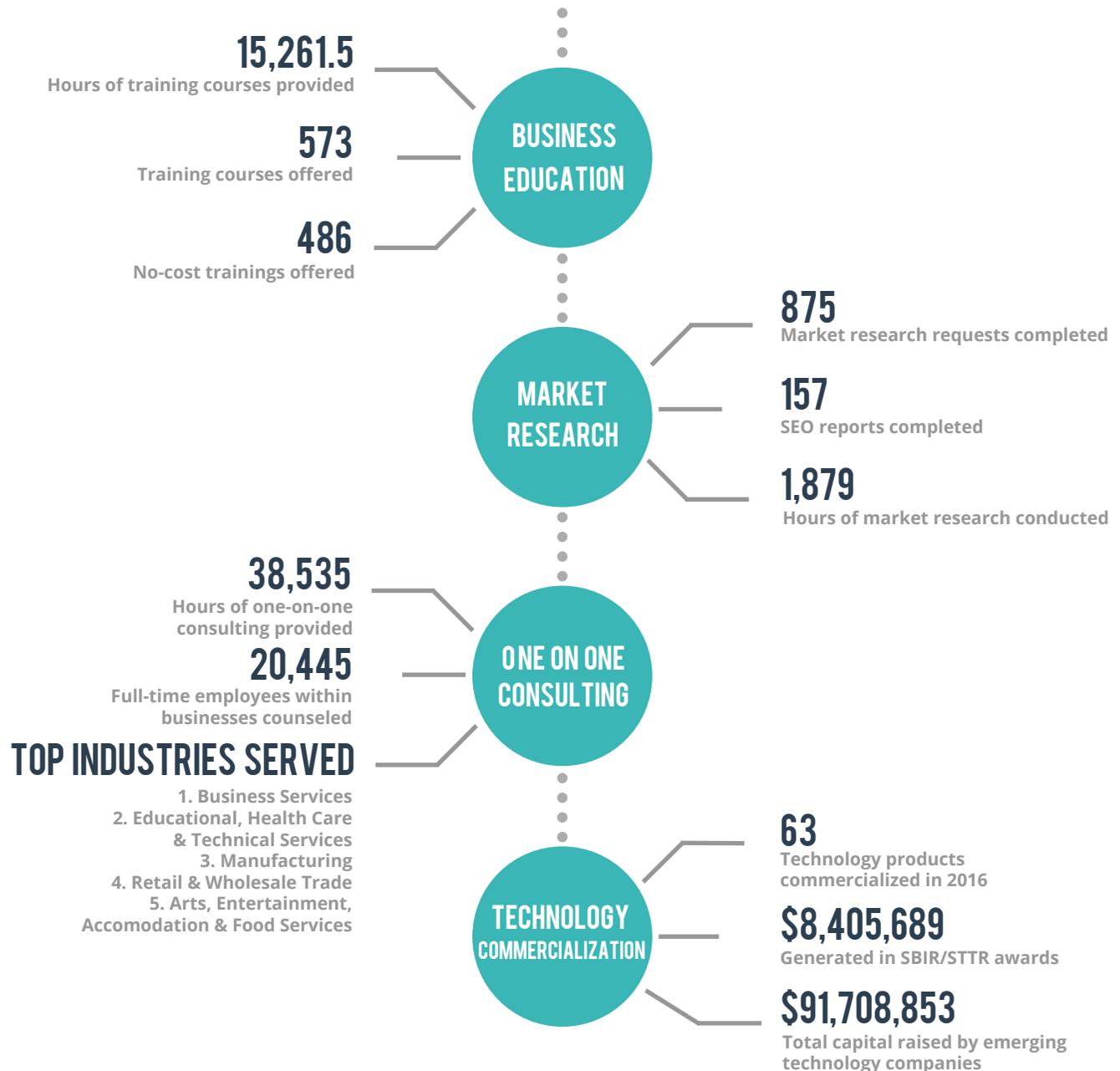
We continue to trail blaze in many areas not measured by traditional metrics, as well. We innovated in areas ranging from small business cyber security awareness, to economic inclusion, to new approaches to training and partnerships in 2016. The fuel behind this success is a very strong and decorated Michigan SBDC team spread across the state, and our committed hosts and partners at every turn.

Our entrepreneurialism-minded state is full of existing small businesses and those with a dream of starting a small business. Many need and seek assistance to move forward. Collectively, we are that momentum."

Keith Brophy
State Director
Michigan Small Business
Development Center



Michigan SBDC Business Services



Innovative Programs and Initiatives

"Being a startup CEO is challenging. Thanks to the Michigan SBDC team I have learned vital skills that enable me to lead my business toward success. The Michigan SBDC has provided strategic planning guidance, market research, SBIR proposal review, coaching and many other business services."

Deepak Ravindra, Ph.D.
Micro-LAM Technologies, LLC
Kalamazoo, MI



CYBER SECURITY

The Michigan SBDC launched [SmallBusinessBigThreat.com](#), an in-person and online program designed to educate Michigan's main street businesses about cyber security. In 2016 we had **9,700+ unique website users** and held **11 in-person events** with over **350 attendees**.

ECONOMIC INCLUSION

The Michigan SBDC network is dedicated to increasing awareness and accessibility of SBDC services to underserved and minority communities around the state. In 2016, women-owned and minority owned businesses who worked with the Michigan SBDC created and retained **2,355 jobs**, started **307 businesses** and generated **\$68,051,587 in capital formation**.

EVENTS

To support our entrepreneurial community, the Michigan SBDC manages key small business events including the annual [Michigan Celebrates Small Business Awards Gala](#) and the [Great Lakes Lenders Conference](#). These events highlight the vibrant small business economy of our state and bring key entities together to meet small business needs and celebrate successes.

AUTONOMOUS VEHICLES

As autonomous vehicles become a larger part of our society, the Michigan SBDC is keeping main street businesses informed on the potential impact this innovation brings. Working with partners across the ecosystem, the Michigan SBDC is providing [SmallBusinessGearChange.com](#), a resource that examines how the changes ahead may ripple out to small business owners.



www.SBDCMichigan.org



U.S. Small Business Administration



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U.S. Small Business Administration