



Cascade Engineering



ePrize

# PURE MICHIGAN<sup>®</sup>

Business Connect

Your success begins in  
PURE MICHIGAN

[michiganadvantage.org/business-connect](http://michiganadvantage.org/business-connect)



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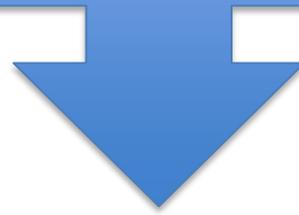


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PURE MICHIGAN<sup>®</sup>

**TRANSFORMATION**

Hunter / Gatherer



**ECONOMIC GARDENING**

Grow-from-Within

# Pure Michigan Business Connect

- I. Michigan Business-to-Business Network
- II. Business Support Services
- III. Economic Gardening Pilot Program



# I. Michigan Business-to-Business Network



# I. Michigan Business-to-Business Network

**DTE Energy®**



## **New Michigan Spending**

- Consumers Energy - \$250 million over 5 years
- DTE Energy - \$250 million over 5 years

# I. Michigan Business-to-Business Network



# I. Michigan Business-to-Business Network



## II. Business Support Services

- Business Financing
- Free Legal Services
- Free CPA Services
- Export Services
- Website Development Services
- Other Small Business Services



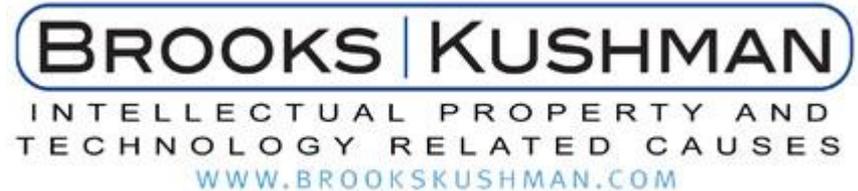
## II. Financing



## II. Free Legal Services



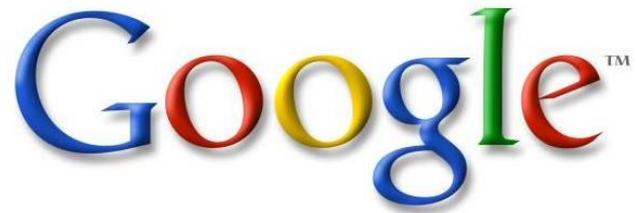
PLACHTA, MURPHY  
& ASSOCIATES, P.C.  
*Attorneys and Counselors at Law*



## II. Free CPA Services



## II. Website Services



# III. Economic Gardening Pilot Program

## III. Strategic Research Team Process



- Pre call CEO & team leader
- Team interview breaks down key issues
- CEO approves to do list & research assignments
- Online collaboration workspace tracks discussions, reports,
- Mid course review
- Adjustments and new findings
- Exit interview

## III. Economic Gardening Pilot: Services

35 Hours of Consultation Service in the Following:

- Strategy & Management
- Market Research/Competitive Intelligence
- Internet & Social Media Strategy
- Geographical Information Systems

### III. Economic Gardening Pilot: Criteria

- For-profit, privately held company.
- Between \$750,000 and \$50 million in annual revenue or working capital
- Employ six to 99 full-time equivalent employees, including the owner.

### III. Economic Gardening Pilot: Criteria (continued)

- Principal place of business in Michigan for at least the previous two years.
- Potential revenue growth in next three years must exceed \$1 million.
- Demonstrate growth in employment or revenue in two of the past five years.
- Provide product(s) and/or services beyond current service area to regional and/or international markets.

## III. Economic Gardening Pilot Program: Selection Process

- 108 Nominations
- 78 Completed Applications
- 54 Selected Company Participants

## III. Economic Gardening Pilot: Companies

Breakout of the 54 Participating Pilot Companies:

- 29 Manufacturers
- 9 Information Technology
- 16 Mixture of Other Industries

# Pure Michigan Business Connect:

Email: [businessconnect@michigan.org](mailto:businessconnect@michigan.org)

## Social Media

Twitter: @PUREMIbiz

Search Facebook: PUREMIbiz



**[michiganadvantage.org/business-connect](https://michiganadvantage.org/business-connect)**

# MEDC Contacts:

Pure Michigan Business Connect

Email: [businessconnect@michigan.org](mailto:businessconnect@michigan.org)

MEDC Customer Assistance

517-373-9808