



SUPPORTING
SMALL BUSINESSES
IN WAYNE COUNTY

Free and low-cost small business resources for all of Wayne County through The Hub!

Through the Small Business Support Hub Grant, funded by the Michigan Economic Development Corporation, TechTown Detroit, ProsperUs Detroit, Eastern Market Partnership, Michigan SBDC, and BUILD Institute have partnered together to expand our collective free resources and events to all of Wayne County.

The Hub offers free and low-cost resources and invaluable business insights to help start, scale, and grow your business. Resources include in-person and virtual workshops, cohort-based training, coaching with industry experts and business strategists, ecosystem networking events, and so much more.

CLIENT ELIGIBILITY REQUIREMENTS:

- Employ fewer than 500 individuals.
- Demonstrate disproportionate impact from the COVID-19 pandemic.
- Be registered as a FOR-PROFIT enterprise. (Please note: MEDC regulations do not allow NONPROFIT organizations to participate in this program.)

**EXPLORE OUR
RESOURCES AND GET
STARTED TODAY!**





BUILD Institute

BUILD Institute honors the whole person by providing holistic support through education, personal and professional development, and start-up and grow resources within a supportive engaged and connected community. We adapt to the changing environment of the business landscape, advance equitable entrepreneurship and foster economic mobility. Since 2012, BUILD enhances the trajectory of success for microentrepreneurs in metro Detroit and beyond.

PROGRAMS AND RESOURCES

- **BUILD Basics** is our core eight-week business and project planning class designed for aspiring and established entrepreneurs. Classes are taught by local experts and cover all the basics of starting a business – from licensing to financial literacy, market research to cash flow and more. You'll leave the class with a completed business plan, a cohort of fellow entrepreneurs in Detroit, and the knowledge and confidence to take your idea to the next level.
- **Co.Starters** is a 10-week business development program designed for aspiring entrepreneurs to put ideas into action and turn a passion into a sustainable and thriving small business. During Co.Starters, you'll develop and fine-tune your business idea, building models based on your assumptions, tweaking your next steps through real-time customer feedback, learning valuable management and marketing skills and receiving constructive feedback from advisers, peers and local businesses.

CONTACT

For inquiries, email hello@buildinstitute.org.

www.buildinstitute.org





Eastern Market Partnership

Eastern Market Partnership's mission is to manage operations, develop programs, build facilities, and provide critical infrastructure to:

- Make Detroit happier by strengthening the Eastern Market District as a great place.
- Make Detroit wealthier by fortifying the food sector as a pillar of regional economic growth.
- Make Detroit healthier by increasing the consumption of healthy, green, affordable, and fair food.

PROGRAMS AND RESOURCES

- **ServSafe Food Safety Manager Certification:** ServSafe is a food and beverage safety training and certificate program for anyone working in the food industry. The ServSafe Manager Certification is a five-year certification and verifies that a manager or person-in-charge has sufficient food safety knowledge to protect the public from foodborne illness. Cost: \$165/person. This course is offered monthly.
- **Food Business Licensing 101 Workshop:** Become licensed through the Michigan Dept of Agriculture and Rural Development (MDARD), Wayne County, and the city of Detroit. Learn about health department regulations, kitchen etiquette, standard operating procedures, best practices, and food safety protocols.
- **Essential Ingredients for Starting a Food Business:** A six-week workshop series designed to provide the fundamentals and strong foundation for a consumer-packaged goods or foodservice-based business.
- **Accelerating Your Food Business:** A six-week workshop series designed to provide in-depth insights into the unique challenges and strategies involved in scaling a consumer-packaged goods foodservice-based business.
- **Ask An Expert:** Ask an Expert sessions are 25-minute virtual meetings that offer food entrepreneurs the opportunity to connect directly with seasoned professionals from our team of food industry experts.
- **Drop-In Workshop Series:** This six-week program offers a unique opportunity to "drop in" to any classes that pique your interest. Whether you are a seasoned entrepreneur or just starting your food business journey, these workshops offer a wealth of knowledge and practical techniques that you can immediately implement in your business.

CONTACT

For programmatic matters, contact Ederique Goudia, Founder, In The Business of Food at eg@ibfdetroit.com, (313) 241-4144.

For grant administration matters, contact Ryan M. Dinkgrave, Senior Grants Manager, Eastern Market Partnership at rdinkgrave@easternmarket.org, (734) 968-7607.

www.easternmarket.org



Michigan SBDC™

Michigan Small Business Development Center

Since 1983, the Michigan Small Business Development Center (SBDC) has been a statewide small business support organization that provides expert consulting, business education, market research, and technology commercialization to new and existing businesses. The Michigan SBDC's Southeast Michigan Regional Center is locally hosted by Eastern Michigan University and serves small businesses in Macomb, Oakland, and Wayne counties.

PROGRAMS AND RESOURCES

- **One-on-One No-Cost Counseling:** Help businesses launch, grow, and transition. Assistance with business plan development, marketing strategies, and financial and loan readiness.
- **Free and Low-Cost Webinars and Workshops:** Learn more about running and growing your business. From securing financing to writing a business plan and more, our online library is full of live and on-demand webinars to help you on your schedule.
- **Secondary Market Research:** We offer no-cost secondary market research to help you better understand and reach your target audience. Our market research includes industry reports, demographics, consumer spending, traffic counts, social media audits, and search engine optimization reports.

CONTACT

For inquiries, email Robin Kinnie, Business Consultant at robinkinniesbdc@gmail.com.

www.michigansbdc.org





ProsperUs

ProsperUs collaborates with entrepreneurs and trusted community connectors to foster business launch, growth, and sustainability. We provide radically supportive and culturally competent entrepreneurship training, financial coaching, business services, and capital because we believe that neighbors know best what their communities need.

PROGRAMS AND RESOURCES

- Business 101
- Entrepreneur Training
- Business Services
(TA projects and coaching)
- Personal Financial Coaching
- Capital Access

CONTACT

For inquiries, contact Charlene Donelson, Programs Director at cdonelson@prosperusdetroit.org, (313) 586-3556.

www.prosperusdetroit.org



TechTown Detroit

TechTown is Wayne State's entrepreneurship hub and the only full-service incubator in Detroit serving every kind of business owner throughout Wayne County. From tech-based ideas to brick-and-mortar establishments, we provide one-on-one coaching, technical assistance, training, and co-working and event space.

PROGRAMS AND RESOURCES

- **313 STRONG:** A one-on-one, milestone-based program designed to help small business owners meet their financial goals and scale their businesses.
- **Ask an Expert:** A one-time, no-cost 25-minute business consultation session with industry experts focused on a targeted problem and solution.
- **Training Series:** A no-cost workshop series led by local and national experts providing foundational, relevant and timely business fundamentals.
- **Retail Boot Camp:** An intensive, hands-on program preparing entrepreneurs for the opening of brick-and-mortar establishments or e-commerce and home-based businesses.

CONTACT

For inquiries, email sbsh@techtowndetroit.org.

www.techtowndetroit.org