



eastside  
innovation  
campus

the gateway to the  
ann arbor region

Expertise. Meeting Spaces. Marketing Resources. Degree Programs.  
Incubator. Business Planning. Export Assistance. Career Resources.  
Consultants. Access to Regional and National Networks.

Ypsilanti's entrepreneur and small business campus offers more tools for innovation-based companies and nonprofits — in a single, central, convenient location — than any other place in the state of Michigan.

@ann arbor usa

# a portal of opportunity

Here, within a 200-yard diameter, you'll find an incredible array of incubator services, business and technology development centers, educational programs, networking opportunities, and expert assistance with research, marketing, and strategy. In other words, everything you need to launch, sustain and grow a successful enterprise. Take a brief tour and see what Ypsilanti's Eastside Innovation Campus has to offer. Then map out your strategy for success.



## Success starts here...

### 1 SPARK East Incubator

This full-scope business accelerator offers programs and services designed to bolster enterprises of every size, at every phase, in every sector. SPARK East is your access point to:

- One-on-one coaching, introductions to suppliers and prospects, market research and other business basics, plus an Entrepreneur Boot Camp Program to kick-start business development
- Financial tools ranging from venture capital and angel networks to Small Business Administration loans and lines of credit
- Business equipment, site tours, and help with expansion and relocation
- A highly skilled talent pool
- Educational forums and networking opportunities
- 10,000 square foot business incubator

"Ypsilanti offers a remarkable concentration of resources for entrepreneurs, start-ups, second-stage companies, and nonprofits, all packed within the equivalent of two city blocks in the heart of downtown."

Dr. David Mielke  
Dean, Eastern Michigan University  
College of Business

## And here...

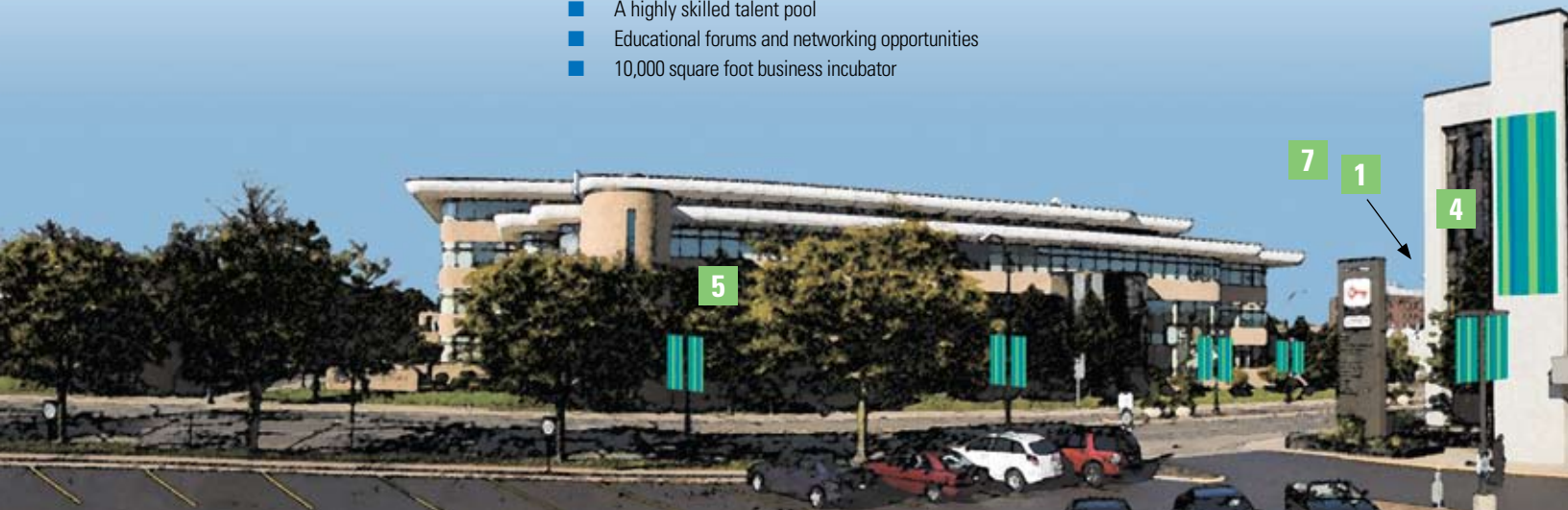
### 2 Ypsilanti Area Chamber of Commerce

Think of this as home base for your business – the best way to be noticed and get connected with key players throughout the region. As a member, you'll benefit from non-stop networking events, professional workshops and seminars, marketing assistance, sponsorship opportunities, visibility in the Chamber Directory and bimonthly e-mail broadcasts, plus discounts and special incentives on everything from health and auto insurance to office supplies. "Your advocate for business."

## And here...

### 3 Small Business and Technology Development Center (SBTDC)

"Practical Business Plans." "Marketing Your Small Business." "Survival Skills for Seasonal Retailers." The year-round workshops and roundtable discussions sponsored by SBTDC are designed to provide useful, value-added information for start-ups, small businesses and technology companies. As part of a statewide network, Ypsilanti's SBTDC also offers business counseling, training, research, and advocacy services. The results have been impressive. In 2007, the Center provided training for 1,200 people, provided counseling for 900 individuals, and helped launch 24 businesses ranging from day care centers to small manufacturers.



And here...

#### 4 Procurement Technical Assistance Center (PTAC)



Interested in marketing your products or services to federal, state and local governments? PTAC can help. The Center provides low-cost assistance for business organizations, with services that include:

- One-on-one consulting
- E-mail notices of procurement opportunities via the PTAC Bid Match Program
- Seminars and conferences
- Current specifications, standards and drawings
- An on-site library of federal publications
- Assistance in navigating the Government Services Administration (GSA)

And here...

#### 5 Eastern Michigan University College of Business



In January of 2009, EMU became the first university in the state to launch an on-line graduate Certificate in Entrepreneurship program. That kind of forward thinking is typical of the EMU approach to business education. Which explains why, in addition to offering well respected BBA and MBA programs, the College of Business also provides a suite of business development programs and services, including:

- The EMU Center for Entrepreneurship - Building expertise in students by assisting local businesses and non-profits with

accounting systems, database management, market research, and other applied projects.

- **Business Resource Center** - All the tools necessary for a successful small business launch in one convenient location, including the latest computer technology and a library of business publications.
- **The Collegiate Entrepreneur's Organization** - the premiere global entrepreneurship network serving more than 500 colleges and universities. The goal is to inform, support and inspire college students to be entrepreneurial and seek opportunities through enterprise creation. The EMU chapter motto is "With you from idea to launch and beyond."
- **The B. Side** - Entrepreneurship training and start-up funding for today's high school students and tomorrow's business leaders.
- **Service Corps of Retired Executives (SCORE)** - Free consulting, mentoring and training from retired executives and business owners.
- **Department of Commerce Export Assistance Office** - Advice and support on marketing and financing from international trade professionals.

And here...

#### 6 Washtenaw County etcs/Michigan Works!

A unique government department that recognizes that community action and workforce development are essential to economic development, Washtenaw County etcs/Michigan Works! helps employers find qualified workers, learn about customized training programs and training incentives. In conjunction with Ann Arbor SPARK, a Talent Recruitment Director assists high-tech companies locate specialized employees.

And here...

#### 7 Ypsilanti Area Convention & Visitors Bureau

Provides visitor information and meeting planner assistance relating to lodging, entertainment and dining.

## a closer look at ypsilanti



Perhaps best known as the home of Eastern Michigan University and the original headquarters of Domino's Pizza, Ypsilanti is also renowned for its vibrant arts community and for the many festivals that draw thousands of visitors to its historic downtown district – the second largest in the entire state.

But the city of 22,000+ also has a long, proud history of commerce and industry. For generations, it was a major automotive manufacturing center. Today, through strategic partnerships with business, government and academia, Ypsilanti is becoming the business gateway to the Ann Arbor region – a magnet for entrepreneurs in search of talent, resources and targeted support services.



## get down to business

For more information about individual resource centers,  
check out the websites listed here.

**Ann Arbor SPARK  
Business Incubator**  
215 W. Michigan Ave.  
Ypsilanti, MI 48197  
734.372.4070  
[www.AnnArborUSA.org](http://www.AnnArborUSA.org)

**Ypsilanti Area Chamber  
of Commerce**  
301 W. Michigan Ave., Suite 101  
Ypsilanti, MI 48197  
734.482.4920  
[www.ypsichamber.org](http://www.ypsichamber.org).

**Small Business and Technology  
Development Center (SBTDC)**  
301 W. Michigan Ave., Suite 101  
Ypsilanti, MI 48197  
734.547.9170  
[www.misbtdc.org](http://www.misbtdc.org)

**Procurement Technical  
Assistance Center (PTAC)  
of Schoolcraft College**  
301 W. Michigan Ave., Suite 101  
Ypsilanti, MI 48197  
734.462.4438  
[www.schoolcraft.edu/bdc/  
gov\\_contracting.asp](http://www.schoolcraft.edu/bdc/gov_contracting.asp)

**Eastern Michigan University  
College of Business**  
473 Owen Building  
300 W. Michigan Ave.  
Ypsilanti, MI 48197  
734.487.4140  
[www.cob.emich.edu](http://www.cob.emich.edu)

■ **Center for Entrepreneurship**  
734.487.6516  
[www.cob.emich.edu](http://www.cob.emich.edu)

■ **Collegiate Entrepreneur  
Organization (CEO)**  
734.487.3240  
[www.cob.emich.edu](http://www.cob.emich.edu)

■ **The B. Side**  
219 Rackham Hall, Room 306  
Ypsilanti, MI 48197  
734.487.6516  
[www.bsideofyouth.com](http://www.bsideofyouth.com)

■ **Business Resource Center**  
734.487.6516  
[www.cob.emich.edu](http://www.cob.emich.edu)

■ **Department of Commerce Export  
Assistance Office**  
734.487.6516  
[www.cob.emich.edu](http://www.cob.emich.edu)

**Washtenaw County etcs/  
Michigan Works!**  
301 W. Michigan Ave., Suite 400  
Ypsilanti, MI 48197  
[www.ewashtenaw.org/government/  
departments/etcs](http://www.ewashtenaw.org/government/<br/>departments/etcs)

**Ypsilanti Area Convention &  
Visitors Bureau**  
106 W. Michigan Ave.  
Ypsilanti, MI 48197  
734.483.4444  
[www.ypslanti.org](http://www.ypslanti.org)

**Ypsilanti/Depot Town DDA**  
32 N. Washington St., Suite 14  
Ypsilanti, MI 48197  
734.482.1410  
[www.ypsilantidda.org](http://www.ypsilantidda.org)

**City of Ypsilanti**  
One S. Huron St.  
Ypsilanti, MI 48197  
734.483.1810  
[www.cityofypsilanti.com](http://www.cityofypsilanti.com)

**SCORE (Service Corps of  
Retired Executives)**  
734.665.4433  
[www.annarborscore.org](http://www.annarborscore.org)

*SPARK will be the driving force in establishing the Ann Arbor region as a desired place  
for business expansion and location...by identifying and meeting the needs of business at every stage,  
from those that are established to those working to successfully commercialize innovations.*



[www.AnnArborUSA.org](http://www.AnnArborUSA.org)

215 West Michigan Avenue, Ypsilanti, Michigan 48197 734-372-4070



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