



**an
entrepreneur
guide**

to starting
and growing
a successful
innovation-based
business

the address of innovation

@ann arbor usa



resources for entrepreneurs

To assist you in
launching and growing
your new business,
Ann Arbor SPARK practices
“open source economic
development” and offers
a variety of programs
and services
designed specifically
for entrepreneurs
in an innovative place
known as
Ann Arbor USA.

business acceleration

your goal:

shorten the time needed to attract or acquire capital, customers and essential resources

our solution:

the business accelerator

Building a dynamic and entrepreneurial environment is all about working together and sharing a vision. Whether you need business introductions, site selection assistance or the basics of how to start a business, Ann Arbor USA has the resources you need. Unique services designed to mentor and accelerate start-up businesses are available through the SPARK Business Accelerator.

We encourage you to take advantage of the many free and low-cost resources available to help the development of your innovation-based business start-up. All of the programs and services outlined below are available through Ann Arbor SPARK.

Consulting

As part of our business acceleration services, Ann Arbor SPARK will provide qualifying start-ups with mentors and funding resources to help you:

- Research your market and competition
- Develop business model strategies

- Complete intellectual property validation and FTO reports
- Define marketing and sales initiatives
- Identify hiring needs and opportunities for critical positions
- Prepare a business plan and financial analysis
- Review product plans, validation paths and regulatory issues
- Create a compelling case for the attraction of funding and other resources

Intensive One-on-One Coaching

Experienced professionals and industry specialists help you sharpen your business focus, construct a milestone plan and manage to near-term deliverables.

Business-Critical Introductions

Ann Arbor SPARK introduces you to sources of capital, management talent, professional services firms, key suppliers and even your first customers.

Financial Consulting

For any new business, financing is one of the most critical components – and often the most difficult to acquire. Ann Arbor SPARK can guide you through the many financial resources available to your business and help you determine those which best suit your business.



your goal:
learn all you can

our solution:
entrepreneurial education

Ann Arbor SPARK brings all kinds of business people together to learn from one another, to make valuable business connections and to help the entire region grow and thrive. To this end, SPARK offers a number of important educational and networking events each year. These events range in topics and feature top local speakers, entrepreneurs and companies.

Entrepreneur Boot Camp

Moving a great business to the next level typically requires a three-month learning curve. Ann Arbor SPARK's Entrepreneur Boot Camp compresses it into two days of high-intensity learning. The boot camp is led by seasoned, successful entrepreneurs; local business experts round out the instruction.

Your two-person company team will learn how to:

- Develop a solid executive summary
- Design an effective investor presentation
- Work one-on-one with experienced business executives
- Map your next company milestone

At the conclusion of the Boot Camp, your team will have the invaluable opportunity of presenting your executive summary to a panel of venture capital investors.



Starting Your Own Business

At this quarterly, day-long forum, attendees learn about creating a marketing plan for their business, legal options, accounting requirements, franchises, business plans, financing options and other key topics that are critical for new entrepreneurs to consider. They also receive one-on-one counseling with a business expert and have an opportunity to get advice from organizations that are available to support new ventures.

Cantillon-Online Business Planning

Cantillon is a comprehensive training resource for technology entrepreneurs at any stage of business development. Through this self-paced e-course, you will have access to hands-on guidance from experienced business mentors. Instruction modules are accessible 24/7 so you can complete the course at your convenience. Cantillon will help you understand how to evaluate business opportunities, develop new product concepts, analyze and segment markets, attract business financing and build and run a high-growth business. At the completion of the Cantillon program, you will have developed all the elements your potential investors and partners need to evaluate your business, including an executive summary, a financial plan and a marketing plan.

talent

your goal:
build a capable staff

our solution:
talent enhancement and networking

The Ann Arbor region is home to a capable, skilled and ever-expanding workforce. Nearly 50% of Ann Arbor region residents have earned a bachelor's degree or higher. A population of 370,000 is forecast for 2010; an additional four million people reside within a 45-mile radius of the city of Ann Arbor.

Talent Pipeline

Knowledge is the currency of the 21st Century and the Ann Arbor region is rich with colleges and universities. The result is a year-round pool of young, capable people looking for job opportunities with innovation-based companies. Every year, an average of nearly 16,000 bright, young minds graduate from colleges and universities in the Ann Arbor region.

A history of vigorous population growth and a lower than average median age means that Ann Arbor USA will continue to offer a ready supply of talented workers for many years to come.

where to start:

Visit us online at
www.AnnArborUSA.org.
Click on Start-Ups

You'll find lots of information on the services SPARK provides as well as a Business Idea Submission Form. This form will help us determine what kind of assistance you need and help you carry your business idea or plan forward.

facilities & equipment

Ann Arbor SPARK offers talent enhancement services aimed at connecting job seekers with growing companies.

Career Development

■ **Power Lunch**

This monthly speaker series brings early stage entrepreneurs together to learn from each other and local experts.

■ **Peer Connections**

SPARK offers mentorship and peer learning communities for entrepreneurs that are looking for advice and support.

People from around the world come to Ann Arbor USA looking for exciting career opportunities. To help make these connections, SPARK created a job posting system that spotlights high-value, knowledge-based positions as well as internships and positions for new college graduates. Posted positions are also featured in Ann Arbor SPARK's weekly Talent Search Update.

Connection Points

Ann Arbor SPARK provides connection points for employers and job candidates. These connections take the form of both personal introductions and on-going networking events.

■ **Hot Shots**

This monthly "career fair meets happy hour" is a non-traditional job fair. Innovation-based companies with current positions register for the event in advance. Job seekers come to Hot Shots prepared to meet company representatives in an informal setting.

■ **Mingle & Match**

Start-ups need talent willing to join an entrepreneurial company. Bi-monthly Mingle & Match provides a forum for start-ups to "pitch" their business and employment needs to an audience of interested job seekers.



your goal:
find a supportive office or laboratory space to locate your business

our solution:
regional incubator network

The SPARK Regional Incubator Network was designed to meet the needs of companies that are in the early stages of product or customer base development. Client companies receive subsidized rent, management coaching, business plan development assistance, administrative services, talent and networking connections, technical support, intellectual property advice, assistance in locating potential funding sources and essential office services.

The SPARK Central and East Incubators

The business incubators provide physical space, essential business services and business development guidance at lease rates that are affordable for start-up companies in a collaborative environment.

The Wet Lab Incubator

The Wet Lab Incubator is for companies with technology applicable to healthcare, life sciences, bio-technology or a related field.

your goal:
acquire essential laboratory equipment

our solution:
michigan innovation equipment depot (mied)

Created by a consortium of businesses and economic development organizations, the MIED provides qualifying Michigan-based start-up companies with good quality used laboratory equipment at a fraction of the market price.



local resources

your goal:
tap into other local resources

our solution:
ann arbor area start-up resource partners

Consulting and Education Sources

- **Center for Empowerment and Economic Development (CEED)**
The Center for Empowerment and Economic Development is committed to empowering women and minorities economically through business development training, vendor certification, business-to-business networking and accessible capital assistance programs. www.miceed.org
- **EMU Center for Entrepreneurship**
The Center for Entrepreneurship is a co-curricular program of the EMU College of Business which strives to encourage innovative business creation and growth in southeast Michigan and a strong culture of entrepreneurial thinking in the EMU community. www.cob.emich.edu
- **Michigan Small Business & Technology Development Center (MI-SBTDC)**
MI-SBTDC enhances Michigan's economic well being by providing counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies. www.misbtdc.org
- **SCORE**
Staffed with retired business executives, SCORE provides free and confidential business advice and counseling tailored to meet the needs of small businesses and personal objectives. www.score.org

- **U-M Business Engagement Center**
The Business Engagement Center is a "front door" to the University of Michigan for businesses and industry. www.bec.umich.edu
- **U-M Office of Technology Transfer**
The University of Michigan office of Tech Transfer is responsible for the transfer of technology to the marketplace. The licensing staff shares responsibilities between the central and satellite offices to ensure a consistent interface for all technology transfer needs. www.techtransfer.umich.edu
- **U-M Zell Lurie Institute**
The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies provides the curriculum, program initiatives, community involvement, and alumni outreach activities that deliver exclusive resources for future entrepreneurs of the Ross School of Business at the University of Michigan. www.zli.bus.umich.edu

Funding Sources

- **Ann Arbor Angels**
The Ann Arbor Angels is a membership organization of Angel investors that invest in early-stage technology companies in the greater Ann Arbor area. www.annarborangels.org
- **Biotechnology Business Consultants (BBC)**
BBC concentrates its efforts in the areas of business development, SBIR/STTR training and proposal preparation and support. www.bioconsultants.com
- **Great Lakes Entrepreneur's Quest**
The GLEQ is a non-profit program that awards prize money in business plan competitions aimed at encouraging and

educating entrepreneurs on the creation, start-up and early growth stages of high-growth businesses. www.gleq.org

■ **Small Business Administration**

The SBA helps Americans start, build and grow businesses. Approximately 35-40% of all SBA loans are made to start-up companies. www.sba.gov

■ **Venture Capital and Angel Investors**

The mission of both venture capital firms and angel investors is to invest in start-up, early stage and emerging growth companies in exchange for an equity position.

Networking Sources

■ **Ann Arbor Area Chamber of Commerce**

The Ann Arbor Area Chamber of Commerce is a 1,400-member community organization that actively facilitates, educates and advocates on behalf of its members. www.annarborchamber.org

■ **MichBio**

MichBio is a non-profit, statewide trade association. MichBio's mission is to drive life sciences industry growth in Michigan. www.michbio.org

■ **NEF**

New Enterprise Forum is a membership organization that helps entrepreneurs establish strategic alliances and build strong viable companies. www.newenterpriseforum.org

■ **Ypsilanti Area Chamber of Commerce**

The Ypsilanti Area Chamber of Commerce is truly an advocate for your business. They count on thriving area businesses to help the Chamber be a powerful force in the city, township, and surrounding areas. www.ypsichamber.org



**If you want to start an
innovation-based business but you
don't know where to begin...**

**If you're a start-up business
in need of funding...**

**If you want to do business
in Ann Arbor USA...**

**No matter what
your goal may be,
there is one place you can
always count on for solutions.**



www.AnnArborUSA.org

201 South Division Street, Suite 430

Ann Arbor, Michigan 48104

734-761-9317 888-SPARK01 (772-7501)

Ann Arbor SPARK is a partnership of government, public organizations and private companies.
The members of our Board and Executive Committee are leaders in Ann Arbor area's
higher education, business, government and entrepreneurial sectors.

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Rick Snyder
CEO and Co-founder,
Ardesta LLC

*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.*



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