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Experienced SBTDC Technology Team coached entrepreneurs to make a good first impression on potential investors

Regional Centers

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Lansing

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Over 65 Midwestern and Coastal Investment Firms were represented at the 29th annual Michigan Growth Capital Symposium (MGCS) on May 11-12. The MGCS provided them an opportunity to connect with the "Best of the Midwest's" entrepreneurs, startups and emerging growth companies that are actively searching for partners and funding.

The Symposium included presentations from 32 of the Midwest's most promising companies, representing high growth sectors including life sciences, energy and IT. The symposium represents an important networking event for companies, and has served as a launching point for many startups. The complete list of companies that presented may be found at www.michigangcs.com.

Phil Tepley, SBTDC Technology Team Leader said the first step for a company is to present its story and make a good case for itself. Exposure through opportunities such as the New Enterprise Forum, the Entrepreneurial Initiative of Southeast Michigan, and especially the Michigan Growth Capital Symposium (MGCS) all offer vital marketing avenues to generate buzz.

The SBTDC Technology Team has a formal relationship with the MGCS in preparing all the companies that present at the Symposium. "We meet for at least an hour with every presenting company, and with several of them we do multiple follow-up sessions," said Tepley. "They are in front of a room of investors and they have one chance to make a first impression – and Michigan has one chance to make a first impression from this group. We consider it a very important activity prepping these companies to look good and to shine in the ten minutes they get at the Symposium."

"The SBTDC Technology coaching team volunteers its time over seven days and spends an hour plus with each presenting company to prepare and refine their pitch for MGCS, stated Mary Nickson, MGCS Manager of the University of Michigan Zell Lurie Institute Ross School of Business. "The coaching is invaluable to the presenting companies, the success of MGCS and to bringing and keeping national investors to the state of Michigan." The MI-SBTDC consultants are joined by board members of the New Enterprise Forum who also have years of experience helping companies raise capital.

(more)

“The SBTDC utilizes a team of business experts in marketing, finance, sales, and technology to advise businesses. Many times a company will come to us looking to raise money, and we’ll first work with them on how to bootstrap for a while and achieve some impressive milestones,” Tepley said. “It’s really about getting them ready. Whether it’s just polishing up their package, or actually achieving a few more things like developing a prototype or achieving their first sale or building their management team.”

The MI-SBTDC Technology Team's mission is to help Michigan transition to an innovation based economy by providing direct assistance to Michigan's emerging technology companies. The Technology Team was created in collaboration with the Michigan Small Business and Technology Development Center and the Michigan Economic Development Corporation (MEDC). The Team, comprised of 9 technology consultants, provides no cost specialized counseling in the following areas: financing assistance (equity and R&D grants); business, strategic, and commercialization planning; and access to resources. Businesses can contact the SBTDC through www.misbtDC.org.

The Michigan Growth Capital Symposium is hosted by the Zell Lurie Institute at the Ross School of Business at the University of Michigan with support from the Michigan Venture Capital Association. For more information, please visit www.michigangcs.com.

About the Michigan Growth Capital Symposium

Michigan Growth Capital Symposium is the original university-based venture fair, which was first held in 1979. This nationally attended two-day event provides an opportunity for financiers to connect with up-and-coming Midwest businesses and learn about emerging technologies. The Symposium offers the opportunity to build relationships with an unparalleled business network of distinguished private equity industry leaders, leading university research faculty, and entrepreneurial business professionals. Entering its 29th year, the Symposium continues to draw top investors from coast to coast. The Michigan Growth Capital Symposium is presented by the Center for Venture Capital & Private Equity Finance at the Ross School of Business at the University of Michigan with support from the Michigan Venture Capital Association.

About Michigan SBTDC

The Michigan Small Business & Technology Development Center provides counseling, training and market research for Michigan’s new business ventures, existing small businesses, expanding new businesses, new technology companies, and innovators. The MI-SBTDC is located at the Grand Valley State University, Seidman College of Business in Grand Rapids, Michigan. As host of the MI-SBTDC™ State Headquarters, the Seidman College of Business oversees the twelve-region MI-SBTDC™ network. Entrepreneurs and small business owners may access the services of their nearest MI-SBTDC by calling 616.331.7480 or visiting www.misbtDC.org.

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