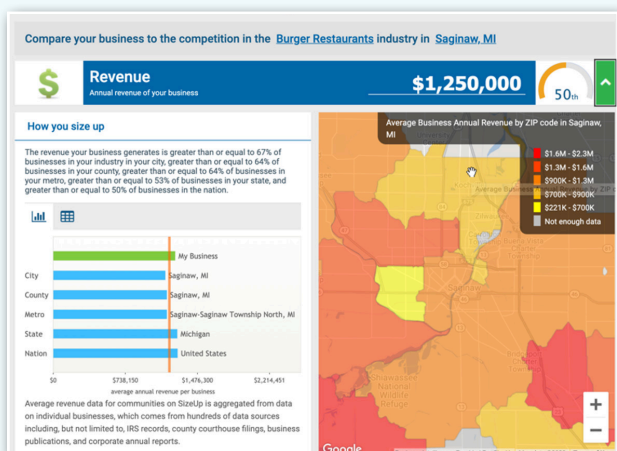


SizeUp provided by Consumers Energy

ConsumersEnergy.com/smallbiztool

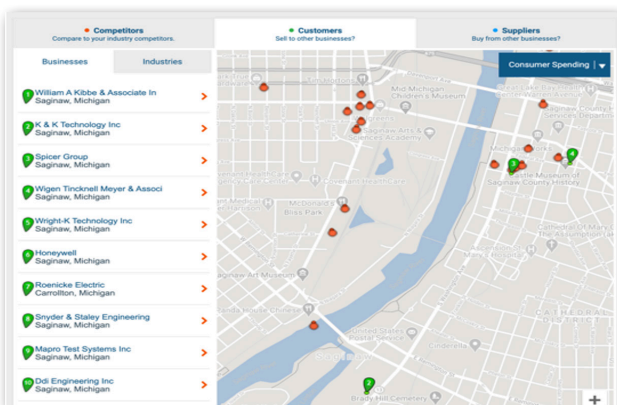
Consumers Energy wants to help you learn about the latest information and trends in your industry. That's why we are providing our Michigan family of small businesses with the new, free intelligence tool **SizeUp** that will put them on a path for success.



Confidentially Learn Your Business Ranking

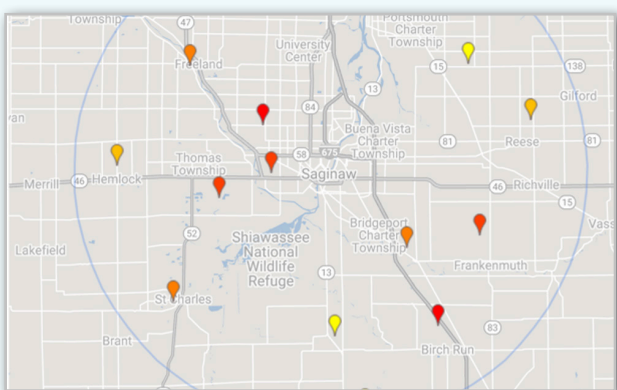
Whether you are a business owner or entrepreneur, you can easily:

- Determine your ranking against industry competitors
- Validate or test your assumptions about future performance
- Access millions of data points and view objective analyses in easy to understand charts, tables and maps
- Explore hyper-local and industry-specific information



Discover Customers, Suppliers and Competitors

- Access lists of potential customers, discover new suppliers and better understand the competitive landscape
- Lists provide business contact information and can be displayed geographically
- Businesses selling directly to consumers can access information about disposable income and consumer spending, eliminating the need to rely on outdated business development processes



Optimize Advertising

Using powerful, customizable business and demographic data, SizeUp reveals optimal places to target marketing efforts. Choose from pre-set reports to find:

- Areas with highest industry revenue
- Underserved markets
- Where average business revenue is highest

Using SizeUp doesn't require small business owners to submit any personal information.

For additional information, please contact
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Consumers Energy

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