



GROWTH SERIES 2026

GROW YOUR SMALL BUSINESS!

SCALE YOUR BUSINESS

- Clarify your path to sustainable growth
- Build and execute a results-driven business plan
- Strengthen your systems, finances, & operations
- Test, refine, and grow a stable, profitable business

Recommended Qualifications

- Business located in Southwest Michigan
- Minimum of three years in business
- At least \$100,000 annual revenue
- At least one full-time employee

APRIL 1
APPLICATIONS OPEN

MAY 13
APPLICATIONS DUE 6 P.M.

There is no charge to attend.



The Growth Wheel

Sandra Cochrane,
Executive Director,
WMed Innovation Center



Developing Internal Processes for Consistency and Success

Steven Cummings, Partner, SPC Consulting



Foundational and Advanced Financials

Rob Paliani, Retired,
Certified Risk Manager



Building a Valuable and Sustainable Business

E. Brad Scoffin, CEO,
Advanced Business Advisors



Sales/Value Proposition & Target Audience

Dan Cubr, Sandler/EAM
Consulting Group



AI for Small Business

Logan Herzog, Executive
Director of RISE



Reach Customers Online Using Free Google Tools

Cheri Bales, President,
Hannah/Gold Communications



The Gameplan Framework Run It Phase

Afiya Latham, CEO,
A321 Consulting



Marketing Tactics to Reach Your Target Markets

Jennifer Sistrunk, Executive
Director, Visit South Haven



Unleash Your Leadership Potential

Michael Neiss, Michael T.
Neiss & Associates



[SOUTHHAVENREGIONALBUSINESSHUB.ORG/GROWTH](https://southhavenregionalbusinesshub.org/growth)



Save the Date
The PITCH December 2, 2026



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



LAKE MICHIGAN
COLLEGE



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Checklist for Applying to the Growth Series

The application process is designed to help you step back and look at the big picture of your business. All materials must be submitted electronically by May 13, 2026, at 6:00 PM EST.

1

Meet Recommended Qualifications

Before starting your application, ensure your business meets these foundational requirements:

- Time in Business: Minimum of three (3) years.
- Annual Revenue: At least \$100,000.
- Team: At least one full-time employee (excluding the owner).
- Location: Business must be located in Southwest Michigan.

2

Prepare Your Documents

You will need to upload two primary documents during the online application process:

1. The Concept Paper: A brief document covering your business summary, target audience, market analysis, value proposition, and marketing strategy.
2. Financial Report: A summary of your current revenue and a three-year projection of revenue, operating costs, and profitability.

3

Submit Online

Complete the official application form and upload your documents

Application Checklist

Use this checklist to ensure your submission is complete and ready for the Planning Committee:

1. ☐ **Business Summary:** Description of your product/service and the specific need it solves.
2. ☐ **Target Audience Analysis:** Identification of your customers and how you reach them.
3. ☐ **Market Analysis:** Identification of your market size and current industry trends.
4. ☐ **Value Proposition:** Your unique competitive advantage.
5. ☐ **Management Team:** Brief bios of your team and their relevant experience.
6. ☐ **Marketing Plan:** Current activities and your strategy for future growth.
7. ☐ **3-Year Financial Projections:** Estimated revenue, costs, and profitability through 2029.
8. ☐ **Participation Agreement:** Confirmation of your commitment to attend sessions and meet with mentors.
9. ☐ **Electronic Submission:** All files uploaded and "Submit" clicked before May 13 at 6 p.m.



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For questions please contact Debi Howe
debi@southhavenregionalbusinesshub.org or call 269-207-0747..



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