

# Accelerating *Michigan* Entrepreneurs

*Our purpose is to build growing and productive businesses.  
The AME provides the following services to ensure your company's success:*

*"AME has been very useful, both at the level of getting us to think strategically  
and assisting us with technical issues.*

*We look forward to continuing this valuable relationship."*

*- Judy Kerman - Owner and Publisher, Mayapple Press*

## Business Development

- Business Assessment - Address operations, management, sales, etc. with a tool used to assist in setting milestones.
- Business Counseling - The MI-SBTDC™ network provides advising and resources for marketing, operations, cash flow and others.
- Pro-bono Services - Receive a set number of pro-bono hours from professional firms.

## Financial Development

- Financial Projections - Develop customized budgets, cash flow and financial projections.
- Bank Financing - Personalized referrals to appropriate lenders.
- Investor Financing - Direct connections with angel and venture capital.
- Metrics - Develop and monitor critical internal benchmarks for operational improvement.

## Personal Development

- Leadership Assessment - Identify your strengths and weaknesses; discuss results with your coach.
- Coaching - Establish goals to develop new talents and skills.
- Personal Development Plan - Outline your path for leadership development and growth.

## Professional Development

- Business Counseling - Implement actionable and accountable plans for your company.
- Training / Webinars - The business assessment identifies appropriate training(s).  
You choose the best method to complete the training(s).
- Market Research - Access to industry reports, databases, market assessments and demographics.
- Product Development - Connect with universities for assistance.

**Tenant fees are \$100 per month for all AME services.**



**Feet on the Street**  
Serving Small Businesses



Funded in part  
through a cooperative  
agreement with the  
U.S. Small Business  
Administration.



**Contact AME**

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