



## South Haven Region Business Hub



## South Haven Region Hub Growth Series 2023

### Program and Eligibility Information

The South Haven Region Business Hub's Growth Series is designed for organizations between 3-5 years old who want to grow. The process starts with technology called the Growth Wheel that identifies gaps and sets up a customized milestone-based plan for the organization to follow. Along with one-on-one individual mentoring during the 14 weeks participants will attend in-person workshops focusing on additional processes for consistency and growth not identified through the Growth Wheel.

### Qualifications for Participants:

- Minimum 3 years in Business
- \$100,000 in Sales
- At least One full time employee
- Own a business in Van Buren County

### Outcomes of the Growth Series:

- A written Strategic Plan with implementable steps to grow to the next level.
- Financial documents (business, financial, marketing) that are lender ready.
- A website and strategic marketing tactics.
- A mentor to guide you throughout the growth series.
- Access to multiple small business resources.

### After attending the Growth Series, you will gain more knowledge about the following:

- Understand your customers—pinpoint what your customer wants and how to adapt to their needs.
- Business solutions in starting small—test your solution by starting small and adjusting as needed.
- Getting, keeping, and growing customers—build relationships through messaging and marketing.
- Revenue, pricing, and distribution—figure out your logistics and how you'll make money.
- Legal and accounting—understand the systems and structures you'll need to support your business.
- Finance modeling—determine your costs and whether your business model is financially viable.
- Funding and raising capital—know your options for finding the funds you need to grow sustainably.
- Growth plan and goal-setting—gain momentum and leave with a strategy for achieving your goals.
- Celebrate—Reflect on your journey and celebrate your success. Your future starts now!

### Application Information

**Friday, March 24 - Application process opens to small business owners within Van Buren County.**

**Saturday, April 15 by 6 p.m. - Program applications are due via electronic or email submission.**

- Complete the online application and upload the requested documents to be considered for participation.
- Once you submit your application and supporting documents, you will receive a confirmation email.
- All applicants will be asked to prepare and present a 6-minute promotional pitch to the Planning Committee on **Monday, May 1** to be selected as a final participant.



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### **Monday May 1, 4-6 p.m. at Lake Michigan College SH**

#### **All Applicant Pitch Presentations**

- This is your initial “pitch” for your business to the Planning Team. You will need to come prepared and may use one visual aid but no projectors or electronic aids. Just you and your voice.
- **You will be notified on May 2 IF YOU HAVE BEEN SELECTED to participate in the Growth Series program.**

### **Session 1—Monday, May 8, 4-6 p.m. at Lake Michigan College SH**

#### *Introduction to South Haven Region Hub Growth Series 2023.*

Led by Debi Howe and Sandra Cochran

- Participants are introduced to the Growth Wheel, the Strategic Plan, and their selected Mentor.
- Complete Self-Assessment provided prior to attending.

#### **\*Mentor Meetings**

**Alternating Weeks, starting May 14, meet with mentor.** In between workshops, one-on-one mentoring throughout the length of the program, set up and review milestones based on the Growth Wheel and self-assessment with assigned mentor.

### **Session 2—Wednesday, May 17, 4-6 p.m. at Lake Michigan College SH**

#### *Your Financials and How to Conduct an In-Depth Review*

Led by 1<sup>st</sup> Source Bank

- P&L, balance sheet.
- Cash flow using participants documents.

### **Session 3—Thursday, May 18, 4-6 p.m. at Lake Michigan College SH**

#### *One-to-one Live Financial Mentoring*

Led by 1<sup>st</sup> Source Bank

- Participants will meet, one-on-one with a financial expert about YOUR financial documents.
- You will need to bring financial information from Session 2 (Wednesday, May 17) with you.

### **Session 4—Wednesday, May 24, 4-6 p.m. at Lake Michigan College SH**

#### *Leadership Challenge*

Led by Michael Neiss, Michael Neiss Consulting

- Leadership assignments for the remaining part of the Growth Series.
- Review of homework provided by the presenter before the session.

### **Session 5—Wednesday, May 31, 4-6 p.m. at Lake Michigan College SH**

#### *Developing your Customer Strategy for Your Product Mix*

Led by Sarah Forrest, SW Michigan SBDC

- Value proposition
- Identifying your target market.

### **Session 6—Wednesday, June 7, 4-6 p.m. at Lake Michigan College SH**

#### *Marketing Tactics to Reach Your Target Markets*

Led by Jennifer Sistrunk, South Haven/Van Buren County Convention & Visitors Bureau

- Assignment: Complete the survey distributed by the speaker. A list will be circulated ahead of this session to identify what marketing tools participants are using now.
- The South Haven Region Hub will advise participants on obtaining website design and a social and digital media implementation strategy.



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### **Session 7—Wednesday, June 14, 4-6 p.m. Lake Michigan College SH**

#### *Integrity Selling*

Led by Maria Sorrentino, Pestpros

- Helping your clients understand the solution you bring to their problem.
- Professional Persistence, keeping the funnel full.

### **Session 8—Wednesday, June 21, 4-6 p.m. at Lake Michigan College SH**

#### *Developing your Internal Processes for Consistency and Success*

Led by Steven Cummings, SPC Consulting

- Review the typical processes that every organization should have.
- Participants will leave with a minimum of two processes completed.

### **Session 9—Wednesday, June 28, 4-6 p.m. Lake Michigan College SH**

#### *Final Pitch Instructions and Preparation*

Led by Debi Howe

- All participants will receive one-on-one assistance from their assigned mentor(s).
- Developing a pitch overview and preparing for the pitch night with mentors.

### **TBD – Final Pitch Night (August 2023)?**

Inviting the entire community! Lake Michigan College SH

### **About the South Haven Region Business Hub**

The South Haven Region Business Hub, in partnership with the City of South Haven, South Haven Chamber of Commerce, and Lake Michigan College was formed to address gaps in small business programming in the South Haven region.

**Mission:** Making the South Haven region a place where entrepreneurs want to start and grow.

**Guiding Principles:** Combining collective knowledge, connections, and resources of the community, creating initiatives, and partnerships for *all* our local entrepreneurs.

**Tagline:** It takes a community to raise an entrepreneur!

For more information, please contact Debi Howe at (269) 207-0747 or email [debihowe1960@gmail.com](mailto:debihowe1960@gmail.com).

*All South Haven Region Business Hub programs or co-sponsored events are extended to the public on a nondiscriminatory basis. Arrangements for persons with disabilities are made when requested two weeks in advance.*