April 1
Program applications are open to small business owners. Additional information and the application can be found at wmich.edu/smallbusiness

June 10
Program applications are due. Email your completed application to sbdc-kzoo@wmich.edu

June 11
Accepted program participants are sent assessments for participant completion. Please return to sbdc-kzoo@wmich.edu

APPLICATION DEADLINES

WORKSHOP CALENDAR

June 29, 4-6 p.m. - Session One
“Introduction to SCALE Kalamazoo 2022” Participants are introduced to Growth Wheel and developing a strategic plan.

July 6 - Weekly Mentor Meeting
Consultations are customized to client needs. This will be an ongoing meeting throughout the length of the program.

July 13, 4-6 p.m. - Session Two
“Your Financials and How to Conduct an In-depth Review”

July 20 - Weekly Mentor Meeting

July 27, 4-6 p.m. - Session Three
“Human Resources and Tax Liabilities”

August 3 - Weekly Mentor Meeting

August 10, 4-6 p.m. - Session Four
“Developing Your Customer Strategy for Your Product Mix”

August 17 - Weekly Mentor Meeting

August 24, 4-6 p.m. - Session Five
“Developing Your Internal Processes for Consistency and Success”

August 31 - Weekly Mentor Meeting

Sept. 7, 4-6 p.m. - Session Six
“Legal Aspects of Running a Business”

IN PERSON LOCATION

WMed Innovation Center
4717 Campus Drive
Kalamazoo, MI 49008
ABOUT

By participating in SCALE Kalamazoo you’ll have the opportunity to take a step back, look at the big picture and work on your business, not just in your business.

OBJECTIVES

Primary objectives are to enable you to effectively evaluate and improve on the following:

• Overall business strategy and vision for the future.
• Ability to maintain a competitive advantage in the marketplace.
• Readiness for growth and profitability potential.
• Focus and alignment of all aspects of the business.

REQUIREMENTS

Applicants to the program are required to have been in business over one year and have at least one employee. They must have annual revenue of $50,000 or more.