



Taking Your Business to the Next Step with

2022

## SCALE Southwest Michigan

By participating in Scale Southwest Michigan 2022 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. Over the 11 weeks, you will have the opportunity to build your business strategy, create your vision, determine your competitive advantage and to align all aspects of your business. To qualify for consideration into the program, please complete and e-mail your application to [SBDC-Kzoo@wmich.edu](mailto:SBDC-Kzoo@wmich.edu) by September 2, 2022. Ten businesses will be accepted into the program.

### Program Requirements

- Applicant is required to have been in business one year or more, have at least one employee and have annual revenues of \$50,000 or more (supported by tax returns)
- Applicant must agree to attending the 6 workshop sessions.
- Applicant must agree to meet either via phone or in person for one-on-one mentoring for a minimum of 3 meetings over the 11-week program.
- Applicant agrees to meet the weekly and monthly goals assigned (goals are discussed and agreed upon by mentor and mentee).

Company Name: \_\_\_\_\_

Applicant Name: Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website URL: \_\_\_\_\_

Number of years company has been business: \_\_\_\_\_

Business address: \_\_\_\_\_

Diversity Ownership Classification: (Please check all applicable)

MBE  WBE  Disabled  Women-owned Small Business

Veteran-owned Small Business

1. Brief description of services/products your company provides: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. List 3 reasons why you believe your company should be included in Scale Southwest Michigan program. (Please limit responses to 1 page or less. Attach sheet if needed.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Company background

Date business started: \_\_\_\_\_

Annual revenue for the past two years, respectively. \_\_\_\_\_

Annual profit for the past two years, respectively. \_\_\_\_\_

Total number of employees: Fulltime \_\_\_\_\_ Part-time \_\_\_\_\_

Business legal structure: (LLC, Sole Proprietorship, S Corp.) \_\_\_\_\_

4. List core areas of business strengths. Why should someone buy from you? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Desired Outcome

A. Identify 2 or 3 detailed objectives you would like to accomplish during the program.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B. How will you measure successful achievement of objectives? \_\_\_\_\_  
\_\_\_\_\_  
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C. What would you like your mentor to help you with? \_\_\_\_\_

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Full Name of Applicant: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**WESTERN MICHIGAN UNIVERSITY**  
**HAWORTH**  
College of Business