



# SBDC Tech Team

SMALL BUSINESS DEVELOPMENT CENTER

The Michigan SBDC provides consulting, training and research to assist small business to launch, grow, transition and innovate.

While the Michigan SBDC serves all types of small businesses, its “Tech Team” specializes in assisting companies commercializing advanced technology. The SBDC Tech Team consists of 10 consultants who serve companies throughout Michigan, working in collaboration with Smart Zones, accelerators/incubators, PreSeed Funds, universities, and other organizations that support tech entrepreneurs. Each member of the Tech Team has firsthand technology commercialization experience.

The SBDC Tech Team provides consulting at no cost to early stage advanced technology companies to support their commercialization and growth efforts. The SBDC Tech Team often assists tech companies with short-term and immediate needs such as preparing to meet with an Investor or customer, or working on a proposal for a state or federal funding program. Other times, the SBDC Tech Team members become long-term trusted advisors to companies, helping them navigate through growth opportunities and challenges over a number of years. Areas of assistance include:

- Strategic planning and execution
- Investor preparation
- Financial modeling
- SBIR/STTR proposal review
- Financing strategy
- Patent analytics and IP strategy
- Marketing strategy development
- Business model development
- Business plan development

## SBDC Tech Team Areas of Expertise Specific to Early Stage Tech Company Needs

- Early stage capital
- Technology Roadmapping
- Intellectual Property
- Marketing
- Financial Management/Planning
- Sales
- SBIR/STTR
- Product Development
- Organizational Development

## SBDC Tech Team Sector Expertise Includes

- Mobility and Automotive
- Advanced Manufacturing
- Information Technology
- Clean Tech
- Medical Device Technology
- Defense technology
- Education
- Advanced materials
- Consumer Products

### STATE LEAD CENTER

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