



## Marketing Toolkit

### About Statement

Innovate Marquette was established in 2015, adding its name to the 21 other SmartZones located in the state of Michigan. Our organization exists as a [service provider to the Michigan Economic Development Corporation \(MEDC\)](#) to transform our community into a thriving entrepreneurial ecosystem, complete with the necessary resources, technology, capital, and array of opportunities to support local tech-focused start-ups, new business ventures, and existing businesses.

Additionally, we are working to attract and retain scalable technology companies and start-ups to the Marquette area in order to create higher-paying jobs and increased opportunities for the community as a whole. We are actively seeking to connect new entrepreneurs, small businesses, startups, and innovators into our ever-growing entrepreneurial ecosystem.

Thanks to the support of the [MEDC](#), the [City of Marquette](#), [Northern Michigan University](#) and our other dedicated partners, Innovate Marquette is able to provide comprehensive support, guidance, and services to local entrepreneurs through our vast network.

### Purpose Statement

Innovate Marquette seeks to thoughtfully and powerfully connect our entrepreneurial ecosystem through collaboration to make a business community that is inclusive and approachable for all innovators, entrepreneurs, and business owners. With a focus on technology-focused ventures that enable **accessibility**, **sustainability**, and **creativity** within our region we act as a resource with our partners to build opportunities for the careers of the future while honoring the roots and natural wonders signature to Marquette.

### Mission

Our mission is to position Marquette as a premier city for innovation and business development through our process to identify, nurture, and cultivate the growth and success of technology-based innovators, entrepreneurs, small businesses, and startups throughout our community. We aim to uplift Marquette's unique business ecosystem by offering access to important resources, funding, workforce talent, and network collaboration. Through this collaboration the Marquette region will continue to be recognized for its ability to draw economic opportunity to the shores of Lake Superior in the years to come.

Together, we can uplift Marquette's unique business ecosystem.



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### **Invent@NMU Partnership**

#### **The Innovate Marquette SmartZone & Invent@NMU**

In July of 2017, Innovate Marquette SmartZone partnered with Invent@NMU to help enhance the program's connection to the community while offering mentorship and enhanced business resources to the Upper Peninsula. Innovate Marquette SmartZone and Invent@NMU are located in one office, making it a one-stop-shop for entrepreneurs and inventors. While Innovate Marquette focuses on tech-focused businesses, Invent@NMU acts as a service provider to product development-based entrepreneurs.

### **Other Partners**

Other partners of Innovate Marquette SmartZone include the City of Marquette, the MEDC, MTEC SmartZone in Houghton/Hancock, Northern Michigan University, local and regional economic development organizations and others.

### **Make it Marquette Remote Work and Business Attraction Initiative**

Make It Marquette was created in 2021 by Innovate Marquette SmartZone to attract, retain, and support the people and ideas that will shape the future of the business economy in Marquette, Michigan through telling the stories of those living, working, and starting businesses in Marquette. This remote worker and business attraction campaign launched first, to celebrate the businesses and people of Marquette, and second, to declare our commitment to authentic economic development that supports those here already, and those making a move to be there. It's a commitment to grow this community with intentionality. We're doing that by working with partners across the public, private, and the economic development landscape, and to attract those who'll appreciate this place as much as we all do.

Why are we passionate about remote work and business attraction? We're here to foster and promote an entrepreneurial ecosystem in Marquette and the greater Upper Peninsula. Within that mission lies an affinity to technology-focused startups and the digital community. Remote work and business attraction brings jobs, capital, and opportunity to the people already here while welcoming those looking for a place to plant roots. The beauty of Make It Marquette is that it's designed to bolster the business economy that's here – those jobs that folks can physically go to – and to attract those who can choose anywhere thanks to remote work. The beauty of remote work is its open borders; it can be for a new person choosing Marquette, or a NMU grad who wants to stay but studied in a field that doesn't yet have a physical presence here. Either way, we want them to Make It Marquette.



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### Digital Media

Innovate Marquette SmartZone [Website](#)

### Our Social Handles

Please follow, share, and tag

- Facebook - <https://www.facebook.com/innovatemarquette>
- Instagram - <https://www.instagram.com/innovatemarquette/>
- Youtube - [https://www.youtube.com/channel/UCgUldtwiVzuq9PGLhQS\\_BBA](https://www.youtube.com/channel/UCgUldtwiVzuq9PGLhQS_BBA)
- LinkedIn - <https://www.linkedin.com/company/innovatemarquette>

### Our Hashtags

#innovatemarquette #marquettemi #upperpeninsula #greatlakeslocals #906life #sustainability #tech #techecosystem #techstartup #ruraldevelopment #economicdevelopment #michiganbusiness #innovation #remotework #remoteworkers #localbusiness #smallbusiness #smallbusinessowner #entrepreneurship #entrepreneur #innovator #innovate #smartzone #supportlocal #supportlocalbusiness #neweconomy #mentorsip

### Our New Look

Over the last two years we have watched the growth of business development across our city, including within our own organization and team. There is a shift towards greater collaboration in our economic development community, and building trusted partnerships rooted in transparency is a pillar Innovate Marquette plans to stand on for our community.

We are humbled to bring a few incredible opportunities home to the Marquette area along with our trusted partners:

1. **The first**, being selected to join the highly competitive 2020 cohort of the [Rural Innovation Initiative](#), connecting our community to innovative rural partners all over the country.
2. **The second**, becoming one of just seven rural communities nationwide to receive a [Capital Challenge grant](#) via the U.S. Economic Development Administration (EDA) through the Build to Scale (B2S) program. The grant, called Capital Challenge, will infuse \$611,911 into local economic development efforts over the next three years.



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3. **And lastly**, Innovate Marquette has been hard at work, collaborating with our local economic development partners to create a new and exciting innovation hub that will bolster and expand our existing entrepreneurial ecosystem.

For all of these reasons, we decided it was time to shine all of the hard work our incredible team has done from the inside out. This refresh is a both reflection of and a promise to the community that we serve. While a lot of work has been done, there is also much to do to preserve what makes this community unique and take it into the future.

### Definitions

- **SmartZone** - A SmartZone pinpoints a distinct geographical location where tech-based companies, entrepreneurs, and other small businesses are located in close proximity to the community assets they need to help maintain and grow their businesses. A SmartZone includes access to a technology business accelerator like Innovate Marquette, which promotes collaboration between resource partners such as universities, industry and research organizations, state and government municipalities, and other innovators within the community. Essentially, a SmartZone is classified as a region in which there is a growing technology and innovation hub, with the right resources and accelerators available to facilitate entrepreneurial collaboration and incubation for new and emerging businesses.
- **Innovation** - According to Merriam Webster's Dictionary, the word innovation is defined as, "a new idea, method, or device; the introduction of something new." Innovation is the concept around improving or replacing something, bringing it up to date by applying new processes, implementing new techniques, or identifying new ideas to create something of value.
  - ◆ When it's applied in a business sense, a company will implement something new — whether that's an idea, a service offering, or a product — all with the goal of boosting their bottom line. Think launching new products, reimagining existing products or services, or solving customer services requests in a brand new way.
  - ◆ Learn more about innovation [here](#).
- **Entrepreneurial Ecosystem** - An entrepreneurial or business ecosystem is a diverse set of individuals, businesses, and systems that support the creation and growth of new opportunities for the larger community.
  - ◆ In order for an ecosystem to succeed, it has to have four important elements: people, technology, capital, and infrastructure. Each entity in the ecosystem affects and is affected by others, creating a constantly evolving relationship



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between each other that must be characterized by flexibility and adaptability in order to survive.

- ◆ The most successful entrepreneurial ecosystems act as talent magnets and innovation incubators, leading to greater economic and populace growth within the geographical region.
- ◆ Learn more about entrepreneurial ecosystems [here](#).
- **Innovation Hub** - An “innovation hub” refers to an area where there are a variety of business generation initiatives happening, all of which are encouraging individuals, startups, and more established companies to interact, collaborate, and innovate together. In many instances, these innovation hubs significantly improve the development of technology-based companies who show high growth potential, thanks to their access to resources and opportunities available within the community.
- **Business Incubator** - Business incubation is the careful process where an individual or an organization supports the establishment and early growth of an idea or business concept. A business incubator, like Innovate Marquette, provides sponsorship, resources, and opportunities for new businesses to strengthen and move into full fledged business models over time.
- **Business Accelerator** - Once a business concept has been successfully incubated from its early stages, it moves into its next stage of growth. A business accelerator, like Innovate Marquette, offers access to technology, education, mentorship, and financing opportunities to companies looking to move into the later stages of business.

## Media Boiler Plate

### About Innovate Marquette SmartZone

Innovate Marquette SmartZone was created to help coordinate, inspire, promote and lead business, government, academic and community leaders to transform Marquette County and the Upper Peninsula into a world-class entrepreneurial ecosystem. The SmartZone supports technology-based innovations, new businesses, new job creation and existing business expansion by leveraging the unique set of resources, experiences and advantages available in Marquette. The mission of Innovate Marquette is to position Marquette as a premier city for innovation and business development through their process of identifying, nurturing, and cultivating the growth and success of technology-based innovators, entrepreneurs, small businesses, and startups throughout our community. They aim to uplift Marquette’s unique business ecosystem by offering access to important resources, funding, workforce talent, and network collaboration. For more information, visit [www.innovatemarquette.org](http://www.innovatemarquette.org).

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### Relevant Media

February 24th, 2022 - TV6: [Innovate Marquette SmartZone hosts women in business event](#)

April 2nd, 2022: Mining Journal: [First "Mini" Pitch Event Planned at NMU](#)

April 7th, 2022 - Northern Today: [Students Present Ideas at Annual New Business Venture Competition](#)

April 19th, 2022 - TV6: [Seven economic organizations moving into Kaufman Block](#)

April 22nd, 2022 - [Word on the Street: Moving in and Moving UP](#)

April 23rd, 2022 - [Mining Journal: Making the "Big Pitch"](#)

April 25th, 2022 - Sunny101.1 Radio: [Regional Economic Development Hub Launched in Marquette](#)

April 26th, 2022 - ABC10 News: Live morning and evening news, no link

April 29th, 2022 - UP Matters: [Innovate Marquette SmartZone brings high-tech ideas and innovation to the U.P.](#)

June 6th, 2022 - StartUp Nation: [The Challenges of Rural Entrepreneurship and Some Solutions](#)