



FEBRUARY 2021

PMBC OVERVIEW

Who We Are: Pure Michigan Business Connect

Meet the team:

From left to right

Bobby Chasnis
Director

Tanya Markos-Vanno
Development and Operations Manager

Colin Dillon
Data and Strategy Manager

Salifou Mahaman
Program Specialist

Katy Till
Senior Program Specialist

Nick Anderson
Senior Program Specialist



What We Do: Pure Michigan Business Connect

Program Objective:

PMBC helps uncover procurement or innovation gaps and works with local and regional partners to identify suppliers that can fill those gaps. Our team facilitates introductions to these suppliers in the form of matchmaking events, buyer tours, pitch competitions and other supplier immersion initiatives to help evaluate the potential supplier for the opportunity.

Program Results:

- Over **\$12 billion** in contracts between buyers and Michigan suppliers.
- PMBC has worked with over **830** global purchasers to uncover over **15,000** procurement opportunities for Michigan businesses across **76** industry verticals.

PMBC Clients:



What We Do: Team Makeup

Matchmaking Initiatives (Tanya, Katy, Salifou)

- Demand driven format
 - Large- and small-scale matchmaking summits
 - Virtual and in-person networking events
 - Pitch competitions/Shark Tank format
 - Small batch manufacturing support initiatives

PMBC Research (Colin, Nick)

- Custom research performed on commodity/capability
- Buyer Tours/Supplier Visits
- Joint Venture/Partnership Matchmaking

PMBC Clients:



PMBC Support Options

Opportunity Objective: PMBC works with purchasing representatives to determine the best approach for connecting with the Michigan supply base. Targeted research, conducted in conjunction with the Michigan Manufacturing Technology Center, will provide details of which companies in Michigan can meet immediate procurement needs. From there PMBC can tailor the way it makes connections to the MI supply base.



Primarily Research

- Targeted research based on submitted criteria
- Coordinate outreach plan with partners



Targeted Matchmaking

- Targeted research
- Partner identifies/selects potential suppliers for a few need areas
- PMBC arranges buyer tour, supplier mission, or other facilitation option for connecting.

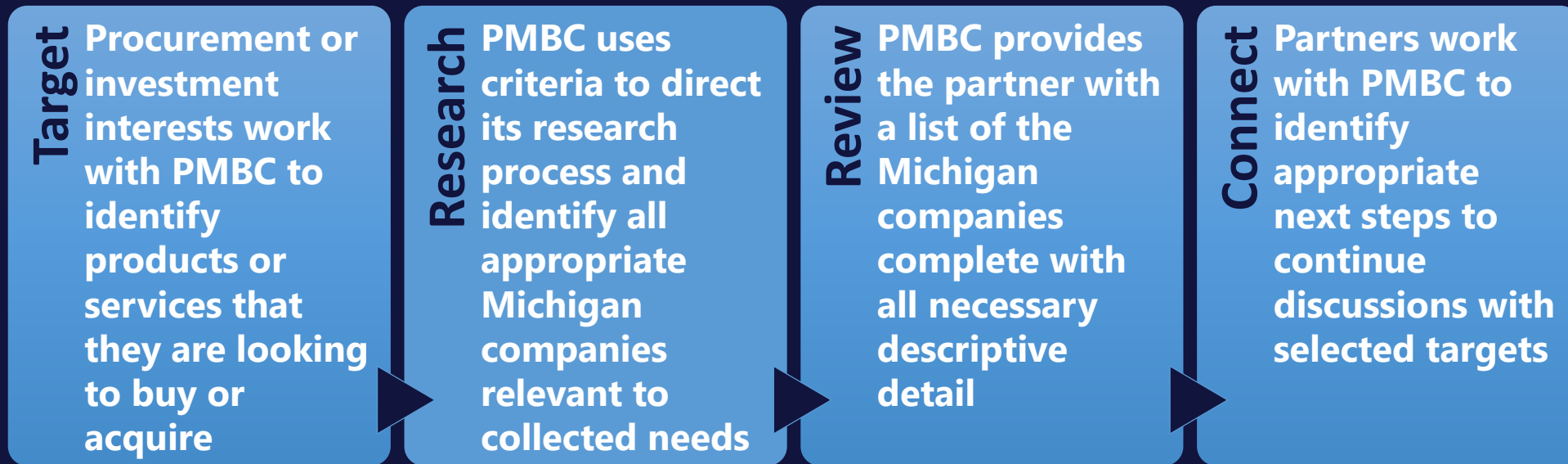


Matchmaking Initiative

- Targeted research
- Partner identifies suppliers for many need areas
- PMBC hosts a one-day matchmaking event

Core Offering: Research-Driven Matches

In a few days or even a few hours, PMBC can use its extensive database and research network to identify companies in Michigan that match up with your supply chain needs. This process can be applied to procurement requests, investment partnerships, innovation gaps, supplier diversity initiatives and more; and provides an efficient initial look at the Michigan supply base.



Core Offering: Summits and More

PMBC has worked with hundreds of purchasers and investment interests to make in-person and virtual connections to the Michigan supply base through custom-designed matchmaking summits, “shark tanks,” tours and more. Since 2011, PMBC has hosted over 180 initiatives. Our team also facilitates sustainability, supplier diversity, and innovation-focused events depending on purchaser/partner needs.

1. Target

PMBC works with the purchaser or investment interest to identify their supply chain needs and develops a plan and timeline for the event they would like to co-host.

2. Outreach

Based on the criteria provided, PMBC conducts outreach to thousands of Michigan companies to solicit responses for how they can meet the needs of your company. Responses are gathered through a custom online application.

3. Review

The purchaser or investor reviews the Michigan companies that would like to meet with them and selects the ones that appear to be the best fit for their needs. PMBC invites those companies to the event.

4. Connect

PMBC hosts a customized event where purchasers or investment interests meet in-person (or virtual) with Michigan companies for pre-arranged one-on-one meetings.

Core Offering: Meet The Buyer

the MEET BUYER

Doing Business with the
Government and
Private Sector



Thursday, August 27, 2020

9 a.m. – 12 p.m.

Virtual Event



PURE MICHIGAN
Business Connect



Are you interested in learning how to sell your products or service to the government and private sectors? If so, join us for this **free, MUST-attend** virtual event.

Pure Michigan Business Connect, Flint and Genesee Chamber of Commerce, Michigan Small Business Assistance Center (PTAC), and State of Michigan Procurement team are hosting this event bringing you closer to the supply base here in Michigan.

Attendees will learn how to:

- Work with the PTAC organization to understand best practices when competing for government contracts.
- Learn how the Small Business Administration supports America's small business.
- Access procurement opportunities including: U.S. Army Tank-automotive and Armaments Command (TACOM), Michigan Technology, Management and Water Authority and more.
- Get certified with the Great Lakes Council, the Michigan Minority Council, and the National Veterans Development Council and the Chamber of Commerce.

The event will include a webinar, roundtable buyer-supplier meeting, and one-on-one meetings assigned to one or more meetings about their purchasing and bid process.

To learn more or register visit <https://www.connect.space/2020/08/27/pmbc-flint-genesee-chamber/register>

Contact: Salifou Mahaman, smahaman@ptac.org



DOING BUSINESS WITH THE STATE OF MICHIGAN

THURSDAY, DEC. 3, 2020
9:00 – 10:00 a.m.

VIRTUAL EVENT

Are you interested in learning more about conducting business with the State of Michigan? Join Pure Michigan Business Connect (PMBc) and the State of Michigan Procurement team for this **FREE** webinar connecting purchasing representatives from the public sector to diverse Michigan suppliers for procurement opportunities.

This webinar will provide attendees with the following:

- An overview of the State of Michigan's procurement process and business opportunities
- Educate eligible Michigan suppliers on how to do business with the State of Michigan
- How to utilize the newly established Michigan Supplier Community (MISC)* program

Who Should Attend?

Michigan-based businesses looking to do business with the State of Michigan.

A business must also meet one of the following four criteria to be eligible for MISC:

1. Small business with less than 500 employees and annual revenues equal to or less than \$25M.
2. Michigan Geographically Disadvantaged Business Enterprise. As defined in Executive Directive 2019-08, the business must meet one of the following criteria:
 - a. Certified HUBZone Small Business Concern by the United States Small Business Administration
 - b. Have a majority of their employees maintain a Principal Residence within a Qualified Opportunity Zone
 - c. Michigan-based Business with its Principal Place of Business within a Qualified Opportunity Zone
3. Community Rehabilitation Organization (CRO)
4. Veteran-Owned or Service-Disabled Veteran-Owned (SDVOB) business

Contact: pmbc@michigan.org

To learn more or register today, visit:

<https://pmbc.connect.space/understanding-how-to-do-business-with-the-state-of-michigan/details>

*MISC was established in 2019 to encourage expanded business opportunities within low-income communities and underutilized business areas. Eligible companies can join the MISC program for free.




Meet the Buyer Format benefits

- Many more suppliers can attend meetings
- Opportunity for buying unit to share best practices or information about becoming a vendor.
- Virtual hosted to better fit schedules.

PMBC Support: Grants and Accelerators

Detroit Is The New Black Accelerator





Brand Application

Detroit Is The New Black Accelerator Powered by PMBC

Accelerator Powered by PMBC

Get your brand on Woodward inside Detroit is the New Black!

Detroit is the New Black has partnered with Pure Michigan Business Connect to launch a year-long brand accelerator program. Each quarter new brands will be selected to participate in the program. This program is ideal for growing brands that could benefit from testing in a brick and mortar space in the downtown Detroit retail market.

In the end, each brand will walk away with mentorship for sales training, merchandising and product marketing, actual revenue from their product, and facilitated connections to experts in the industry. For an opportunity to participate, please fill out the Brand Application. You will be notified via e-mail a few days after the application closes if you were selected or not.

Brand application: <https://pmbc.connect.space/dit...>

2021 Application Schedule:

IN-STORE MAR/APR
Applications received Dec 10 - Feb 3

IN-STORE MAY/JUN
Applications received Feb 4 - Mar 31

IN-STORE JUL/AUG
Applications received Apr 1 - Jun 2

IN-STORE SEPAUG
Applications received June 3 - Aug 4

Regional Small Batch Support



Shiawassee Small Batch Support

The Shiawassee Small Batch Support program, hosted by the Michigan Economic Development Corporation in partnership with the Owosso Main Street/DDA, Shiawassee Economic Development Partnership, Shiawassee Regional Chamber of Commerce and MI Small Business Development Center, is seeking Small Batch food businesses looking for support to start or scale operations.

Businesses interested in participating should complete an application between Sept. 8-25, 2020.

Selected finalists will be invited to a **virtual pitch competition on Friday, Oct. 23, 2020** with awardees receiving customized support services* including:

- **Consulting Services:** Branding and marketing, e-commerce development and operations, and strategic planning
- **Production/Processing Space**

- **Buyer Connections**
*Selected participants may not receive all support services

Eligibility

Participating businesses must meet the following criteria:

- Be located in Shiawassee County
- Have under \$750,000 in annual revenue
- Have 10 employees or less
- Operate a food business under the [Michigan Cottage Food Law](#) or [Michigan Food Law](#)

For more information about Shiawassee Small Batch Support or to complete an application, visit:
<https://pmbc.connect.space/small-batch-support/details>
or email pmbc@michigan.org



PMBC Support: Grants and Accelerators

PMBC Access and Certification Grant



PURE MICHIGAN BUSINESS CONNECT ACCESS AND CERTIFICATION GRANT



The Pure Michigan Business Connect (PMBC) Access and Certification Grant is designed to break down barriers preventing Michigan businesses from winning purchase orders.

The program has three objectives:

- Increase supplier access to local and global procurement opportunities
- Improve competitiveness in advanced manufacturing for Michigan small businesses
- Enhance supplier capabilities and open doors to new industry verticals

ELIGIBILITY

Up to \$15,000 in assistance is available to offset 50 percent of pre-approved expenses per fiscal year. The company will pay for the certification or software and MEDC will reimburse, after receiving valid proof of payment. Companies must meet the following eligibility criteria to qualify for a PMBC Grant.

1. Be in accordance with the U.S. Small Business Association's [size standards](#) for small businesses
2. Provide a EIN number linked to a Michigan address with full-time employees in Michigan
3. Demonstrate potential for increased business should the grant application be approved

ALLOWABLE USES OF PMBC ACCESS AND CERTIFICATION GRANT

The program funds may be approved for:

1. International Certification
2. Industrial Certification
3. Software Access to Procurement/Bid Site
4. Other procurement barriers as approved by review committee that are not based on race, sex, color, ethnicity or national origin

RESULTS REPORTING

Grantee must be able to determine the economic impact of this support quarterly for at least 24 months after receiving the grant funds

TO GET STARTED, COMPLETE THE ONLINE INTAKE FORM AT:

<https://pmbc.connect.space/pmbc-grant-2020/forms>

For questions, contact PMBC's grant manager Salifou Mahaman at mahamans@michigan.org

Objective

- Increase supplier access to local and global procurement opportunities
- Improve competitiveness in advanced manufacturing for MI small businesses
- Enhance supplier capabilities and open doors to new verticals.

Eligibility

- Up to \$15,000 in assistance is available to offset 50 percent of pre-approved expenses per fiscal year. The company will pay for the certification or software and MEDC will reimburse after receiving valid proof of payment.
- Must be in accordance with US SBA size standards for small businesses
- Provide EIN Number linked to MI address with full-time MI employees in MI.
- Demonstrate potential for increased business should application be approved.

Success with PMBC

Do you know a business that has won a contract or purchase order through a PMBC event?

We want to hear from them! PMBC works with our marketing team to promote success stories of businesses with a positive PMBC experience.

Questions?

Contact Information:

Bobby Chasnis

Chasnir@michigan.org

Cell:517-599-4074