

SBDC Tech Team

The Michigan SBDC provides consulting, training, and research to aid 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
- SBIR/STTR proposal review
- Marketing strategy development
- Investor preparation
- Financial modeling
- Financing strategy
- Business model development
- Patent analytics and IP strategy
- Business plan development

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

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

SBDC Tech Team Sector Expertise Includes

- Advanced Mobility
- Advanced Manufacturing
- Information Technology
- Clean Tech
- Life Science Technology
- Defense Technology
- Freshwater Technology
- Advanced Materials
- Education