

muskegon innovation hub

2018

annual report



GRAND VALLEY  
STATE UNIVERSITY  
MUSKEGON  
INNOVATION HUB



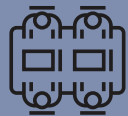
## who we are

The Muskegon Innovation Hub (The Hub) is a business innovation center that helps businesses and entrepreneurs maximize their growth potential.



## what we do

Coaching, funding, networking, and providing a synergistic work environment.



## how we do it

Business incubation, coworking space, funding assistance, events and programming, and meeting space rentals. We are a key partner in the region's innovation ecosystem, supporting start-up businesses, entrepreneurs, and corporate innovation teams.

## team members



**Kevin Ricco**  
Director



**Tom Hopper**  
Associate Director



**Allison Dile**  
Business Incubator  
Manager



**Rose Bennett**  
Administrative  
Coordinator



**Thomas Hull**  
Maintenance  
and Operations

## advisory committee

**Ken Johnson**  
Waddell & Reed Financial, Inc. and  
Muskegon City Commission

**Cynthia Langlois**  
Muskegon Community College

**Joe Finkler**  
Michigan Inventors Coalition

**Jonathan Wilson**  
County of Muskegon

**Laurie Supinski**  
Start Garden

**Bobby Fisher**  
Shelby State Bank

**Orville Crain**  
Entrepreneur/Inventor

**Katherine Roskam**  
Varnum LLP

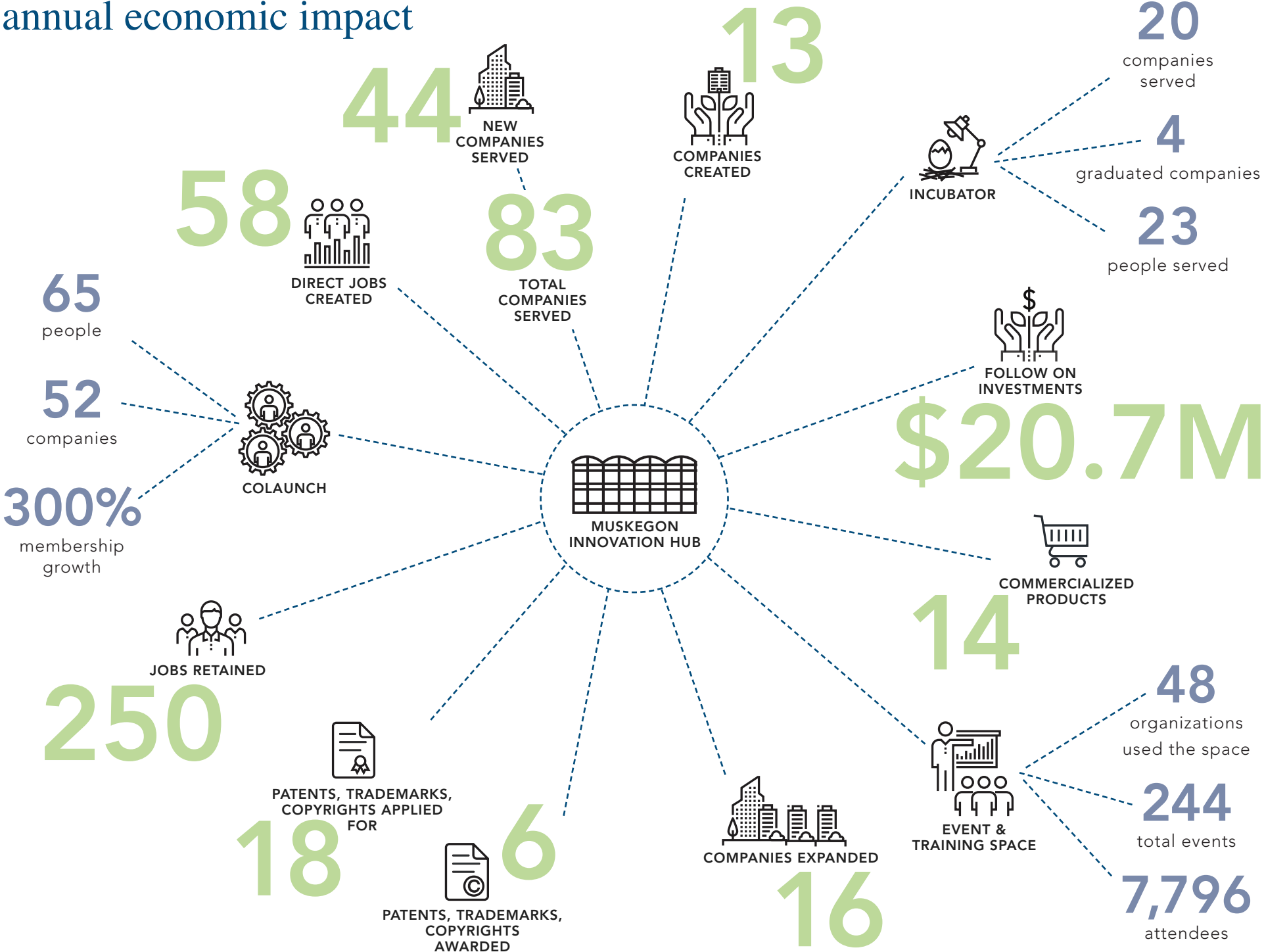
**Mike Franzak**  
City of Muskegon

**Renae Hesselink**  
Kitchen 242/Nichols

**Melissa Wikman**  
Muskegon YMCA

**Jennifer Wardrop**  
Grand Valley State University

annual economic impact



# programs and events

## Hub Programs/Events

### Marketing Mondays –

Once-a-month seminars that provide valuable tools, techniques and knowledge to help small businesses effectively engage with customers and increase sales revenue.

### Launch Lecture Series –

Semi-annual lectures providing insights, ideas and experience that can help entrepreneurs grow their business.

### Entrepreneur Essentials –

Semi-annual free event where entrepreneurs have an opportunity to meet face-to-face with local business service providers.

### Ted Talk Tuesday –

An inspirational TED talk viewing, followed by a guided panel discussion with some of the area's most vibrant entrepreneurs.

### 5x5 Night –

West Michigan's monthly traveling pitch event where five contestants compete for \$5,000.

### Stuff the Hub –

The Hub opens its doors to celebrate national coworking day and give the public the opportunity to try coworking free of charge.

### Pitch Perfection –

Entrepreneurs hone their pitch in front of a panel of real judges, receiving real feedback.

### Annual Community Open House –

The community is invited to learn about our work, tour our facility, and hear about what we have planned for the year ahead.

## Members-Only Events

**Taco Tuesday** – A community-building lunch held once a month in our CoLaunch space.

**Hub Happy Hour** – A networking happy hour held once a month at The Hub to let members get to know each other in a fun, casual setting.

## Collaborative Events and Programming

### Business Resource Team

Resource Day

### Small Business Development Center

Business Workshops and Seminars

### Grand Rapids Opportunities for Women

Trainings

### Muskegon Inventors Network

Monthly Meetings

# resource partners

Michigan Economic Development Corporation  
[www.michiganbusiness.org](http://www.michiganbusiness.org)

Start Garden  
[www.startgarden.com](http://www.startgarden.com)

Business Resource Team  
[www.muskegon.org/section/business-resource-team](http://www.muskegon.org/section/business-resource-team)

Downtown Muskegon Now  
[www.downtownmuskegon.org](http://www.downtownmuskegon.org)

SCORE  
[www.muskegon.score.org](http://www.muskegon.score.org)

Grand Rapids Opportunities for Women  
[www.growbusiness.org](http://www.growbusiness.org)

Kitchen 242  
[www.kitchen242.com](http://www.kitchen242.com)

Muskegon Area First  
[www.muskegonareafirst.org](http://www.muskegonareafirst.org)

Muskegon Inventors Network  
[www.muskegoninventorsnetwork.org](http://www.muskegoninventorsnetwork.org)

Small Business Development Center  
[www.sbdcmichigan.org](http://www.sbdcmichigan.org)

Lakeshore Advantage  
[www.lakeshoreadvantage.com](http://www.lakeshoreadvantage.com)

Muskegon Angels  
[www.muskegonangels.com](http://www.muskegonangels.com)

Muskegon Lakeshore Chamber of Commerce  
[www.muskegon.org](http://www.muskegon.org)

Muskegon Community College  
[www.muskegoncc.edu](http://www.muskegoncc.edu)

Michigan Business Innovation Association  
[www.michiganincubation.org](http://www.michiganincubation.org)

Seidman College of Business  
[www.gvsu.edu/seidman](http://www.gvsu.edu/seidman)

### Rick Smith

CEO and Co-Founder,  
HyVIDA Brands, Inc.

"After moving back home to Muskegon, I found CoLaunch to be the ideal new home to incubate my latest venture. The facilities are outstanding, and the staff genuinely cares about the growth and vitality of the clients who utilize the CoLaunch space."

**Zach Hamilton**  
Situla LLC

*"CoLaunch/The Hub is on the forefront of an emerging lean start-up culture on the Lakeshore. I'm able to operate from a creative, professional environment with low overhead."*

**Jonathan Venlet**  
Modern Woodmen  
Fraternal Financial

*"I love having my office at The Hub! Having access to great events and like-minded people has been really helpful as I build my practice here in downtown Muskegon."*

**Leann Lyden**  
West Michigan Sustainable  
Business Forum

*"The Hub is a great place to be inspired. I have always felt supported by the CoLaunch members as well as the employees."*



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