

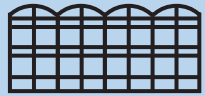
muskegon innovation hub

2020

annual report



GRAND VALLEY
STATE UNIVERSITY
MUSKEGON
INNOVATION HUB



MUSKEGON
INNOVATION HUB



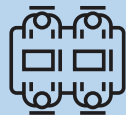
who we are

The Muskegon Innovation Hub (The Hub) is a business innovation nerve center that helps entrepreneurs and businesses achieve their true 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



Kevin Ricco,
Director



Tom Hopper,
Associate Director



Allison Dile,
Business Incubator Manager



Rose Bennett,
Administrative Coordinator



Thomas Hull,
Maintenance and Operations

from the director

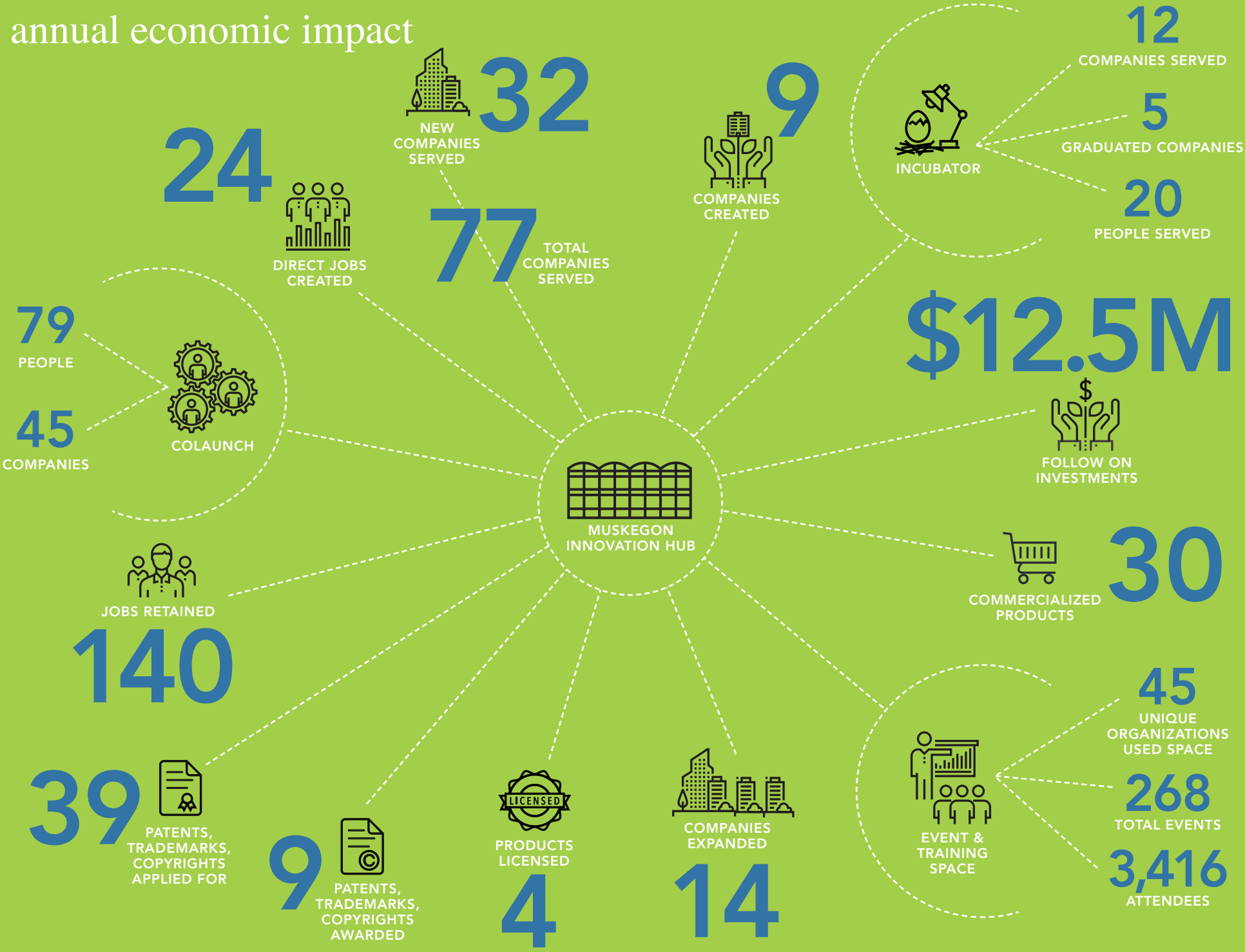
2020 will be remembered for many things, especially COVID-19 and its impact on our global community. We are living in a strange new world filled with unknowns, and none of us knows exactly what the "new normal" will be. The Hub has not been immune to these struggles. Our doors closed for nearly three months, our programming transitioned to an online format, and we remain in a state of financial flux due to the sagging economy. So, what's next?

First, let me assure the entrepreneurial community that we are here to serve you and help you navigate through this global crisis. We are here to help you find access to funding to sustain your business, and pivot your business model as needed to enter new markets and find new customers. We are also committed to providing the safest work environment possible by instituting many new health and safety protocols.

At the end of the day our strength lies in our community, and that is what we have here at The Hub – a community. We will survive and get through this crisis by helping and supporting one another. I am confident that the passion and persistence of the entrepreneurs and innovators we work with will pull us through this crisis, and that together we will enter an exciting new world full of opportunity.

Kevin Ricco, Director

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.

Enrich Your Pitch

A 2-hour workshop focused on helping attendees explore new ways to improve their pitch.

Innovator of the Year Awards

An award program that recognizes and celebrates the most innovative ideas on the lakeshore.

5x5 Night

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

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 Holiday Party

A festive potluck held annually to celebrate the holiday season.

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.

Hub Mastermind

A peer-to-peer mentoring group to help members solve problems with input and advice from other Hub members.

Town Hall

A quarterly gathering of our full membership and Hub team to address ideas for improvement, building updates, and member concerns.

member spotlights

SAFFE Furniture: SAFFE Furniture started in November 2019 with a single founder, and has grown to a seven person organization. We reached \$1.2 million in sales our first year and we are projecting more growth in 2021. None of this would be possible without the help, support and services of the Muskegon Innovation Hub.



Med 5/StomaCloak: The Hub's incubator program taught us how to implement best practices and create a successful corporation. As a result, our revenue has grown four times over the past year. We love the serendipity of the association and guidance of the Hub staff, the resources for businesses, and the positive friendships and encouragement of the other members striving for the same goal.



New School: In the past 12 months, New School has grown from a two-person start-up to a blossoming marketing agency with seven employees and more than 40 clients. We have increased our revenue by more than 900%, and merged with another Muskegon-based marketing agency to further strengthen our services. The facilities offered by The Hub make it easier for a company like ours to get off the ground and experience REAL success.



2020 lakeshore innovator of the year

The Lakeshore Innovator of the Year Award was created to share the volume and quality of innovation happening along the lakeshore, and to celebrate the success of this area.

Pete Hoffswell
Inventor of the Smart Brick



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colaunch

advisory committee

Ken Johnson

Waddell & Reed Financial, Inc.
and Muskegon City Commission

Cynthia Langlois

Muskegon Community College

Joe Finkler

Michigan Inventors Coalition

Jonathan Wilson

DTE Energy

Laurie Supinski

Start Garden

Bobby Fisher

West Shore Bank

Katherine Roskam

Varnum LLP

Jake Eckholm

City of Muskegon

Renae Hesselink

Kitchen 242 and Nichols

Julie Burrell

The Right Place

Jennifer Wardrop

Grand Valley State University

Mickey Wallace

Kemetic Kings Mentoring

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