

REGION 8

BEST SMALL BUSINESS BEST SMALL BUSINESS

Kyle Schwulst started ElectroJet in 2003 with a patent and a grant from the Department of Agriculture. ElectroJet designs and manufactures low cost electronic engine controls for non-automotive markets. The ElectroJet product reduces emissions, improves fuel economy and makes small engine products easier to start. This product performs the same task as larger automotive competitors but due to ElectroJet patented design, the cost is about 50% of any competing solution on the market.



**Owner, Kyle Schwulst
and the ElectroJet Team**

Kyle has been a client of the SBTDC since 2003. He enjoyed the success in developing the product but needed to go to the next level. SBTDC Business Consultant Dennis Whitney worked with Kyle to acquire alternative funding, establish marketing objectives and selecting a business location. Dennis successfully helped Kyle establish his business from a backyard pole barn to an industrial location. He successfully integrated Kyle into local business community and worked with him to obtain press coverage and other marketing and advertising tools.

In 2003, ElectroJet started with one employee and currently employs 5 full-time employees. ElectroJet now has three US patents, two global WIPO applications and has just filed in China, which will allow ElectroJet to manufacture in Michigan and export to China.

ElectroJet was awarded the Michigan Diversification Achievement in Advanced Manufacturer in Automotive Materials from Governor Granholm, Product Innovator from Michigan Business Review and was runner up for Technology Company of the Year from Automation Alley.



REGION HIGHLIGHTS REGION HIGHLIGHTS

Lansing Community College Region 8 has been engaged in numerous local, regional and statewide small business activities. Presentations were made to classes or student groups at LCC, MSU, and Cooley Law School. The Region also worked with many community organizations such as the Lansing Area Hispanic Business Association, South Lansing Business Association, and the IRS Small Business Advisory Committee.

Region 8 held an "Evening with the Experts" event for various local organizations and startup businesses. An attorney, CPA and a marketing expert presented and answered questions about the challenges of owning a business. This program attracted 112 attendees and is offered twice a year. Region 8 also coordinated the opening of a new Satellite Center located in Owosso at the Shiawassee Regional Chamber of Commerce, and employed a full time Business Consultant there.



Region 8 has worked diligently with banks and local funding organizations to help secure \$3,373,952 of financing for their clients to create or expand small businesses. The office also began a pilot program with the Michigan Economic Development Corporation (MEDC) to team with their account representatives working with technology firms.

	Number of Businesses Served	Existing Businesses Served	Businesses Started	Jobs Created	Attended Training	Percentage of Businesses Served Owned by			Capital Formation
						Female	Veteran	Minority	
Region 8	753	368	56	299	549	45%	8%	22%	\$10,759,715

Counties Served: Clinton, Eaton, Ingham, Ionia, Livingston, Shiawassee

Host Institution: Lansing Community College