



LendGR Program Client Checklist

Please complete the questions to determine your eligibility for business assistance from LendGR consultants.

Required:

1. Business has 25 employees or less: Yes No
2. The Business request meets program services: Yes No
 - Branding
 - Marketing material
 - Social media development
 - Market research
 - Competitor analysis
 - Copywriting and Content Creation
 - Business plan development
 - Cost and Cash Flow Analysis
3. The owner or someone in the senior management team will be available and accessible to the student consultant via virtual meeting and email/phone to answer questions and provide feedback: Yes No
4. Program Assistance will impact your business: Yes No

Preferred:

5. Business located in West Michigan: Yes No
6. Completed tangible solution will be implemented within 30 days: Yes No
7. Business is established: Yes No

If you answered “yes” to all the “required” questions (1-4), please complete the LendGR application and prepare to work with LendGR consultants.

All other potential clients please contact LendGR program manager before applying to discuss additional business requests and program eligibility.