



LendGR Program Client Checklist

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

Required:

1. Business located in West Michigan with 25 employees or less:
__Yes __No

2. Business is for profit entity: __Yes __No

3. The Business request meets program services: __Yes __No
 - a. Branding
 - b. Marketing Materials (logos, flyers, business cards, etc)
 - c. Social Media Strategy
 - d. Social Media Content
 - e. Search Engine Optimization
 - f. Market Research
 - g. Industry Analysis
 - h. Business Plan Development
 - i. Pitch Deck Development
 - j. Cash Flow Analysis

4. The owner or someone in the senior management team will be available and accessible to the student consultant to answer questions and provide feedback: ___Yes___No

5. Program Assistance will impact your business: ___Yes ___No

Preferred:

Are you currently a client of the SBDC:___Yes___No

Completed tangible solution will be implemented within 30 days:___
Yes ___No

If you answered **yes** to all the questions, 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.