Our programs here at The Hub continue to grow and change, even during the COVID pandemic. We have seen growth in our business incubator program, coworking space (CoLaunch), and participation in our special events. We have also seen a shift in the types of entrepreneurs who seek our assistance, and we have adjusted to accommodate them.

Our incubator and CoLaunch spaces have been at capacity with a waiting list for the last four years. To address this issue, we converted a training classroom into new staff offices and our administrative suite was repurposed to create seven new entrepreneur offices and new assigned desks. It has been less than a year since construction was completed; however, the new offices are full, and we still have a waiting list!

We also realize that the lakeshore artist entrepreneur community is underserved and needs more affordable studio space. Assisted by the guidance of local artists, we turned a 2,000 square foot industrial space into a working artist studio with five semi-private stalls. This space is now open for local artists to rent on a month-to-month basis.

Finally, we have always recognized that not all our entrepreneurs and community members work a strict 8 a.m. - 5 p.m. schedule. There are many occasions when having access to our building is necessary before 8 a.m. or after 5 p.m. So, starting in July of 2021, we changed our building hours to 7:30 a.m. – 6 p.m. It’s a small change, but one that has made a real difference to the community we serve.

We will continue to stay in tune with the needs of our entrepreneurs and do our best to make sure those needs are being met!
annual economic impact

- **46.5** people served
- **266.5** jobs retained
- **24** new companies
- **32** patents, trademarks, copyrights applied for
- **10** products licensed
- **14** companies expanded
- **82** people created
- **55** companies
- **24** new companies
- **28** new companies served
- **99** total companies served
- **18** people served
- **11** companies served
- **5** companies created
- **5** graduated companies
- **5** incubator events & training space
- **28** companies served
- **18** companies created
- **18** companies served
- **42** unique organizations used space
- **24** follow on investments
- **$13.1M** annual economic impact
- **32** patents, trademarks, copyrights applied for
- **10** products licensed
- **14** companies expanded
- **857** total events
- **60** total attendees

*In-person events reduced due to COVID-19 pandemic.*
HyVida: HyVida offers unique no-calorie, non-caffeinated energy drinks. As a Hub member, they developed a unique bottling technology and grew their distribution network nationwide. During the pandemic, HyVida’s e-commerce business doubled in size, their sales velocity at Meijer quadrupled, and they signed a distribution deal with Imperial Beverage. HyVida was also awarded their first patent and filed three additional patent applications covering the core chemistry of their drink, the use of their technology as a packing gas in aluminum cans, and for maturing the taste of wines.

Wimage: Wimage is a West Michigan-based educational technology company producing an app for young learners that includes a lovable animated robot puppet called “Wimee.” The app is normally licensed through libraries, schools, and other institutions, but with the pandemic, Wimage pivoted and created an online interactive show called Wimee’s Words, streaming more than 200 live shows directly to partners’ Facebook pages. Detroit Public Television contracted Wimage to develop and distribute a show for all PBS stations in Michigan. Wimage has now signed contracts for additional seasons, and launched on PBS New York City in October 2021. Talks with other PBS networks and Cartoon Network are ongoing.

Lambers Creative Studio & Marketing: Digital Nomad: Lambers Creative Studio and Marketing assists small businesses with the launch of their companies and provides digital marketing services. Lambers Creative has clients around the U.S., and owner Debra travels in a modified cargo van that functions as home and office for months at a time. Being an avid cyclist and hiker with flexible work hours, she explores majestic towns and back country roads across the country. CoLaunch has been a perfect home base for her. The open environment, conference rooms, kitchen, and office colleagues are the icing on the cake.
2021 lakeshore innovator of the year

Zaneta Adams, Founder/President of WINC: For all Women Veterans is this year’s Lakeshore Innovator of the Year. A military veteran herself, Zaneta created an online global network of over 5,000 women veterans who connect with one another and share stories of survival in order to reduce the rate of suicide among female vets. “WINC was founded to honor women veterans and encourage and empower them,” she said. “We want to restore women back to where they were before service or even better than where they were prior to their military duty.”