



Momentum Program 2025 – Eligibility Questionnaire

Please complete the following questions to determine your eligibility for business assistance through Momentum consultants.

The 2025 Momentum Program is made possible through a generous grant from **Battle Creek Unlimited** and the Small Business Hub, with support from the **Michigan Economic Development Corporation (MEDC)**.

Required Eligibility

1. 1. Business located in Michigan with 25 employees or less: ☐ Yes ☐ No
2. 2. Business is a for-profit entity: ☐ Yes ☐ No
3. 3. The business request aligns with program services (select all that apply):
 - ☐ Branding
 - ☐ Marketing Materials (logos, flyers, business cards, etc.)
 - ☐ Social Media Strategy
 - ☐ Social Media Content
 - ☐ Search Engine Optimization
 - ☐ Market Research
 - ☐ Industry Analysis
 - ☐ Business Plan Development
 - ☐ Pitch Deck Development
 - ☐ Cash Flow Analysis
4. 4. The owner or a senior management team member will be available to meet with student consultants, answer questions, and provide feedback: ☐ Yes ☐ No
5. 5. Program assistance will positively impact your business: ☐ Yes ☐ No

- If you answered **Yes** to all of the questions above, please complete the Momentum Application.
- If you did not answer “Yes” to all questions, please contact the Momentum Program Manager before applying to discuss additional business requests and program eligibility.

Additional Qualifying Criteria

To qualify, businesses or emerging entrepreneurs must meet at least one of the following:

6. 1. Small Business Disproportionately Impacted by COVID-19
 - A small business that can demonstrate a disproportionate negative economic impact as a result of COVID-19.
7. 2. SEDI-Owned Business
 - A business that is owned by a Socially and Economically Disadvantaged Individual (SEDI).
8. 3. Geographic Location
 - The business (either the owner’s or majority owner’s home address, or the business address) is located in one of the following areas:
 - 2015 CDFI Investment Tract
 - 2020 Qualified Census Tract
 - Rural Michigan counties, as defined by the Michigan Office of Rural Development (formerly the Michigan Office of Rural Prosperity, 2023).

📍 Eligibility Map:

<https://www.arcgis.com/home/webmap/viewer.html?webmap=23aae91890a844d894b0765469a35923&extent=-92.7489,41.4861,-76.5221,47.5117>

Contact

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