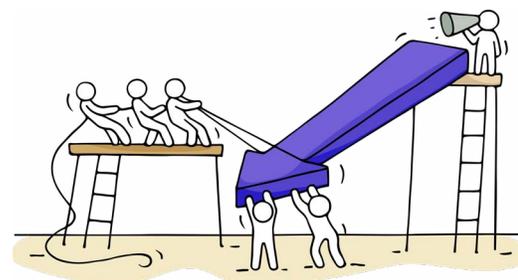


# COVID-19: Recovering from business interruption and moving forward

To help second-stage businesses navigate uncharted waters, the System for Integrated Growth<sup>SM</sup> (SIG) provides assistance with both current needs and evolving challenges, such as:

- How to evaluate your market position — and what competitors are doing.
- How to transition marketing and sales activities if your market position has changed.
- Managing personnel needs given changes in capacity.
- Projecting revenue and managing expenses given your current sales and marketing.
- Keeping tabs on the overall financial health of your business on a daily basis.



In contrast to Main Street businesses, the problems faced by second-stagers are unique. Second-stagers are resilient but they've had to find ways to operate differently. Addressing concerns for employee safety was their first challenge, followed by shoring up finances with disaster-relief programs. The next step is “what now?” In response, the foundation has readied SIG and its team of more than 30 specialists to help second-stage companies move forward.

The SIG program is not about consulting. Rather, it provides business owners with information and best practices to make educated decisions in light of their particular needs regarding employees, customers, and markets.

## Who should apply?

To participate in the SIG program, companies must:

- Be a for-profit, privately-held company based in Michigan.
- Typically generate annual revenue of between \$1 million and \$50 million.
- Typically employ between 10 and 99 full-time-equivalent employees.
- Have both the appetite and aptitude for growth.
- Provide products or services beyond the local area to regional, national or global markets.

## What to expect

**Fees** — Costs are covered by the Michigan Economic Development Corporation (MEDC) and subsidized by the Edward Lowe Foundation.

**Time commitment** — 8-12 hours spread over about two months.

**Focus areas** — HR (recruiting and retention as well as compliance), operations and supply chain, accounting and finance, global trade, sales and marketing, succession planning, secondary market research, online marketing and customer prospecting.

**Getting started** — Visit [Michigan.SystemForIntegratedGrowth.org](https://Michigan.SystemForIntegratedGrowth.org) to fill out an application. Companies will be asked to provide revenue and employment figures. You'll also be asked to list where assistance is needed. Contact Lois Brinkman ([BrinkmanL2@michigan.org](mailto:BrinkmanL2@michigan.org)) for more information. This program is a collaboration of MEDC and the Edward Lowe Foundation.