

MACOMB INCUBATOR

Technology Advancement SmartZoneSM* of Sterling Heights

A new driver in business innovation and job growth for Michigan



What is a Business Incubator?

A business incubator provides access to resources necessary to get your business ready to succeed. Connecting start-ups with everything needed from cubicles to consultations. From investors to inventors, incubator programs can become a clear map on the long road from starting up to moving up. The key is providing business support, resources and experienced entrepreneurial knowledge to business innovators.

An incubator also is a great financial resource for big dreams with small budgets. Through minimizing start-up expenses and leveraging shared costs, companies can protect limited financial resources that could be better used for initial sales, networking and building relationships.

Our INCubator

The goal of the Macomb-OU INCubator is to create jobs and advance the development of defense, homeland security, alternative energy and advanced manufacturing businesses by offering entrepreneurial resources, business solutions, access to student interns and proactive support to businesses at every stage, from start-ups to large organizations seeking to spin-off new intellectual property.

Located in Sterling Heights, Michigan, in the center of Macomb County's defense corridor, the Macomb-OU INCubator is designated by the Michigan Economic Development Corporation as a SmartZoneSM for new business development.

Through the INCubator, corporate partners, Macomb County and the City of Sterling Heights, provide commercialization, capital investment assistance and business incubation for a modest cost, while drawing on a wide range of resources from Oakland University, the community and government agencies.

ideas

*We assist in the development of a successful client company by helping you **prepare**;*

Pinpoint what you need to get started

Research your potential market

Enable you to focus on growing your business

Promote your business through networking

Assist in securing financing and capital

Reduce overhead start-up costs

Engage senior executives in mentoring your company

Client Company Program

Bring your desk knick-knacks. We have the office space to hang your framed accomplishments.

As a Tenant Client Company, individuals and corporations lease space and have access to all of our business support services. Providing you with not only a location to reside, but also a place to focus on growth and development.

If an official parking spot is not your style, there is still an option for you. As an Affiliate Client Company, you can access on-site and virtual commercialization services.

Wherever you set up shop, the incubation period for a new business can range from 2 to 5 years.

County Connections

Macomb County is positioned to capitalize on the growing industries of: defense, homeland security, alternative energy and advanced manufacturing. With a rich history in manufacturing and a skilled workforce, Macomb County is the perfect place to house our INCubator.

The City of Sterling Heights, Macomb County and Oakland University have aligned their talent and resources. Through collaboration and a structured business services environment, client companies and corporate partners create a harmonious circle of growth and expansion.

As the world begins to concentrate on new technology, the Macomb-OU INCubator is well positioned to provide the necessary resources and experienced business leadership to move companies from the concept stage, through innovation and onto successful growth.



innovation



Corporate Partner Program

The overarching concept of the Corporate Partner Program is to create a win-win for sponsors and INCubator clients. Corporate sponsors gain valuable access to developing new clients, while INCubator early stage client companies get access to high quality professional services at affordable rates. There is a lot of legwork necessary in assisting with the growth of our start-ups. Corporate partners are of tremendous help to our client company community by providing the important knowledge and expertise necessary to build successful Michigan companies.

Corporate partners are recognized as donors to Oakland University, have an opportunity to serve on advisory boards and most importantly, can help provide entrepreneurs and up-and-coming INCubator client companies with direct business development assistance.

Corporate partners also support the INCubator through annual sponsorship gifts and reduced fee professional services that enable the INCubator to create a high quality resource and referral network for all INCubator companies.

In addition to other benefits, the participating firms have preferred access to tenants and affiliate member clients of Macomb-OU INC. Depending on the sponsorship level selected, corporate partners are invited to serve on various advisory councils.

growth



National figures suggest four out of five life science start-ups will fail within the first five years without access to the capital, business assistance and mentoring typically available in a business incubator.

Kitchen Cabinet Advisory Board

Incubators around the country have used experienced executive mentors as coaches to develop companies and assist in obtaining capital investment.

At the center of our INCubator program is our Kitchen Cabinet Advisory Board. It is where your business will meet with 10-12 innovative minds to discuss where you are, where you want to be and how to reach that goal.

The Macomb-OU INCubator created a KCAB program designed to assist its client companies with strategic planning, financial management and reaching its business goals. This concept has already proven successful in several other incubator facilities nationwide. The volunteer based Macomb-OU INC Kitchen Cabinet Advisory Boards commit to meet with the client company founders and management team members for a quarterly review of company milestones, product development and financial progress.

collaboratory



Bringing You More Answers in Less Time

The Collaboratory at the Macomb-OU INCubator is a unique decision support system environment that empowers work teams to simultaneously brainstorm information and foster collaboration, categorization, prioritization and consensus building. Working towards your goals, in a completely digital format, no note taking required.

No matter what goal you need to accomplish, no matter how many personalities are trying to accomplish this goal, the Collaboratory can help your team make a decision.

Open to All

Client companies of the INCubator may have the insider advantage when it comes to Collab use and rates, but external companies also are welcome.

Session rates include pre-planning, session hosting and facilitation, post-session wrap up, including copies of all report documents produced during the session. Both full and half-day rates are available.

Whether you are an entrepreneur with a start up or a Fortune 500 company, if you're looking for an answer, we invite you to find it in the Collab.