

2020 IMPACT REPORT

CMURC is a professional coworking space with accelerator programs focused on product and strategic development for entrepreneurs to positively impact the economy in the Great Lakes Bay Region. It brings together local, regional and statewide partners to accelerate the success of entrepreneurs, growing businesses and jobs by leveraging the resources of Central Michigan University, the Mount Pleasant SmartZone, and the Michigan Economic Development Corporation.

As one of 21 Michigan SmartZones, CMURC was created to promote collaborations between universities, industry, government and community, growing technology-based businesses and jobs.

Economic Impact

In 2020, CMURC served 556 unique companies, which directly led to the creation of 65 new companies, 373 new jobs and \$3,454,920 in investment. In addition, 644 connections between companies were facilitated with 148 results.

Companies Served	Companies Created	Jobs Created	Capital Raised	Connections
556	65	373	\$3,454,920	644

Programs

Right Choice: Competitive, milestone-based program designed to bring entrepreneurs from idea phase to commercialization. The expectations are high and dedicated time and effort is required to be successful. Partner with Small Business and Development Center based on unique client needs. Beginning in 2013, 251 entrepreneurs received support in phase 1, with 101 progressing to phase 2, 50 companies advancing to phase 3, resulting in 58 products with sales.

CMURC Exchange: Proprietary crowdfunding website that allows friends, family, and community to donate to local entrepreneurs. Since 2013, entrepreneurs have raised over \$139,000 to accelerate their business.

Virtual Passport: Collaborative program that gives early stage entrepreneurs access to professionals, mentors, and individuals willing to collaborate in a mobile app or web-based Connectivity Portal. This program is in close partnership with the Mount Pleasant Area, Midland Area, Saginaw County, Bay Area and Gratiot Area Chambers of Commerce to give entrepreneurs access to discounted Chamber memberships.

Innovation Partner: Corporations and individuals passionate to support local entrepreneurs and help build an innovation strategy, mentor and contribute to a community of transformation in the heart of the region.

Mentor: Connects new business ventures with experienced and successful community leaders to support, facilitate and navigate through the regional business environment.

Space

Entrepreneurial CoWork: Individual memberships available for anyone who wants to join the entrepreneurial ecosystem and have access to space.

Professional CoWork: Where entrepreneurs and service providers come together, and the place where professionals can expand their business footprint with a designated office.

Corporate CoWork: For corporations that are looking to engage with the entrepreneurial ecosystem, along with wanting off-site meeting space.

SmartZone Development Fund: To encourage development within the designated 300-acre Mount Pleasant SmartZone District, CMURC sets aside 50 percent of the rent collected from all incubated anchor tenants during their lease for building development costs.