

EC

The
Entrepreneurship
Center at  Washtenaw
Community College

ec.wccnet.edu

The EC Team

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here are some ways to reach us!

ec.wccnet.edu | email entrepreneurship@wccnet.edu | phone 734-249-5880

fill out our [business assistance request form](#)

Our Mission

The Entrepreneurship Center at Washtenaw Community College is a welcoming resource hub that supports individuals in developing their entrepreneurial capacity. Through thoughtful conversations, partnerships, and programs, those at the college and in the surrounding communities are inspired and driven to actively grow their ventures as professionals, social innovators, or business owners.

What does the EC do remotely?

EC Services: Working with Student and Community, New Entrepreneurs

Paused services

- Free Coworking Space
- On-campus Free Workshops and Events
- **Boot Camps** (resources available: Photography, Digital Video, Writing, Graphic Design, Music, HVAC, Child Care)

Ongoing services

- **Virtual One-on-One Consultations**
- **Free Webinars**
- **Our Newsletter**
- **Virtual Meetings with our Entrepreneurs-in-Residence**
- **Virtual Startup Business Research Help**
- **Business Resource Guide**
- **Our annual Pitch @ WCC**

Highlights: Working with Student & Community, Main Services



THE EC TEAM IS HERE!

We are continuing our work of supporting on-campus and off-campus entrepreneurs and small business owners through online and phone communications, while our coworking space on campus is closed.



SUBSCRIBE

Subscribe to EC's newsletter for event updates and campus, local and regional business resources, delivered straight to your Inbox.



STARTUP BUSINESS RESEARCH HELP

Our business librarians are ready to help remotely with Startup Business Research Help, while our in-person consultations are on pause.



TALK WITH AN EXPERT

Get free individualized coaching with one of our local entrepreneurs. Consultations on topics such as: Marketing, Idea Validation, Networking, Customer Discovery, Pre-Business Plan Writing, and Coaching for Creatives.

EC Services: Working with Faculty

Ongoing services

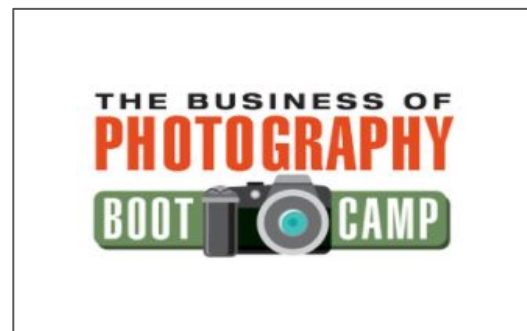
- EC virtual class 'tours'
- Collaborative webinars in faculty's department or field, particularly for capstone classes
- Planning for future on-campus all-day **Business Boot Camps** for specific departments (2021 - 2022)
- Book business professionals to speak in virtual classrooms
- Provide entrepreneurial resources, such as the web version of the book **'The Entrepreneurial Classroom Series'**

Paused services

- On-campus EC class tours
- On-campus Free Workshops and Events

Highlight: Working with Faculty, Boot Camps

Designed with WCC faculty partners to support departments on campus that produce entrepreneurs, freelancers and small business owners.



EC Services: Working with Local Businesses, COVID Grant Committee Work

- EC Director invited on March 18th to sit on committee with county partners to help **disburse emergency business grants under pandemic:**
 - Washtenaw Small Business Resiliency Fund
 - Michigan Small Business Relief Program
 - Washtenaw Small Business Emergency Relief Fund, including Song Foundation \$1 million fund
- Advocated throughout spring and early summer for microenterprise owners to receive financial support: **independent contractors, 'solopreneurs', underrepresented business owners, historically underfunded business owners, female, minority and veteran owners**



EC Services: Working with Local Established Businesses, Renew Business Training & Grant Program

Received **\$50,000 grant from SPARK and Washtenaw County Office of Community and Economic Development** to create programming due to negative COVID-related effects on local small businesses :

- Created [Renew Business Training and Grant Program](#), applications opened in November, promoted to Ypsilanti organizations, including Association of Businesses of Color, Parkridge weekly meetings; received 62 applicants
- Cohort will be made up of **minority, female or veteran business owners in 48197 and 48198 zip codes**
- Program includes
 - 10-week training course facilitated by Detroit Build Institute facilitator
 - \$2500 business grant
 - Peer group meetups led by business mentor
 - Technical business support from EC and partners



EC Milestones

March - December 2020,
Under Remote Operations

EC Milestones // March - December 2020

- Presented and **won \$23,000 at NACCE's Pitch for the Trades** for an HVAC Partnership Pipeline Project
- Invited to Washtenaw County's **BIPOC Steering Committee** and Ypsilanti's **Association of Businesses of Color** to address needs of business owners of color
- **Summer programming for YCH students** through Upward Bound
- Received **grant support** to continue the Entrepreneurs-in-Residence program
- Organized **WCC student recruitment** for **SPARK's Student Trek**
- Committee work and **WCC student recruitment** for inaugural Ann Arbor Entrepreneurs Fund **DEI Tech Internship program for students of color**

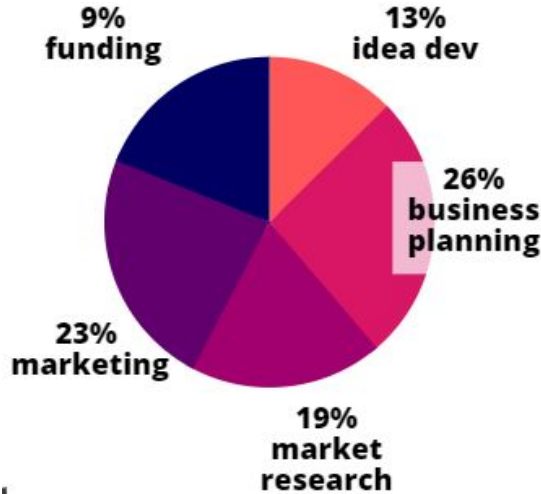
Who does the EC support?

EC Metrics - July 1, 2019 - June 30, 2020

Most Common Business Categories

FOOD
ART
HEALTH
CONSULTING
COACHING/SPEAKING
EDUCATION
DIGITAL MEDIA
NONPROFIT

Resources Requested



Stage of Business

37%

Thinking of Starting

32%

In Process of Starting

17%

Operating Less Than One Year

14%

Operating 1-5 Years

7%

Operating More Than 5 Years

Number of intakes:

Number of intakes Jul - Dec '20: 139

303

INCLUDING 40 DURING REMOTE OPERATIONS

EC Metrics - July 1, 2019 - June 30, 2020

NUMBER OF ENTREPRENEUR-IN-RESIDENCE APPOINTMENTS

149

(108 IN-PERSON, 41 REMOTE)

PITCH@WCC 2020 APPLICANTS

92

\$19,000 +
AWARDS GIVEN
FROM 2016-2019

EVENTS & WORKSHOPS
HOSTED BY THE EC

39

ALL EVENTS WERE HELD VIRTUALLY AFTER MARCH 15

Additionally, 15 webinars were held between July to December, 2020

Our Entrepreneurs



“(Entrepreneur-In-Residence Roach) has opened up a well of possibility inside me to have the confidence and courage and see beyond my limited perception of what is available to me even with the degrees I have,” Reed said. “She has stretched, and is continuing to stretch, all the confidence I lost in the midst of being abused.” - **Delphine Reed** ([WCC On The Record article here](#))




“The EC has helped me in so many ways, including research for my business as it’s a very particular segment and population. They also have inspired me to do more and go for more in my business! Just a few months ago, I won the Pitch@WCC competition and it was great!” - **Shanell Smith**



“The Entrepreneurship Center honored my business upon its grand opening. They also had me come out as a vendor for a show they held on campus that allowed me to meet and pass out business cards to the local public and those on campus. I’ve had the ability to also be the MC (Emcee) of the very first Pitch@WCC event.”
- **Aaron Richison**

EC Webinars Mar - Dec 2020: Partner organizations and audience impact



Growing Hope for food entrepreneurs


UM optiMize for social entrepreneur teams

EMU Upward Bound/Washtenaw County My Brother's Keeper for Ypsilanti residents

YMCA Bizology Camp for county middle schoolers

Ypsilanti District Library for City of Ypsilanti and Ypsilanti Township entrepreneurs

WCC's Michigan Community College Gender & Sexuality Conference LGBTQIA business owners panel, for community college students



'Pricing Your Artwork' workshop, with **WCC HSBS Division**, for WCC art and DMA students

Four-part series on '*How to Start and Optimize Your Business*' with **WCC BCT Division**, for WCC business and entrepreneurship students

Four-part series on '*Success Tools Webinar Series: Strategies for the Small Business Owner*', with **WCC Corporate and Lifelong Learning**, aimed at WCC alumni and noncredit students

'The New Office: Success Strategies for Working Remotely', with **WCC's Career Transitions and The Learning Center**, for WCC staff, students, faculty and staff

EC Events // 2021

- Panel event showcasing **business strategies with local minority business owners**, with Ypsilanti District Library
- Webinar with Lake Trust Credit Union on **addressing the digital divide** for under-resourced business owners
- **Serendipity audio interview series** with our clients and local entrepreneurs
- Collaborative virtual information session on Michigan Women Forward's **microloan program for women business owners** in Washtenaw County

Thank you for helping the EC support student and community entrepreneurs and businesses!

Read more here for Press Coverage on EC events and programs

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