

## LANSING REGIONAL SMARTZONE

The Lansing region is rich with the resources that fuel successful business.

The Lansing Regional SmartZone<sup>SM</sup> is focused on business attraction, creation and expansion in the fields of life sciences, advanced manufacturing, homeland security and information technology.

We provide the support services and access to capital needed to build high tech companies. We empower entrepreneurs to build successful technology businesses that improve the quality of life for people across the country and around the world. The SmartZone is a dynamic organization of leaders from all backgrounds and business sectors. Together, these visionaries are combining their talents and energy to transform the Lansing region into a high-technology powerhouse.

The SmartZone seeks to stimulate the growth of technology-based businesses in the Lansing region with support from the cities of Lansing and East Lansing, in partnership with Ingham County, MBI International, Michigan State University, the Michigan State University Foundation, the University Corporate Research Park and the Lansing Regional Chamber of Commerce.

The intent of the SmartZones program is to stimulate the growth of technology-based businesses and jobs by aiding in the creation of recognized clusters of new and emerging businesses. Specifically, those primarily focused on commercializing ideas, patents and other opportunities surrounding corporate, university or private research institute R&D efforts.

### THE LANSING REGIONAL SMARTZONE OFFERS:

- Network of business, professional and technical services
- Access to university resources, including technical research equipment and laboratories
- Linkages to sources of knowledge and expertise via the university and private industry resources

- Access to capital
- Market research
- Incubation, office, dry and wet lab space
- Business development services and resources that are technical, managerial, financial, legal or intellectual in nature, specific to the emerging businesses' needs
- Commercialization assistance
- Coaching and mentoring
- Preparation for access and presentations to investors

### RESOURCES AVAILABLE WITHIN THE LANSING REGIONAL SMARTZONE

- **Michigan State University (MSU):** This research-intensive land grant university is known for its life science and advanced engineering research. MSU offers research and resources rich for life sciences, as well as basic and applied studies in the physical, natural, and social sciences.

MSU Technologies - MSU has recently formed the office of MSU Technologies to lead commercialization efforts at MSU. The organization will harness commercial talent and leadership to transfer MSU's discoveries and innovations to industry.

- **Bio-Business Incubator of Michigan (MBI International):** Located in the University Corporate Research Park is a premier biotechnology institute. MBI International works with individuals, industry and government to develop technologies and commercialize technologies. The focus is on processes that are bio-based and environmentally friendly and safe.

- **East Lansing Technology Innovation Center (TIC):** TIC offers space and resources for the growing number of technology-based small businesses in the Lansing area. Located across from MSU's campus in the heart of Downtown East Lansing, the TIC serves as an incubator for high technology businesses and facilitates the development of a technology-based economy for the mid-Michigan region. The TIC features over 7,000 square feet of newly renovated, affordable, loft-style office space, and provides it tenants with the use of conference rooms, signage and logos, information technology services, mail room/copier services, training, funding sources, mentoring and a network of professional advisors.
- **Michigan Small Business Technology Development Center (MI-sbTdc):** Provides services and support to the Michigan small business community in the areas of counsel, training, research and advocacy.
- **Michigan Technical Education Center (M-TEC):** Assists regional business and industry by proactively training workers in core applied processes defined by the area businesses.

#### **SMARTZONE CONTACTS**

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[Click here](#) for a map of the Michigan SmartZone network.