

# WELCOME



**TRAVERSE  
CONNECT**

ECONOMIC  
STRATEGY  
SESSIONS

BUSINESS BOOTCAMP

## ACCESSING CAPITAL & INVESTING IN LOCAL BUSINESSES

APRIL 13, 2022

8:30 - 10:30 AM

DELAMAR TRAVERSE CITY

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## ECONOMIC STRATEGY SESSION I

### ACCESSING CAPITAL & INVESTING IN LOCAL BUSINESSES

**One of the biggest challenges facing small business owners and entrepreneurs has been and continues to be the inability to access sufficient credit and capital.** Many business owners are turned down for financing because they are not prepared with a comprehensive financing proposal. Many financial institutions are not willing to finance new ventures, and the options for businesses to access capital are limited. Join this discussion of strategies for success in obtaining financing for your business by knowing what information lenders and investors require to approve financing, as well as the various options and avenues to pursue.

**Conversely, have you ever wondered how to support startups?** More Americans than ever before are investing in startups and small businesses - an option that wasn't available to everyday investors until recent laws opened the equity crowdfunding market in America. Learn how you can invest in local entrepreneurs and how you can put your dollar to work for our local economy.

### ABOUT THE ECONOMIC STRATEGY SESSIONS

The Economic Strategy Sessions are an initiative by Traverse Connect to engage high-level investors, community leaders, and business owners with the key pillars of our region's economic development strategy, and to provide clear and transparent leadership and guidelines for the growth of our region's entrepreneurial ecosystem. Held three times annually, the 2022 Economic Strategy Session event series is focused on **Business Bootcamp** resources. These presentations and discussion forums are for anyone that wants to gain insight into particular areas of concern that affect multiple industries, such as accessing capital and funding growing businesses, family-business succession planning, supplier/vendor relations, and talent acquisition. The events are co-hosted by 20Fathoms and TCNewTech.

We're excited to bring this event series back in person to allow for networking to facilitate convergence and collisions between our small business owners, entrepreneurs, and the region's stakeholders, legislators, and legacy business owners.



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## MODERATOR



**Mandy Sentieri**

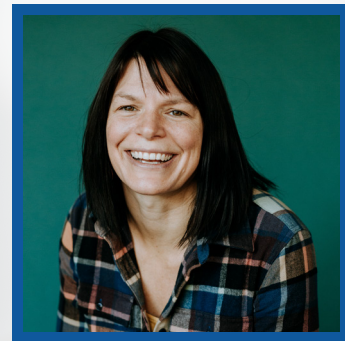
Chief Financial Officer | Traverse Connect

## PANELISTS



**Bill Myers**

CEO & Director | Promethient



**Kate Redman**

Project Director & Co-Founder | Commongrounds



**Jody Trietch**

Chief Financial Officer | Boomerang Catapult  
Executive Director | Northern Michigan Angels



**Sid Van Slyke**

Senior Vice President & Market Lender | West Shore Bank