



# SMALL BIZ BOOST

## INITIATIVE OVERVIEW

Detroit Means Business (DMB) has recognized, through the substantial response to its Business Assistance program, the critical need for digital services within Detroit's small business community. In response, the Small Biz Boost initiative offers financial support as a key solution for addressing technical needs. This initiative is designed to meet businesses where they are and propel them to the next level of growth.

We have established three distinct pathways for small businesses to receive support:

- 1. Website Development (13 projects)**
- 2. Mobile App Creation (4 projects)**
- 3. Digital Operational Support (25 projects)**

Each pathway is crafted to transition businesses from a non-digital state to leveraging innovative technologies that foster growth. This funding support is application-based, requiring interested businesses to apply and contribute a portion of the project cost, with DMB subsidizing the remaining expenses.

To enhance the program, DMB has formed partnerships with Journi, a local organization that focuses on workforce development and skill trades for high school students, and with Best Practices Consulting Services, which brings over 16 years of expertise in providing technical support to economic development agencies. Best Practices Consulting Services specializes in assessing automation and digital integration needs to address labor shortages and boost operational efficiency in distressed areas.

Business owners are required to cover 60% of their project costs. DMB will provide funding for the remaining 40% of the project costs. Payments to service providers should be made directly by the business owners.

For more information regarding this initiative, visit: [bit.ly/SmallBizBoostApplication](https://bit.ly/SmallBizBoostApplication)