There is no better time than now to get your business idea off the ground!

Do you have an idea or a problem that needs to be solved? A product that needs to be created? Have you had an idea for a business that you’ve been itching to make a reality? Do you feel that with a little guidance, you’d be able to finally launch your concept? If this sounds like you, then First Path is the perfect fit!

Join Southwest Michigan First and program partner Plywood People for a nine-week journey to help you decide in which direction you should take your idea. This course will give insight into the “who, why and how” to build your business. Designed to help problem solvers and entrepreneurs, you will not only be introduced to a community of support, but you’ll also get a chance to workshop your business idea.

This program has been intentionally created to cultivate a diverse ecosystem that reflects our community. We encourage anyone and everyone with an idea to take the leap to apply.

Are you ready to take the leap? Let’s find out together.

LEARN MORE AND REGISTER AT SOUTHWESTMICHIGANFIRST.COM/EVENTS/FIRST-PATH

2021 Session Dates | 6:30 pm-7:30 pm
September 21 October 26
September 28 November 2
October 5 November 9
October 12 November 16

Cost
$150 (Need-Based Scholarships are available)

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PLYWOOD Process

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ONE PARTICIPANT’S JOURNEY

“The great thing about the First Path program is, one, they make sure that you are philosophically aligned with what it is you’re doing. Two, that it is unique, and it’s meeting a need. And three, that you’re working with peers who have ideas that can help you think bigger. So you’re all...you’re constantly in a process of thinking bigger. And not only is it the facilitators, but your other peers that have maybe done it, have maybe not done it before, but just their ideas are constantly reminding you of things that may not be top of mind. So, First Path just expands your thinking about your project and helps keep you, I don’t know, it keeps your perspective fuller.”