First Path

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

Do you have an idea for a business that you’ve been itching to make a reality? Or maybe a product that needs to be created? Do you feel that with a little support and some brainstorming, you’d finally be able to launch your business? 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 which direction you should take your idea. Not only will you be introduced to a community of support, but you’ll also get a chance to workshop your business idea. You will learn from leading social entrepreneurs and have the opportunity to give and receive feedback from your peers throughout First Path.

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

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.”

Meet Kimberly McCoy

Graduate of First Path 2020