

# FIRST PATH

## 2022 Session Dates | 6:30-7:30 PM

September 21	October 26
September 28	November 2
October 5	November 9
October 12	November 16
October 19	November 30

Cost - \$200

(Need-Based Scholarships are available)

In Partnership With

**PLYWOOD**

LEADING A COMMUNITY OF  
STARTUPS DOING GOOD

## 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 ten-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](https://southwestmichiganfirst.com/events/first-path)



MEET **CHERUBA DHANARAJ**  
FIRST PATH GRADUATE

## ONE PARTICIPANT'S JOURNEY

*"I think the major piece is your narrative — your story behind the business, behind the passion. The program gave me a lot of clarity on that. And the second piece was people. People are very important period. In terms of networking and giving you the community that is required to make this dream possible. One of the things First Path asked us to do is consider: what is one thing that you will do to help you move closer to your goal? Every week, I'm always thinking about that question."*

— Cheruba Dhanaraj

TO LEARN MORE ABOUT FIRST PATH,  
CONTACT KELSEY MCKAGUE AT 269.553.9588

southwest michigan  first  
THE GREATEST FORCE FOR CHANGE IS A JOB