

2022 IMPACT REPORT

CMURC is a professional and diverse coworking space with accelerator programs focused on product and strategic development for entrepreneurs to positively impact the economy in the Great Lakes Bay Region. It brings together local, regional and statewide partners to accelerate the success of entrepreneurs, professionals, and corporations by leveraging the resources of CMU, and the Mount Pleasant and Midland SmartZones. As one of 20 Michigan SmartZones, CMURC was created to promote collaborations between universities, industry, government and community, growing technology-based businesses and jobs.

Economic Impact

In 2022, CMURC served 508 space and program clients, with 356 of those being CoWork members. This directly led to the creation of 28 new companies, 84 jobs and \$4,280,295 in investment. In addition, 185 connections were facilitated leading to 47 results.

Companies Served	Companies Created	Jobs Created	Capital Raised	Connections
508	28	84	\$4,280,295	185

Since 2017 through December of 2022, CMURC served 1,588 unique companies, which directly led to the creation of 508 new companies, 1,977 new jobs and \$48,894,808 in investment. In addition, 4,283 connections between companies were facilitated with 726 results.

Space

Entrepreneurial CoWork: Individual memberships available for anyone who wants to join the entrepreneurial ecosystem and have access to space.

Professional CoWork: Where entrepreneurs and service providers come together, and the place where professionals can expand their business footprint with a designated office.

Corporate CoWork: For corporations that are looking to engage with the entrepreneurial ecosystem, along with wanting off-site meeting space.

Programs

Right Choice: Milestone-based program designed to bring entrepreneurs from the idea phase to commercialization. In 2022, the Right Choice program was upgraded to a new learning management platform. With this update, all members of CMURC have access to the Right Choice program.

Accelerator: Entrepreneurship and innovation program for high tech start-ups for Michigan-based entrepreneurs that assist in building business structures around technology, conducting product development and helping secure financing.

Community

Virtual Professional: Collaborative program that gives professional service providers access to engage and connect with the CMURC community.

Innovation Partner: Corporations and individuals passionate to support local entrepreneurs and help build an innovation strategy, mentors and contribute to a community of transformation in the heart of the region.

Impact Day: Introduced in 2022 as part of CMURC's Inclusive Entrepreneurship Initiative. Impact Day is where Advise ME and Connect ME sessions are held quarterly. Both sessions encourage community members to connect and discuss challenges while exposing individuals to new networks.