



## 2024 MEMBERSHIP GUIDE

SURGE is a hub for product and technology startups. We equip founders and their teams with the tools and resources to launch and grow successful companies. From concept to commercialization, our membership includes access to customized programs, a network of seasoned mentors, and a community of like-minded innovators.

Located in the heart of beautiful downtown Holland, The SURGE Center is a startup hub that offers open coworking, conference rooms and community space. And there are restaurants, pubs, and coffee shops just steps away.

[amanda.chocko@lakeshoreadvantage.com](mailto:amanda.chocko@lakeshoreadvantage.com)

p 616.772.5226

## Spotlight Your Startup

Elevate your brand's visibility with company features in press releases and recognition on social media. Highlight your logo and get a direct link on the Lakeshore Advantage website, driving traffic and credibility to your business.



# THE SURGE Center

As a member of SURGE, you are part of a growing community of individuals who get excited about startups, innovation and want to be part of a thriving ecosystem. Being part of that community entails not only moving your own ideas forward, but also contributing by being actively engaged, showing up, and giving of your own talents, skills, and wisdom. We are glad you are here! SURGE Membership benefits include:

- A welcoming environment where you can work side by side with other entrepreneurs, innovators and thought leaders.
- Access to conference rooms and private phone booths for important meetings.
- Really great coffee to keep you sharp throughout the day.
- High Speed Fiber Internet to help you stay connected.
- Access to member exclusive SURGE programming and resources.

## MONTHLY MEMBERSHIP

SURGE offers various tiers of membership to meet your team's size and needs.

All SURGE Memberships include:

- Business mailing address
- Hot-desk space
- Conference room access
- Sound-proof phone booth access
- Coffee
- Wellness Room access

To help foster community, all members are expected to attend at least one SURGE event or program per month.

### MEMBERSHIP TIERS:

**Startup Member - \$100/month**

Startups with 1-2 team members

**Startup Team Member - \$200/month**

Startups with 3 or more team members

**Remote Tech Worker - \$250/month**

West Michigan residents working remotely for a technology-based company hoping for a change of scenery from your home office

*\*24/7 Access available for an additional fee. Inquire with the SURGE team for more information.*



[www.lakeshoreadvantage/entrepreneurs](http://www.lakeshoreadvantage/entrepreneurs)

WELCOME TO THE SURGE COMMUNITY!



# WHY SURGE?

## STARTUP PROGRAMMING AND RESOURCES

From concept through commercialization, SURGE offers programs and resources that will help entrepreneurs launch and grow successful companies. Membership Includes:

### Business Starter Kit

- Fast-track your startup with assistance in incorporation, registration, and setting up your bank account.
- Navigate legal and financial landscapes with expert consultations from attorneys and accountants.
- Free access to Secret, a marketplace that provides entrepreneurs with discounted access to software products (including Notion, Airtable, AWS Activate and more), amazing SaaS deals, unique content, and SaaS experts.

### Business Coaching and Accountability Sessions

Stay on the path to success with monthly goal setting, accountability, planning, and guidance in tackling critical business issues.

### Member Focused Social Gatherings

Free access to regularly scheduled Happy Hours, Coffee Talks, and member-led workshops designed to help you connect with other community members.

### SURGE Start-Up Clinics

SURGE Startup Clinics are peer-to-peer monthly sessions where you will develop trusting relationships with other founders. Facilitated sessions will give you the opportunity to share experiences, discuss current challenges and keep each other accountable.

### Whiteboard Strategy Sessions

Innovation is the key to growth. SURGE partners will lead you through an efficient and creative brainstorming session on topics including cost reduction ideas, product concepts, technical design/problems, business development, team goals, and process mapping. Get the momentum and BOOST you have been craving on your project or idea.

### Mentor Network

SURGE mentors are a network of individuals with experienced backgrounds in many industries. SURGE startups can meet one-on-one with SURGE mentors to seek advice on marketing, public relations, software and product development, design, engineering, raising capital, accounting, business strategy and legal matters.

## **SURGE Credits\$ and Discounted Services**

The SURGE Service Provider Network is made up of local service providers who offer discounted services to SURGE startups. Get assistance in marketing, legal, engineering consulting and more! SURGE may contribute up to \$2500 in SURGE Credits to qualifying projects.

## **Business Accelerator Fund**

The Business Accelerator Fund (BAF) is a fund available through the state designed to help high-tech startups pay for services to achieve company milestones. Qualifying startups can receive up to \$75,000 towards services (incrementally).

## **SURGE Academy**

The SURGE Academy is an on-demand series of programming that gives SURGE entrepreneurs direct access to content, tools, templates, and resources to help grow their business. The academy will help your startup move from concept phase through commercialization. As you work through the content, you will connect with coaches and mentors for more support and accountability. Programs include:

### **Customer Discovery Program**

Customer Discovery is the process of defining and validating core business assumptions based on customer needs. Speaking directly to your potential customers is an important first step to prove that you:

- Have correctly identified your target market.
- Are solving a real pain point for your customer.
- Have a unique value proposition.
- Will have a viable business.

This self-guided program will give you a step-by-step framework to help you launch a business that resonates with your customers and better positions you for success. You will have access to SURGE mentors who will provide feedback and accountability throughout your journey.

### **First Customer Program**

The First Customer Program is designed for early-stage startups that have validated their concept and are ready to start selling. The content is designed as a set of building blocks (offer, pricing, channels, messaging) to help prepare you to acquire your first 10 to 100 customers. You will have access to coaching and accountability throughout the program.

### **Investor Readiness Program**

Accessing capital is one of the most challenging aspects of launching a business. The SURGE Investor Readiness Program prepares entrepreneurs for successful fundraising. You will have access to educational information, pitch coaching, and introductions to investors throughout the region.

### **Business Basics, Marketing & More!**

From launch to acquiring customers, the SURGE Academy offers carefully selected articles, invaluable resources, and real-world insights shared by experienced SURGE entrepreneurs.