



## Moving Ideas to Market Launches New Web Portal for Michigan Entrepreneurs

Lansing, MI - Aspiring entrepreneurs across Michigan now have access to a powerful new tool to further their goals of launching a successful business. The recently-launched **Moving Ideas to Market web portal**, available at <http://www.movingideastomarket.org>, features links to statewide entrepreneurship resources, training materials, articles, videos, events, and announcements.

Moving Ideas to Market is a C.S. Mott funded initiative managed by the Prima Civitas Foundation and led by a dynamic network of 50+ volunteers comprised of Michigan entrepreneurs and support organizations.

The web portal is one part of the initiative's toolkit to improve Michigan's entrepreneurial culture by connecting would-be entrepreneurs with useful resources and information.

**"We understand that there are a host of wonderful resources to help entrepreneurs launch businesses. Our goal with this new web portal is not to duplicate efforts, but to increase awareness of the resources already out there,"** adds Holly Hetzner, Prima Civitas Foundation staffer and Moving Ideas to Market Project Coordinator.

Resources and information on the web portal are organized according to the focus areas of the three action teams in Moving Ideas to Market - IGNITE (k-12 educators and students); EnGen (collegiate educators and students); and Jumpstart (early and second-stage startups.)

Developers for the web portal are currently working on a mapping feature that will match entrepreneurs with resources in their communities based on location and topics of interest. The mapping feature is estimated to be operational by late June.

Entrepreneur support organizations and professionals in Michigan are encouraged to visit the web portal and submit their resources and events. Interested organizations are also encouraged to join the Moving Ideas to Market volunteer network. For questions or more information, contact Chris Stickney at [stickne4@anr.msu.edu](mailto:stickne4@anr.msu.edu).