



# SURGE

POWERED BY LAKESHORE ADVANTAGE

SURGE is the one-stop entry point for entrepreneurs into local resources and connections that help startups grow. SURGE membership is free. Being connected with SURGE ensures you will be contacted regarding programming, networking, social and educational events and opportunities that are available through our growing entrepreneurial ecosystem.

**Director of SURGE: Amanda Chocko**  
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## SURGE Members benefit from:

### Entrepreneurial Support Network (ESN)

SURGE has over 25 area service providers who provide discounts and in-kind services to SURGE Startups. For those who qualify, SURGE can contribute up to \$2,500 to tech startups who work within the Holland Smart Zone.

To find out if you qualify, contact Amanda Chocko at  
[amanda.chocko@lakeshoreadvantage.com](mailto:amanda.chocko@lakeshoreadvantage.com)

### Strategy Whiteboard Sessions

These sessions are designed for SURGE startups who need help working through a current challenge or strategy. We will invite between two and four cross-discipline mentors to a two-hour whiteboard session to help you overcome obstacles and take your business to the next level.

### SURGE Mentor Network

SURGE has a network of over 40 domain experts, founders and investors who are passionate about helping startups. As a SURGE Startup, you will have access to this network along with personalized introductions through the SURGE team.

## Discounted Chamber Memberships

SURGE has partnered with the West Coast Chamber to offer startups an opportunity to join the Chamber at a heavily discounted rate. Together, SURGE and the WCC will be subsidizing the cost of the Entrepreneurship Membership (typically \$315) for 3 years.

**Your contribution for the first year will be only \$50!**

The benefits of joining the West Coast Chamber include:

- The opportunity to grow your personal and professional network
- Access to potential customers and mentors
- The ability to promote your business and grow brand recognition locally
- Discounted member rates to all Chamber events and programming

## Skills Training @ Groundworks

SURGE is proud to partner with the Herrick Public Library on their new initiative, Groundworks. Groundworks offers training in graphic design, podcasting, video production/editing, presentation skills and more. The space offers computers equipped with all the necessary software and will be open to the public during Groundworks' Open Hours and through one-on-one appointments with staff.

## UNION

UNION is a virtual platform that gives the entire SURGE startup ecosystem the ability to connect and communicate with each other. SURGE uses the platform to communicate news, events and to deliver programming. Entrepreneurs can post questions to the discussion board, and mentors can schedule office hours. As a member of the SURGE startup community, you will receive an email invitation to UNION where you can fill out your company info, bio and begin to build relationships with the rest of the community.


### Business Accelerator Fund Grant Application Assistance

High-tech, high-growth companies can apply for up to \$50,000 in Business Accelerator Funding (BAF) through Lakeshore Advantage to help them reach critical milestones for their company. This is a statewide grant program that helps bring promising technology to market.

### Google Cloud Platform for Startups

The Google Cloud for Startups Program is designed to help startups build and scale using Google Cloud. Startups eligible for our Start Package will receive \$3,000 in Google Cloud Platform and Firebase Credits\*, good for 12 months.

In addition to Google Cloud Platform Credits, startups in our Start tier are eligible for:

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- Invitations to exclusive local Google Cloud events.
  - Access to Hire FREE for 6 months - a \$600 value.
  - \$500 in Qwiklabs credits to kickstart your company's hands-on lab training initiatives.
  - One year of free G Suite (up to 5 Users - only valid for new domains), or a year of discounted upgrades to G Suite Business or G Suite Enterprise.
  - An opportunity to apply to the Spark program to extend your credits to up to \$20,000 for a second year as your business continues to grow.