

EXPLORE THE COMMERCIAL POTENTIAL OF YOUR AGRIBUSINESS IDEA

Whether you are an engineer, producer/grower, farmer, conservationist, student, or innovator, Sprout Lab offers amazing opportunities to help direct your thinking, understand what makes an idea commercially viable, and tap into a regional network of Ag-oriented entrepreneur resources.

What is Sprout Lab? Sponsored by Grand Valley State University and Saginaw Valley State University, Sprout Lab promotes Ag entrepreneurship in Michigan. A pilot program funded by the Michigan Initiative for Innovation and Entrepreneurship (MIIE), Sprout Lab offers an Ag-centric innovation workshop, mentoring and other resources. Visit www.SproutLab.org for details, video interviews, and the registration form.

Why is Sprout Lab for me? Here you will join with other innovative thinkers, industry leaders and proven problem solvers in a 3-day practical workshop. You will learn how to recognize a good idea and how to scale it for commercial development. Our support follows you as you pursue your innovative concept, technology, or product with real-world guidance through mentors, funding ideas, and other valuable help from industry experts and resources. Interested? Register online at www.SproutLab.org.

Who is Sprout Lab for?

- Innovators and Ag operators
- Engineers, Practitioners, and Suppliers
- Students and young adults with agribusiness career interests, and/or entrepreneurial goals
- Farmers, Producers/Growers, Urban Gardeners, Fish Hatcheries
- Conservationists, Environmentalists, Naturalists
- Anyone who wonders if their idea—related to Ag, energy, or natural resources—is a good one

My company has a new agribusiness idea, and we're not sure how to take it to the next level. We welcome already established employee teams; these workshops offer an ideal environment in which your team can explore the commercial viability of a new agribusiness idea, technology or tool, and learn what it will take to bring it to the marketplace. Three people from the same enterprise can attend at a discounted rate.

What if I don't have an idea, but I have an interest in innovation? Please apply if you have a passion for innovation and problem solving, and if you are eager to apply your talents and resources to address agribusiness challenges. Or, refer someone to www.SproutLab.org.

Is Sprout Lab aimed at a geographic area? Somewhat. Participants will leave with a regional network of resources to develop a good idea. If you need to stay at a hotel during the workshop, contact Julie Cowie (269.214.1227 / julie@SproutLab.org), for hotel discount information.

Is there an age minimum or limit? No. People of all ages are welcome to participate. Go to www.SproutLab.org to register.

When is it? For your convenience, we are offering two, 3-day workshops, beginning with coffee at 8:00 a.m. and ending at 5 pm sharp:

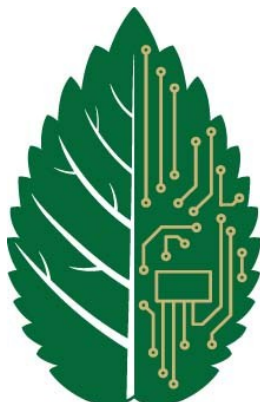
- 1) November 4, 5, 6 • 2013 (Monday, Tuesday, Wednesday) downtown Grand Rapids campus, **Grand Valley State University**
- 2) January 8, 9, 10 • 2014 (Wednesday, Thursday, Friday) Curtiss Hall at **Saginaw Valley State University**

What if the dates don't work for me? If neither set of dates works for you, please contact us anyway, and we'll keep you on our list for our next Sprout Lab workshop.

How much does Sprout Lab cost? The cost for the 3-day workshop is \$195. Groups of 3 attend for \$500. Lunch is included each day. A limited number of scholarships are available. Contact program manager Julie Cowie (269.214.1227 / julie@SproutLab.org) for assistance.

What if I have another question?

Check out our interviews with other new Michigan Ag entrepreneurs to discover the help they received to successfully launch innovative ideas: visit www.SproutLab.org. Contact Julie Cowie at 269.214.1227 or julie@SproutLab.org for other program details. Make plans to grow your idea!



SPROUT Lab™
growing your agribusiness idea