



Saginaw Soup is a collective of individuals representing organizations throughout Saginaw County who work with small businesses and entrepreneurs. The SOUP process ultimately leads to a pitch competition, which is a contest where entrepreneurs present their business concepts to a panel with the ambition of winning a cash prize or investment capital.

What makes Saginaw Soup unique from other pitch competitions is the programming provided leading up to the competition to help you grow your professional network and explore various facets of your business. If you have an idea, are looking to start a business, or maybe you have already started a business, this opportunity could bring you to the next level. Companies will be eligible for investment to further the start-up or growth of their company. Investment levels will range from In-kind services to cash prizes.

Eligibility Requirements

- **Early-stage companies based in or principal location in Saginaw County**
- **Less than \$1M private sector investments & less than \$2.5M revenue in last 12 months**
- **Participants must agree to complete the program and adhere to the timeline set-forth in the details**
- **Participants must adhere to Federal Laws and Regulations**
- **Entrepreneur must be 18 years or older**
- **Must be a For-Profit Business**

How it works

Step 1: Submit your Application to rmorneau@saginawfuture.com or drop it off at 515 N. Washington Ave. 3rd Floor, Saginaw

Step 2: Verification of Eligibility and Additional Information

Step 3: Applicant will receive contacts and information about available resources

Step 4: Applicant will go through business workshops and develop a Pitch Deck (April – June)

Step 5: Finalists Announced for Pitch Competition (June 12th)

Step 6: Finalists will compete for funds to support their small business growth (June 25th)

Application Due: Wednesday, April 1st at 11:59 PM



Name of Applicant: _____

Mailing Address: _____

Phone Number: _____ Email: _____

Business Name: _____

Business Location: _____

Employer Identification Number (EIN):

Business Description: _____

Website/Social Media: _____

Attach Logo (in jpeg format if applicable)

The following conditions must be met in order to be eligible to participate in Saginaw SOUP. Please check all that is true for your business.

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How will you use Saginaw SOUP funds to make your business a reality? Please give specific examples such as marketing services, purchase equipment, inventory, space rental, etc.

How will your business make a positive impact on your community?

What is the timeframe for getting your business up and running/ how long have you been in business?

Are you a client of or have you worked with any of the following? (Check all that apply)

- Saginaw Economic Development Corporation (SEDC) Small Business Development Center (SBDC) Central Michigan University Research Center (CMURC) Saginaw Future Saginaw Downtown Development Authority
- Saginaw County Chamber of Commerce



Applicant Conditions:

1. All applicants must attend the Kickoff meeting on Monday April 20th, 2026 at 4:00 at SVSU Riverfront, 200 S. Washington Saginaw, MI 48607.
2. All applicants must ensure attendance at **all** seven (7) workshops on various topics leading up to the pitch competition. (see Saginaw Soup Schedule)
3. An individual who submits an application on behalf of a business entity represents and warrants he or she has requisite authority to act on behalf of such entity.
4. For purposes hereof, “applicants” includes individuals and business entities. There is no limit to the number of people on an applicant’s team.
5. All applications must be the original work of the applicant making the submission.
6. The decisions of the Reviewing Parties are final, including interpretation of these Terms and Conditions.
7. Applicants who engage in immoral, illegal or other activity that may adversely affect the image of Saginaw Soup, SBDC, CMURC Co-Work Community, or any of their affiliates, or other applicants, are ineligible for the Competition.
8. All applicants and award recipients must comply with these Terms and Conditions. Any violation of these Terms and Conditions will disqualify an applicant from the Competition, and result in forfeiture of any awards the applicant received in connection with the Competition.

Saginaw Soup Schedule

***Monday – April 20th from 4:00 – 5:30 pm - Kick-Off Meeting and Example Pitches**

Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

***Monday – April 27th from 4:00 – 5:30 pm - Defining the Problem & Your Solution**

Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

***Monday – May 4th from 4:00 – 5:30 pm - Competitor Analysis, Market Research and SWOT**

Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

Thursday- May 7th from 4:30 – 6 pm – Saginaw Soup Networking Meet-Up

Location: TBA

***Monday – May 11th from 4:00 – 5:30 pm - Target Market / Customer Analysis**

Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

***Monday – May 18th from 4:00 – 5:30 pm – Financial Projections**



Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

Thursday- May 21st from 4:30 – 6 pm – Saginaw Soup Networking Meet-Up

Location:TBA

***Monday – June 1st from 4:00 – 5:30 pm Marketing and Advertising Strategy**

Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

***Monday – June 8th from 4:00 – 5:30 pm - Pitch Preparation Workshop**

Location: SVSU Riverfront, 200 S. Washington, Saginaw, MI 48607

Participants must attend at least one practice pitch before submitting their slide deck

Practice sessions held Wednesdays from 2 - 4 pm at CMURC Co-Work Space

Thursday June 11th at 11:59 pm Pitch Deck is due for First Round of Judging

Reach out to Courtney@cmurc.com to schedule a virtual pitch practice

Pitch Submissions should be emailed to rmorneau@saginawfuture.com

Finalists will be announced by June 12th to compete on June 25th at the SVRC Marketplace, 203 S. Washington Ave.

Note *Attendance is required for all main workshops

Saginaw Soup Meet Ups are casual networking events for all past and current Saginaw Soup participants to network, learn about resources and meet fellow entrepreneurs one of two must be attended.