360 BUSINESS COUNCIL

Proof, Not Promises

The Work Behind 360 Business Council

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The Work Behind 360 Business Council

After 49 years, the 360 Business Council name reflects the organization's work helping businesses secure capital, expand through acquisition and compete for new opportunities.

More than a decade ago, the Council began investing in programs to address the needs it saw emerging among business owners and corporate partners. Businesses needed financing, customers and guidance on decisions that could change their trajectory. The Council tested new approaches in the marketplace, measured the results and refined what worked.

Its Proof, Not Promises campaign documents the outcomes of that strategy: completed acquisitions, entry into new markets, access to capital and sustained living-wage employment. These results show what businesses can accomplish with practical advising and the right connections.

"For the past decade, we've been testing and refining programs that yield quantifiable results for both our corporate and entrepreneurial customers"

Michelle Sourie Robinson
President and CEO of 360 Business Council

That work remains essential as businesses navigate difficult conditions and prepare for growth. The Council helps owners pursue financing, evaluate acquisitions and plan for a sale or ownership transition. It also supports procurement connections, workforce development and innovation, bringing these capabilities together to help businesses move forward.

What 360 Means for Business

Introduced in July 2026, 360 Business Council is the umbrella organization for a family of initiatives serving businesses across industries, growth stages and ownership structures. It builds on the 49-year legacy of the Michigan Minority Supplier Development Council, which remains part of that family.

The structure reflects how business needs overlap. A company pursuing a new customer may also need financing, stronger operations or a workforce plan. An owner considering an acquisition may need help assessing the transaction and preparing for the transition. The Council connects those needs with the appropriate programs and partners.

Connect. Engage. Grow. *describes the approach: connect businesses to relationships and opportunities, engage the expertise and resources needed to act, and support growth that can be measured.*

360 Business Council brings business-growth programs and services together under one umbrella, building on MMSDC's 49-year legacy.

Capital for the Next Stage of Growth

Growth can mean buying a business, entering a new market or preparing for a change in ownership. Those decisions require more than an introduction. Owners need to understand the opportunity, prepare their finances and work through the transaction.

Two program examples: acquisition support helped a buyer enter sustainable packaging; another participating business reported 18% revenue growth, three new contracts and two hires.

360 Business Council supports that work through its Business Solutions Group, providing business advising, capital readiness and guidance on acquisitions and ownership transitions. The Council helps owners prepare for financing, assess growth options and plan for an eventual sale or exit.

An acquisition opens a new market

In one completed transaction, the Council served as buy-side advisor to a business acquiring a manufacturer. The acquisition protected more than a dozen jobs and positioned the buyer in the sustainable packaging market, with additional positions projected.

The result illustrates a route to growth that extends beyond winning the next contract. Acquiring an established operation can provide access to a market, production capacity and an existing workforce. The Council advised the buyer as it pursued that opportunity.

The outcome connects business expansion with workforce stability. It shows why acquisition support belongs within a broader business-growth strategy: a transaction can help an owner enter a market while retaining the people and capabilities already in place.

Growth inside an existing business

Another business supported by the Council reported 18% year-over-year revenue growth, three new contracts and three higher-value contract renewals. The business also added two full-time employees.

The example reflects another part of the Council's approach: working alongside an owner as the company strengthens its operations and pursues growth. Acquisitions, financing and ongoing business support serve different needs, but each begins with understanding where the business stands and what it is trying to accomplish.

Growth Reaches Beyond One Company

A business expansion affects customers, employees and suppliers. The Council's work across international markets, innovation and workforce development helps businesses pursue that wider growth.

A cross-border connection becomes a contract

A business supported through the Global Initiative and MatchMaker365 secured a three-year contract that expanded its services and created 200 new jobs. The outcome brought international market access and business matchmaking together around a growth opportunity.

The story shows how programs can work together around a business opportunity. The Global Initiative develops cross-border relationships and sourcing opportunities, while MatchMaker365 connects businesses with buyers and capital providers. The outcome is measured in what the business can do with those relationships.

Innovation attracts investment

Plug and Play Detroit, the accelerator partner the organization brought to Detroit, has graduated 85 startups since 2020. Those graduates have collectively raised $510 million or more in venture funding.

The program adds startup acceleration and access to an innovation partner network to the Council's business-growth capabilities. It gives emerging companies another way to connect with the expertise and relationships that support their development.

Employment that lasts

Over the 2020–2022 program period, 297 workforce participants retained a living-wage job for at least three months after placement. The measure follows employment beyond the initial placement to assess whether participants remained in those jobs.

Workforce development supports both the people seeking employment and the businesses that need talent. Training, employer connections and workforce resources help address that shared need.

2026 Results as of August, 2026

The Council continues to help businesses secure financing, prepare for procurement opportunities and address workforce needs. These highlights reflect results reported through August 2026, with work continuing throughout the year.

$2 million secured for a Detroit startup

A Detroit-based startup secured $2 million in financing to advance a new neighborhood business. BSG helped strengthen its financing strategy, address lending requirements and connect with capital providers to support its launch.

Capital and acquisition opportunities advanced

BSG facilitated 30 capital referrals representing $6.5 million and advised on $17.4 million in financing requests and acquisition opportunities. This work helps owners assess financing options and prepare for business expansion or an acquisition.

78 meetings with buyers and capital providers

At the 2026 Michigan Minority Procurement Conference, MatchMaker365 facilitated 78 meetings with procurement buyers and capital providers, who reported that 100% of those meetings delivered value. The program connects businesses to potential contracts and financing through structured business meetings.

107 new state vendor registrations

The Michigan State Procurement Program supported 107 new SIGMA vendor registrations, bringing active profiles to 216. An additional 197 participants were referred to APEX Accelerators for one-on-one assistance with government contracting readiness.

Workforce resources for 89 businesses

The Workforce Development Program supported 89 businesses in accessing workforce development programs. It also provided individualized consulting to 115 clients and delivered 60 capacity-building engagements, helping businesses address workforce needs and prepare for growth.

2026 ACE Awards Honorees

Business growth takes many forms. The 2026 ACE Supplier of the Year recipients reflect that range, from communications and healthcare to energy efficiency. Their achievements include sustained growth, expanded reach and long-standing contributions to Michigan's business community.

Supplier of the Year Award Winners

Jim Roberts Enterprises, LLC
SUPPLIER OF THE YEAR | CLASS I

Founded and led by Jim Roberts, Jim Roberts Enterprises has spent 22 years building its business while creating opportunities for others. Its work champions minority businesses and strengthens Michigan's diverse business community. The 2026 recognition marks the company's sixth Supplier of the Year Award, honoring a record of growth, leadership and support for fellow business owners.

The Allen Lewis Agency
SUPPLIER OF THE YEAR | CLASS II

The Allen Lewis Agency connects brands, communities and audiences through creative, culturally relevant communications. Alongside its client work, the agency intentionally creates opportunities for diverse businesses. Its recognition reflects creativity, leadership and a commitment to strengthening the communities it serves.

Walker Healthforce
SUPPLIER OF THE YEAR | CLASS III

Walker Healthforce provides healthcare workforce and consulting services to health systems, health plans, government programs and other organizations nationwide. Since 2023, the company has achieved more than 85% revenue growth and supported over 1,000 contract starts. Its growth accompanies a commitment to expanding access to culturally responsive healthcare.

SEEL, LLC
SUPPLIER OF THE YEAR | CLASS IV

Founded in 2009, Detroit-based SEEL implements energy efficiency programs through partnerships with utilities, government agencies and community organizations. Its work advances clean-energy adoption, reduces energy burdens and creates workforce opportunities. The award recognizes the company's leadership, innovation and continued growth in communities across the country.

SGRX Health
SUPPLIER OF THE YEAR | CLASS IV

Since 2001, SGRX Health has helped people access medications and healthcare. The Michigan-founded company now serves communities across 15 states and two U.S. territories. With 100% client retention and more than a decade of consistent annual growth, SGRX Health demonstrates how a focus on access and service can support sustained business performance.

Growth and Partnership Winners

The ACE Awards also recognize businesses gaining momentum and partnerships producing measurable results. These two recipients show how companies can grow through client relationships, creative expertise and investment in the people around them.

Plenti Pastas Plus More Family & Event Catering, LLC

MOMENTUM AWARD

Chef Shinia Malloy's part-time venture has grown into a Detroit hospitality company serving corporate and event clients across the region. Over the past year, Plenti Pastas achieved approximately 45% revenue growth and secured major corporate and event contracts. As the business expands, it continues to invest in local vendors, local talent and the next generation of culinary professionals.

LUDWIG+, LLC

COLLABORATIVE GROWTH AWARD

Through its partnership with Holganix, woman-owned advertising agency LUDWIG+ translated complex agricultural science into a brand and growth platform. The work helped Holganix expand its reach from one million to five million acres. The partnership demonstrates the business value of combining specialized knowledge with creative strategy and communications that help a company reach more customers.

Together, the seven honorees reflect the range of businesses and achievements recognized through ACE. Their results give readers a closer look at the companies contributing to business growth in Michigan and beyond.

Help Build the Next 50

In 2027, 360 Business Council will celebrate 50 years of helping businesses connect to opportunity. Its next chapter builds on the programs, expertise and relationships developed throughout that history.

The work ahead includes helping owners prepare for capital, pursue acquisitions, plan for ownership transitions, and compete for customers. It also includes connecting businesses to workforce development resources, innovation partners, and markets beyond their current reach.

As you've seen in the program data we've shared, this ecosystem is vital programming for businesses seeking support, and partners willing to contribute. Corporate members can bring expertise and supplier relationships. Capital providers can help businesses understand financing requirements and evaluate options. Business owners can share experiences, make introductions, and actively participate in programs aligned with their next stage plans.

The people and relationships behind this work are central to the Council's 50th anniversary. Longtime supporters, new partners, and those who have stepped away are invited to help shape the next chapter. A business story, a historical perspective, a useful introduction, or a financial investment can each support the work ahead.

Anniversary partnerships and event sponsorships offer defined recognition and participation benefits, and there are incentives for those who commit by year-end. Each provides a way to engage with an organization whose programs have been tested and whose outcomes are being confirmed through Proof, Not Promises. We serve business owners, corporate and government partners throughout the US, Mexico, and Canada so all partners are welcome.

The bottom line is that many people talk about value-added programming. We have a solid track record and data to show our impact. We provide Proof, Not Promises, and it is our goal to work with committed constituents as we continue to drive results. Explore programs, see more results, and find ways to participate at 360businesscouncil.org.

For anniversary partnerships and sponsorships, contact sales@360businesscouncil.org. To make a year-end gift by December 31, text GROW360 to 50155.