

Kansas Small Business Development Center & Innovation Center Partnership

Supporting Entrepreneurs & Business Growth

Hansen Presentation - 2025



Business Services (SBDC) - NWKEICI

The Innovation Center wields powerful tools to boost new businesses and expand existing ones.

We create plans, projections, and unearth opportunities.

- The Kansas Small Business Development Center (KSBDC) and the Innovation Center collaborate to support businesses.
- Helps entrepreneurs start, manage, and grow businesses through expert guidance.
- Offers business planning, financial projections, and market opportunity analysis.



NWKEICI - Business Services (SBDC) Staff



Michael Berges - Business Services Director

With over twenty years of experience building his management and development skills throughout Northwest Kansas, Michael Berges now serves as the Business Services Director at the Innovation Center. In this role, Michael leads initiatives to strengthen and support businesses across the Innovation Center's 26-county service area. Michael's diverse background includes hotel management, foundation development, and financial and investment management. His expertise and leadership in these areas allow him to provide valuable guidance and resources to local businesses, helping them grow and thrive in a dynamic economic landscape. A proud Fort Hays State University alumnus, Michael resides in Hays with his wife, Erica, and their three sons, Jackson, Noah, and Isaac.



Mason Ruder, CPM - Business Services Specialist

Mason Ruder serves as a Business Services Specialist at the Innovation Center, bringing expertise in business development, public administration, and economic policy. As the youngest City Commissioner in Hays history, he led initiatives in economic growth, budgeting, and community planning. With experience in nonprofit fundraising, small business consulting, and grant writing, Mason helps entrepreneurs access funding, develop sustainable strategies, and navigate operational challenges. A Certified Public Manager and Fort Hays State University graduate, he is dedicated to fostering business success and economic vitality across Northwest Kansas.



Innovation Center's Role

- Provides resources for business planning and development.
- Assists in business expansion with financial projections.
- Identifies market opportunities and funding sources.
- Supports Northwest Kansas businesses in navigating the landscape.



KSBDK's Role



Consulting

- Free, confidential business consulting services.
- Assistance with business plans and financial projections.



Research

- Market research and feasibility analysis.
- Helps entrepreneurs secure funding and manage operations.

Benefits of the KSBDC & Innovation Center Partnership



Process

- A streamlined process for business success in Kansas.

Support

- Comprehensive business support from specialists.

Strategies

- Customized strategies for startups and existing businesses.

Connections

- Access to financial planning, funding opportunities, and mentorship.

How to Get Started



Contact Us

Contact a KSBDC Specialist to discuss business needs.



Consultation

Schedule a consultation to explore available resources.



Access Services

Access funding, growth strategies, and ongoing support.



Develop a Plan

Develop a tailored business plan with expert guidance.

Visit our website to begin your journey:



Visit Our Website

<https://nwkeici.org/programs/business-services/>



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Thank You

