



For Immediate Release
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Macomb-OU INCubator awarded \$13,700 for client VizBe



The **Macomb-OU INCubator (Mac-OU INC)** was recently awarded \$13,700 in Business Accelerator Funds (BAF) to provide accelerator services to client company **VizBe**.

Founded in March 2015, VizBe is a Software as a Service (SaaS) and employee engagement program via a goal-setting vision-board platform. Senior leaders in large corporations are realizing that the way to attract, engage and retain talent involves building a culture that encourages the whole-self mentality within team members. VizBe emphasizes the proven power of visualization to help companies create this whole-self culture in the workplace, which is defined as bringing all the elements of one's self to work, including passions, strengths, side projects, and relationships.

Through the VizBe guided goal platform, companies uncover employee goals that lie outside of the office, ranging from health and wellness to financial and lifestyle objectives. The VizBe resource center assists employers and management teams in support of those goals with assets including technology-supported SMART (Specific, Measurable, Achievable, Realistic, and Timely) goal setting, accountability partnerships, email and text progress reports and reminders, inspirational vision boards, monthly coaching sessions, and more.

These BAF funds will allow for VizBe to progress with business-to-business pilot programs and the conversion of pilots to contracts through additional marketing materials including videography and graphic-design planning and functionality.

"VizBe is extremely grateful for the BAF award. A technology startup needs exemplary design, user experience and videography to support branding, reputation build and sales. These funds will help VizBe land more business clients and create more awareness for our company which in turn will help us expand our team and assist with local job creation," said Natalia Petraszczuk, VizBe founder.

This concept of assigning visual imagery to goal-setting has been around for decades and is publicly known as a vision board. Millions of people and many corporations embrace this method of motivation; however, most have been relying on antiquated, handmade, cut-and-paste poster boards. In addition to providing a visual goal-setting and accountability technology solution to users, significant differentiators of VizBe are private-label customization, management controls, and back-end data and metrics, as no competitor offers these services in a single platform.



**Natalia
Petraszczuk,
VizBe
founder**

Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies, with a 95-percent success rate totaling \$641,294 (each award is capped at \$50,000).

These BAF awards are distributed by the Michigan Small Business Development Center (MI-SBDC) through Mac-OU INC to the various accelerator service providers. As these awards demonstrate, Mac-OU INC is successfully delivering specialized business acceleration services to companies commercializing advanced technology. The BAF is a 21st Century Jobs Fund Program managed by the MI-SBDC in partnership with the Michigan Economic Development Corporation and Michigan's network of business accelerators.

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Media notes:

For Macomb-OU INCubator interviews, please contact Joan Carleton at (586) 884-9324 or via email at tjcarlet@oakland.edu.

For VizBe interviews, please contact Natalia Petraszczuk at (517) 410-3499 or via email at natalia@vizbe.co.

The Macomb-Oakland University INCubator supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/

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