

Lender Match Live Rural Small Business Edition



PLEASE JOIN US!
LENDER MATCH LIVE
Friday, June 26, 2026
9:00 am – 11:00 am, ET

Event: The SBA Michigan District Office in collaboration with the Headwaters North invites five rural small business owners located in the Upper Peninsula of Michigan to take part in a lender matchmaking event. SBA's Lender Match is a free online referral tool that connects small businesses with participating SBA-approved lenders. We're bringing the online tool to the physical world.

Where: TBD

Who: Small Rural Business Owners who operate for-profit businesses and are seeking financing to grow their small businesses. They must have filed their 2025 taxes by the application deadline of April 30, 2026.

This event is free, but registration is required. Please RSVP by completing the Borrower Application and emailing it to latifa.bradwell@sba.gov by COB, Thursday, April 30, 2026.

How it works (Live Event)

1. Describe your needs

The small business owner will complete the Lender Match one page borrower application which will be used as their profile. During the event, each small business owner will provide a brief overview of their business and use of proceeds to the audience which includes all of the participating lenders. They will have a maximum time of 5 minutes to pitch their project. In preparation for the event, our small business resource partners are available to assist you with developing your funding pitch and loan package.

2. Get matched

The participating loan officers will complete the lender questionnaire which outlines their lending preferences. The small business owner will be matched with the lenders whose preferences correspond with various aspects of their profile including loan size, industry, use of proceeds and business location. Once matched, each small business owner will be scheduled to meet with three lenders separately. The meeting schedule will be emailed to both the lenders and small business owners in advance.

3. Talk to lenders

There will be a total of three meeting time slots. A total of 15 minutes will be allotted for each of the individual meetings between the small business owners and lenders. At that time, they can discuss specifics about the small business owner's financing needs. The lender can determine whether to pursue the project and the small business owner can use this opportunity to compare rates, terms, fees, and more.

4. Apply for a loan

After the event, the borrower will submit their complete loan application to the lender of their choice.

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Agenda

- 9:00 am Welcome/Introductions
- 9:10 am Pitch 1
- 9:15 am Pitch 2
- 9:20 am Pitch 3
- 9:25 am Pitch 4
- 9:30 am Pitch 5
- 9:35 am Break
- 9:45 am Meeting 1
- 10:05 am Break
- 10:10 am Meeting 2
- 10:30 am Break
- 10:35 am Meeting 3
- 10:55 am Closing Remarks
- 11:00 am END