



Small & Mid-Sized Member Survey Summary

In under a year, LIFT has made great strides in Michigan's lightweight materials sector. As an organization that appreciates the high expectations of its members, LIFT recognizes member activities and communications have been limited the past few months. But, we're going to change that!

In July/August 2015, MMTC surveyed LIFT members to gauge their perceptions of LIFT and the progress made to date. Of the 39 companies in the SME and Start Up categories, 19 companies shared their feedback and successfully completed the survey.

Survey Focus.

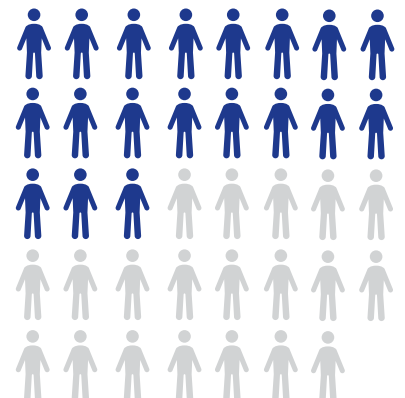
1. What factors motivate SMEs to join LIFT?
2. What do SME members expect from LIFT?
3. What must be improved upon to meet and exceed SME expectations?
4. How important are the following:
 - a. LIFT Technology Pillars & Associated Projects
 - b. Workforce Programs
 - c. LIFT Facility and Equipment
 - d. SME Outreach (*Conferences, Online Resources, Networking, etc.*)

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LIFT TECHNOLOGY HELP DESK
313.309.9159

19

out of 39 SMEs and Start
Ups responded to the LIFT
Member Opinion Survey.



LIFT Survey Results. You Spoke, We Heard You.

Members want to stay up to date on new materials, processes, and the people, companies, and labs working on them.

68%

of members surveyed want more contact with the LIFT community of members (OEMs, machinery manufacturers, testing labs, and other SMEs).

68%

want to participate in research programs; 37% have presented program proposals and are awaiting a response from LIFT.

42%

hope to have access to the capital intensive equipment they expect LIFT to install, as well as equipment in university labs.

100%

of surveyed members are motivated by the shift to lightweight materials with the expectation that it will bring new and expanded business opportunities.

100%

are concerned about receiving consistent and valuable communications from LIFT.

42%

mentioned the value of an online hub of information about programs; SMEs want to meet and contact other SMEs as well as larger members.



Taking Action.

Upon receiving feedback from members, LIFT hosted various activities addressing the identified areas in need of improvement. These activities included:

SME ONLY WORKSHOP

July 21, 2015

30+ guests

SME NETWORKING EVENT AND TABLE TOP EXHIBITS WITH SILVER AND GOLD MEMBERS

Sept. 30, 2015

150 guests

1ST MEMBER MEETING

Oct. 1, 2015

150+ guests



**COMING
SOON**

Watch For Member Activities & Updates.

- Sign Up for the LIFT Newsletter at lift.technology/about/contact
- LIFT Technology Help Desk; Call 313.309.9159 or Email TechHelpDesk@LIFT.technology for help with Materials, Processes or LIFT Technology Program Questions
- Updated [Website](#) (Coming December 2015)
- Request for Proposals TBA in December 2015; Proposals Due January 31, 2016; Awards Presented in May 2016
- SME Involvement With Next Round Project Idea Generation Will Take Place the Second Quarter of 2016
- SME Member Meeting in Q2 of 2016
- Workforce Programs in Every State
- Members Only Web Portal



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