



SCALE Curriculum Subject Matter Expert Open Call

Issued by: Lansing Economic Area Partnership (LEAP)

Open Date: 03/23/2026

Close Date: 04/19/2026, but may be ongoing depending on needs

Compensation: Varies by presenter type (see Compensation section)

Applications Submitted via JotForm: Submit Your Interest [Here](#)

Overview

The Lansing Economic Area Partnership (LEAP) is seeking subject matter experts (SMEs), practitioners, and experienced entrepreneurs to contribute to SCALE, an on-demand digital learning platform for entrepreneurs at every stage of business development.

SCALE is organized into five stages: Start, Commit, Accelerate, Leverage, and Expand. We are producing 120–130 short-form video lessons (2–10 minutes each), accompanied by worksheets, templates, and resource guides. Each lesson will be delivered by a subject matter expert with real, practical experience.

This is an invitation to be part of something meaningful for the Lansing entrepreneurial community. We want Lansing's best practitioners to help us build it.

Project Goals

The goals of this initiative are to:

- Provide entrepreneurs across the region with accessible, high-quality, on-demand business education
- Feature credible, experienced subject matter experts who reflect and understand the Lansing region
- Deliver practical, implementation-focused content that clients can apply immediately to their businesses
- Build a comprehensive curriculum that supports entrepreneurs from first idea through full expansion

Scope of Work

Video Lessons:

Selected SMEs will present one or more short-form video lessons (2–10 minutes each) on their area(s) of expertise. Videos will be filmed professionally by LEAP's selected videographer at a mutually convenient location and time. SMEs are responsible for preparing their content in advance of the scheduled shoot date.



Supplemental Documents (Optional):

For applicable lessons, SMEs may also be asked to create or contribute supplemental materials such as worksheets, templates, checklists, or resource guides to accompany their video(s). These materials will be made available to learners directly within the SCALE platform.

Topic Areas by Stage:

SMEs may apply to present on topics across any or all of the five SCALE stages and topics that best match your expertise:

START	COMMIT	ACCELERATE	LEVERAGE	EXPAND
<ul style="list-style-type: none"> Entrepreneurial mindset & visioning 	<ul style="list-style-type: none"> Business entity types & legal setup 	<ul style="list-style-type: none"> Growth planning & data tracking 	<ul style="list-style-type: none"> SOPs & business systems 	<ul style="list-style-type: none"> Scaling & growth models
<ul style="list-style-type: none"> Customer discovery & empathy mapping 	<ul style="list-style-type: none"> Bookkeeping & financial statements 	<ul style="list-style-type: none"> Sales funnels & customer acquisition 	<ul style="list-style-type: none"> Tech stack & automation 	<ul style="list-style-type: none"> Market expansion strategy
<ul style="list-style-type: none"> Business Model Canvas 	<ul style="list-style-type: none"> Budgeting & pricing strategy 	<ul style="list-style-type: none"> Content strategy & social media marketing 	<ul style="list-style-type: none"> Hiring, HR & team management 	<ul style="list-style-type: none"> Strategic partnerships & joint ventures
<ul style="list-style-type: none"> Market research & competitive analysis 	<ul style="list-style-type: none"> Business planning & executive summary 	<ul style="list-style-type: none"> Email marketing & SEO 	<ul style="list-style-type: none"> Delegation & performance management 	<ul style="list-style-type: none"> CEO leadership & org design
<ul style="list-style-type: none"> MVP development 	<ul style="list-style-type: none"> Brand identity & marketing foundations 	<ul style="list-style-type: none"> PR, media & influencer marketing 	<ul style="list-style-type: none"> Advanced financial statements & projection 	<ul style="list-style-type: none"> Equity capital & cap tables
<ul style="list-style-type: none"> Pricing & revenue basics 	<ul style="list-style-type: none"> Web presence & social media 	<ul style="list-style-type: none"> Cash flow forecasting 	<ul style="list-style-type: none"> SBA loans & lender landscape 	<ul style="list-style-type: none"> Tax strategy at scale
<ul style="list-style-type: none"> Storytelling & pitch basics 	<ul style="list-style-type: none"> Trademarks, IP & business insurance 	<ul style="list-style-type: none"> Loan readiness & capital access 	<ul style="list-style-type: none"> Strategic planning & supplier diversity 	<ul style="list-style-type: none"> Exit planning, M&A & succession

Key Qualifications

- Demonstrated expertise and practical experience in your proposed topic area(s)
- Ability to communicate complex concepts clearly and accessibly for small business owners
- Experience presenting, facilitating workshops, or producing educational content preferred
- Understanding of challenges faced by small business owners, especially marginalized entrepreneurs
- Ability to commit to a scheduled video production session with LEAP's videographer
- Michigan-based practitioners are strongly encouraged to apply, though exceptions may be considered for specialized topics

Compensation & Recognition

All selected SMEs will be recognized as a contributor across LEAP's SCALE platform and featured as a trusted resource within the Lansing entrepreneurial community.

Compensation is available for independent subject matter experts and small businesses:

- \$250 per video lesson presented



- \$250 per supplemental document (worksheet, template, or guide) created to accompany a video

LEAP members and institutional partners (including banking partners, chambers of commerce, SBDC, and similar organizations) are invited to participate as a community partner contributor and may be eligible for compensation based on approval.

Compensation details will be discussed individually with all selected applicants.

Submission Instructions

Submit your application no later than 04/19/2026 via [here](#).

If you have questions, please email jazmin@purelansing.com with the subject line "SCALE SME Interest"

LEAP is committed to inclusive economic development and encourages proposals from women-, minority-, and veteran-owned businesses.