February 3rd, 2026
Michigan House Economic Competitiveness Committee
Anderson House Office Building
Lansing, MI 48933

Dear Members of the Michigan House Economic Competitiveness Committee,

We are writing as the founders of **BRCĒ**, a Michigan-based material technology company founded by student entrepreneurs at Michigan State University. BRCĒ develops patented polymer composite technologies engineered to improve performance, safety, and durability in athletic, industrial, and medical applications, replacing failure-prone textiles with function-driven materials designed to perform under demanding conditions.

BRCĒ began as a class project and a simple question: how could we improve something as basic as a shoelace to make athletes safer and more consistent in their performance? Through hands-on testing, mentorship, and real-world feedback, that idea evolved into patented technology now used by athletes and professionals across multiple sports.

Building a company as students required far more than a strong idea or technical curiosity. It required access to capital, mentorship, and a support system that understood how to help early-stage founders translate innovation into real products. The East Lansing / Lansing Regional SmartZone and its partners played a critical role in making that possible.

Through SmartZone programming, we were connected to early grant funding, commercialization support, and experienced mentors who helped us navigate intellectual property strategy, product development, and customer discovery. Without this support, we would not have been able to pursue or protect our core technology. SmartZone-backed funding directly enabled us to file and secure our patent, which was **approved in just 62 days**—one of the fastest approvals in material science—and later **recognized by the U.S. Patent and Trademark Office as a top five undergraduate invention nationwide.**

Beyond intellectual property, the SmartZone ecosystem helped us grow responsibly as a company. Their support enabled us to **expand our team, create paid opportunities for Michigan State University students,** and keep our operations rooted in the region while competing nationally and globally. As student founders, having access to trusted

guidance and infrastructure made the difference between an idea remaining in a classroom and becoming a Michigan-based business.

From our perspective, renewing SmartZones through House Bill 5031 is about preserving this pathway for future founders. Programs like the East Lansing / Lansing Regional SmartZone reduce barriers to entry, accelerate commercialization, and ensure that talent developed at Michigan universities has the opportunity to remain in the state to build companies and create jobs.

We are proud to be building BRCĒ in Michigan and strongly believe that continued investment in SmartZones is essential to sustaining the state's innovation economy and supporting the next generation of entrepreneurs.

Tanvi Gadamsetti & Madhav Aggarwal
Founders
BRCĒ