



We partner with entrepreneurs to design creative business strategies that help clients whether they need to build a solid foundation in the start-up phase, have a clear plan for take-off at launch or accelerate to the next level in their existing business.

Our approach uses the latest innovation methods to create new and different business models, introduce new tools in business, and reveal unique business identities or what we call, the 'secret sauce.'

This co-created process will deliver a clear launch, growth, or acceleration strategy to get your business to the next level.



Founder and Principal Strategist, Terri Burch, MBA, leads Business Design Co. LLC, a Detroit-based strategic design consultancy that partners with doers and change agents leading innovation in their organizations and community to facilitate team collaborations and guide strategic decision-making. She has over 13 years experience in advisory roles to non-profits, SMEs, and multinational organizations. She is also a Strategic Design MBA fellow, certified design charrette community planning facilitator, and partners with DesignThinkers Group USA as a Service Designer.

