

Submitted by:

**Ned Staebler, Vice President
Economic Development**

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

WSU is preparing for the 5th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program that begins June 26, 2015 and for the graduation of the 3rd and 4th cohorts on June 18, 11:00am as the first event held in the newly renovated Hilberry conference space. Alumni from Cohorts 1 and 2 have completed a 6-month survey to assess the value and success of 10kSB in helping local businesses grow. The national average of those surveyed indicated that 65% increased revenues within 6-mos of graduation, and 45% added new jobs, however, the Detroit site responses greatly surpass the national average with over 80% reporting increased revenues and over 45% reported adding new jobs.

The Front Door – Corporate Engagement

The Front Door recently hired, Kashif Haque as the new Industry Liaison for Healthcare & Life Sciences. Dr. Haque comes to the position with both an M.D. and Masters in Biotechnology degrees, and has a distinguished career at the NIH/NCI, Roswell cancer research center (Buffalo) and in small business (Cytoo). In this role, he will work with faculty to promote industry engagement in their research and with our students. Dr. Haque will work closely with the Technology Commercialization and Development offices to identify key opportunities here at Wayne and to initiate new industry relationships. BizGrid Live!

Front Door funding

The Front Door office currently operates on a budget with contributions from Wayne State offices of Research, Development and Alumni Affairs, plus two external grants. The outside grants are planned to sunset in 2016, so the office is investigating alternative sources to maintain and grow its operation.

With cooperation from the Development and Research offices, we have initiated a survey of grant mechanisms to support the operation of the office. The Front Door is in the process of identifying specific grant mechanisms and potential partners for funding from economic development agencies and major philanthropy entities.

We have identified two potential federal grants and several foundations that would align strategically with the Front Door's mission and vision. Our next steps include working over the next couple of months with the Front Door staff to craft a meaningful grant proposal and working with Foundation Relations to further cultivate relationships with prospective Foundations.

Biomedical Engineering

Initiated discussion with Ann Arbor-based medical imaging firm, Endra, that uses novel photo-acoustic imaging (PAI) methods. The firm was co-founded by former GE engineers and colleagues of Dennis Atkinson and Juri Gelovani. Endra has been successful in international sales and is looking to expand its

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product line and to develop new s/w applications. We have a formal NDA in place with them as we have discussed some research and development activities with the firm and their partners. Given our personal relationships and close proximity to their headquarters, Wayne State University is uniquely poised to help them develop further. At this point, we have initiated the process to create a comprehensive research agreement and hope to have it in place for research this summer.

We are continuing to develop a relationship with a Michigan company, Block Imaging, about developing an educational program and potential research agreement. The firm has an extensive presence in the medical imaging aftermarket (i.e. maintenance, upgrade and reselling of large pieces of equipment) and has a need for talented engineers. We are in discussion with the firm about creating curriculum to cover the underlying engineering technology in medical imaging, as well as, creating opportunities for their engineers to come to campus to train our students.

The chair of Biomedical Engineering has been collaborating with other WSU researchers to develop a new contrast imaging compound that can better identify the site of disease in the body. The chair has been in discussion with our Technology Commercialization office about the intellectual property. The Front Door has facilitated initial discussions for the chair to meet with entrepreneurial leaders at TechTown to discuss the possibility of creating a new biotech firm to commercialize the technology.

The Front Door is also in discussion with another equipment vendor, Visual Sonics, about siting one of their research scanners at Wayne State University for imaging studies and contrast agent development. We have initiated the process to create a Master Research Agreement with the firm.

Finally, the Front Door office has been meeting with the chair to discuss industry outreach in the area of regenerative medicine. The Biomedical Engineering program has recently grown by including faculty experts in the areas of tissue engineering and stem cells. This area of research has great potential to improve the lives of patients with prosthetic devices and possibly recreate tissues lost to trauma, cancer or stroke. The Front Door has performed initial canvassing of the field and identified 100+ candidate firms that may be interested in our research and technology.

BizGrid Live!

The second annual BizGrid Live was a success last fall. The organizational team is initiating plans with the Front Door and the Goldman-Sachs 10k Small Business program to again host the event at Wayne State in the fall. We are looking to expand the program to include more Detroit area small businesses and more support services for the event.

BASF

Building on its close relationship with the leadership at BASF, the Front Door and Wayne State University will organize their first North American Technology Scouting Workshop University Outreach Session. This event will bring together top BASF technology leaders to meet with university experts to discuss their research in topics of interest to the firm. The Front Door has created the event for April 28 at Book Cadillac Hotel, 80 BASF Technology Scouts and Scientists will attend, as well as, faculty from 7 Universities (WSU, UM, MSU, MTU, Ohio State, Akron, and Toledo). We have organized WSU participation, including WSU Governor David Nicholson giving a keynote address, and WSU VP for Research, Steve Lanier presenting a WSU Research overview

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BASF has shown interest in WSU faculty (Chuck Winter – Chemistry) research in microelectronic manufacturing with ALD precursor technology. The Front Door has been working close cooperation with Dr. Winter, our Technology Commercialization office and interested firms to create a Master Sponsored Research Agreement.

Dow Chemical & Dowaksa / ACMI

The Front Door has been in communication with Dow business unit, Dowaksa, about bringing a very large piece of advanced manufacturing equipment to Detroit. This equipment is capable of manufacturing large, lightweight automotive structures. Wayne State University could immediately benefit from having this state-of-the-art equipment available to our students (for training) and our faculty (for research).

Given that Dow is a partner, the equipment could help WSU gain membership in the newly formed Advanced Composites Manufacturing Institute (IACMI), a six state, \$210M federal consortium to promote next generation manufacturing technologies. With Wayne State University's close proximity to the major automotive manufacturers and our many personal ties to these firms, we are in a good position to site the equipment and develop advanced manufacturing education and research programs around it.

Nissan Advanced Battery Team

Last year, the Front Door hosted a Nissan technical team to visit the College of Engineering, so that they could have better understanding WSU capabilities as they build their North American resources in Farmington Hills. Recently, they returned to campus to discuss specific testing capabilities and initiate the process to create a Master Sponsored Research Agreement with WSU and Nissan.

Proper Group International

Proper Group International is a large engineering firm based in Metro Detroit that creates advanced production tools for the automotive and other industries. The Front Door recently met with their Senior VP to discuss employing students from WSU, including opportunities in creating capstone projects, paid internships and Brazilian Mobility Program. Dr. Jeremy Ricki, ISE faculty, attended meeting and plant tour. Jeremy is interested in expanding his network of tooling companies in an effort to create a remanufacturing and sustainability program at ISE based on industry needs.

William Beaumont Research Institute

William Beaumont Research Institute has been actively developing programs to expand its medical research, including a focus on commercializing its technology and developing partnerships with other nearby research centers. The Front Door recently organized a meeting with Eric Stief, Director of Technology Commercialization and WSU faculty involved in the area of biomedical technologies at the new Anderson Engineering Ventures Institute.

Corporate-Citizenship Center: Center for the Study of Citizenship

Wayne State's Center for Citizenship, widely known internationally for its academic study of civic engagement, recently held its annual symposium. The Center has created a working group to study Corporate Citizenship, particularly in the small and entrepreneurial business community. The Front Door has been engaged in the process, bringing in participation from TechTown and GS10kSB, as well as, small businesses from the region.

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The group has enlisted consultants to develop an assessment scorecard to evaluate small business performance, both financially and for social entrepreneurship. The Front Door is exploring with the group the potential to find support funds for the project and Front Door operations.

Michigan Corporate Relations Network (MCRN)

The Front Door has been working with the MCRN Small Company Innovation Program (SCIP) to garner a \$40k a local firm that collaborates with Wayne State researchers on a project that accelerates the firm's commercialization effort. Our Small Company Internship Award (SCIA) program is looking for small Michigan firms to hire Wayne State students as an intern for STEM-related activities.

M1 Rail – Construction and community engagement

With the initiation of construction for the new light rail line in Detroit, a number of opportunities are presenting themselves for Wayne State University engagement and research. The Front Door office has been involved in our researchers to identify information sources and potential research partners. Recently, we hosted an on-campus meeting with U-M's SMART mobility program to discuss current research in mobility, funding sources and potential collaborations in the areas of environmental health, healthcare access, business development and real estate enhancement.

NEI: Pre-Launch Assessment of Endeavor programs in Detroit

Endeavor formally launched their Detroit program last month with the announcement of their new local director, Antonio Luck. We are in communication with Antonio and the Endeavor program as they ramp up their operation and have offered to assist them connections to the university and other resources.

Student-related activities:

COE Student Innovation and Design Day

Scheduled for May 8; will be the largest industry relationship building event at College of Engineering. The event is intended to showcase student capability, with the expectation that it will attract industry projects and sponsors for future Senior Design Capstone projects.

The Front Door is on the planning committee and will manage the invitation list to industry.

The invitation list compiled from several COE sources/groups will serve as the basis for a COE contact database that can be accessed by COE leaders

Google Community Leaders Program (CLP)

Wayne State University is continuing its relationship with Google and its CLP. We are currently looking for interested students to attend Google classes this summer to learn their toolsets and join teams working with local non-profits.

Industry Support of COE Student Experiential Learning:

Capstone Undergraduate Design Projects

- Computech sponsored one Computer Science student team who developed a program to optimize call center operations.

International Graduate Student Research Exchange Program with TU Graz, Austria

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- Seven graduate students from TU Graz finished their six week research project at WSU College of Engineering with a tour of AVL's Energy Laboratory in Ann Arbor. AVL is an Austrian-based company who has major automotive operations in Michigan.

Industry activities:

Big Data: From Analysis to Action

The Wayne State Big Data/Business Analytics program is developing quickly. It is on schedule to have an academic curriculum for fall classes. It recently held its 2nd Annual Big Data/Business Analytics conference on March 10-11. Over 250 national/international speakers and attendees came to the two-day conference, including the CFO for Dominos, senior leaders from GM, Henry Ford Health, TARDEC, Urban Science, Lowe Campbell Ewald, Lexis-Nexis and Quicken Loans. The Front Door has been an active member of the program community to organize one day of tutorials and one day of keynotes and case studies.

Support and Advocate for Industry Friendly Agreements

With diminished federal grant dollars, there is an increasing emphasis on alternate funding sources including industry support. The Front Door has been active with the Office of Research and Office of General Counsel to develop improved processes to make it easier for industry sponsors to collaborate with the university.

Over the last three months, the Front Door has begun to create summaries of best practices and enablers for both the Anderson Engineering Ventures Institute commercialization objectives and for the College of Engineering industry sponsored research objectives. Review detailed agreement templates used by other universities (such as Georgia Tech) with staff, for applicability at WSU

Entrepreneurial Activity

COE Anderson Engineering Ventures Institute

The Front Door has been actively involved to support the development of the institute's framework in discussion with leadership on WSU Technology Commercialization processes, venture development historical practices.

The Annual Collaboration for Entrepreneurship

The Annual Collaboration for Entrepreneurship is an annual event that promotes entrepreneurship in the Great Lakes region. ACE brings together entrepreneurs, service providers, investors, students, government agents and other members of the business community to network, learn and connect with regional resources.

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The Front Door staffed a booth at this year's ACE conference to showcase Wayne State and promote MCRN programs for small businesses and entrepreneurs, as well as, to inform the attendees about the resources available through the URC.

DEGC / NEI ideas

The recent NEIdeas program received 600 applications for the program, and awarded 30 small businesses in the region \$10k each in grants to help their businesses grow. After the announcement of winners, there was discussion of how to engage the remaining 570 businesses and help them grow. The DEGC has taken a lead on developing a program to reach out to these firms and begin a process of introducing them to available small business resources and to connect them to with local organizations.

The Front Door and the GS10kSB programs have joined this organizing committee to develop an outreach and follow-up plan to work with these firms. An initial meeting was held in December, follow-up meetings are planned this spring.

Place-based Economic Development

Van Dusen Urban Leadership Forum

Since the last Advisory Board meeting, we have been exploring some promising opportunities to partner with other organizations for future events. This June, The Knight Foundation is funding a week-long 8-80 Cities residency in Detroit led by Jefferson East Inc., featuring Gil Penalosa. We may partner to host the week's large public lecture as a Van Dusen event. We also have agreed to partner with the Detroit Historical Society in 2016-17 as they launch their 1967 Project and commemorative exhibit. The details of this partnership are still to be determined.

In March, we sent a proposal to the Van Dusen Advisory Board to allocate proceeds from the fund (\$15,000 annually) to support the administration of the program. This will ensure our ability to manage and promote two events per year and maintain a strong social media and web presence. We will also begin working with the Change Media Group in April to develop a new website and video for the series.

We still look forward to hosting Theaster Gates on October 8-9, 2015. Gates is a Chicago-based artist and founder of the non-profit, [Rebuild Foundation](#), known for culture-driven redevelopment in neighborhoods by activating abandoned spaces with arts and cultural programming.

Placemaking Initiatives

Since the January meeting of the Placemaking Steering Committee (PSC), the Office of Economic Development has begun coordinating the implementation of several pilot concepts in response to ideas gathered in the fall semester.

When students returned from Spring Break on March 23rd, 70 signs across 15 campus and Midtown locations were installed to encourage WSU community and others to explore dining, retail and cultural destinations within a 20-minute walk or bike ride. We are also preparing to host 14 art reproductions

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across 12 locations on campus and several neighboring businesses as part of the DIA's Inside Out program and will kick off this installation with a reception on Tuesday April 21st at The Freer House on Ferry St. Finally, the Space Committee recently approved our plan to install a public bike repair stand and air pump in a central campus location. We still have yet to secure funding or a strategy for moveable seating in several key campus plazas.

We will collect feedback on the impact of implementing these ideas in the form of pedestrian counts, in-person surveys, and continued use of the Neighborland platform. Our goal is to create a greater sense of place and community in Midtown, as well as inform future projects, pop-up installations, and capital investments.

Transportation & Mobility

The Office of Economic Development continues to explore opportunities and partnerships to grow mobility and transportation options for the campus community. We are actively exploring interest in transit connections between our Midtown and satellite campuses in Warren and/or Oakland County with the development of a campus-wide survey. The Center for Urban Studies is in the final phase of drafting the survey instrument and testing it internally. This survey will launch on April 15th and remain open through the last day of classes on the 28th.

Since convening WSU and Henry Ford Health System stakeholders in February, our office has compiled our collective concerns and preferences about the I-94 reconstruction project. This letter is currently under review and will be shared with MDOT and HNTB before the next Midtown Stakeholder meeting on April 21st.

Finally, the Office of Economic Development is coordinating WSU's participation in Bike to Work day on Friday May 15th. From 7-9AM there will be a Midtown pit stop located in front of Old Main with volunteers handing out coffee from Fourteen East Café and pastries from Avalon International Breads. We advertised this event and the Baroudeur with flyers at the Detroit Greenway Coalition table at the recent Bike Expo at Cobo Hall on Saturday March 28th.

Detroit Orientation Institute

The Office of Economic Development continues to plan Detroit Orientation Institute (DOI) programs since our re-launch in late 2014. Our next *Detroit 101* event (previously titled *Immerse Detroit*) will take place on Wednesday April 15th from 8AM-2PM in with conversation catalysts including Jerome Vaughn, WDET; Maggie DiSantis, Eastside Community Network; and Laura Hughes, Strategic Staffing Solutions. Jeanette Pierce of the Detroit Experience Factory will lead the bus tour with stops at the Riverfront, Villages, Eastern Market, Avenue of Fashion, and 8 mile wall. Participants will be meeting with community leaders at several of our featured destinations, including Rufus Bartel (Simply Casual), Karen Slaughter-DuPerry (Detroit RiverFront Conservancy) and Jim Sutherland (Eastern Market Corporation) to provide greater insights into their work and the local context. We currently have 22 registered attendees.

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The next *Detroit Dialogue* will focus on transit and will take place on Thursday May 21st from 12-2PM. At this time we have secured Dan Dirks (DDOT) and Megan Owens (TRU) as conversation catalysts and are still awaiting a response from Michael Ford at the Regional Transit Authority.

Talent-based Economic Development

DETROIT REVITALIZATION FELLOWS

Wayne State University's Detroit Revitalization Fellows are talented mid-career leaders stimulating progress within Detroit's civic, community and economic development landscape. This select group of doers engages in a rigorous two-year leadership development program while serving full time at organizations working to further key programs and projects across Detroit and the region. The program has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Skillman Foundation, DTE Energy Foundation, the Max M. & Marjorie S. Fisher Foundation, the John S. and James L. Knight Foundation, the PwC Charitable Foundation, Rock Ventures and Wayne State University.

Built on the enthusiastic foundation of a refreshed identity, the DRF launched its application process for the third cohort (DRF III) in November of 2014. Approximately 70 organizations attended one of three mandatory informational sessions as a prerequisite to apply for a Fellow. Of that number, 45 applications to host a Fellow were received and, eventually, a cohort of 20 positions was selected to move forward with and feature in the Fellows' application that launched on January 26, 2015. This is the most competitive and structured selection process that DRF has asked potential employers to engage in to date.

The Fellows' application closed on February 20, and DRF received over 650 applications – the most ever of its three cohorts. After an initial review by a team of over 30 Fellows, staff and Advisors, the pool was narrowed to approximately 160 semi-Finalists in early March. Virtual video interviews took place via Google Hangout between March 14–21, and employers were given access to the pool of semi-Finalists to give feedback on their preferred candidates by April 1. Approximately 50 Finalists were chosen by April 8, who will be interviewed in-person from April 30–May 2. And, finally, the employers will make offers to their preferred candidates on May 15. The third cohort of Detroit Revitalization Fellows will launch on August 3, 2015. In addition to the standard process of matching the selected organizations with a pool of potential Fellows, as many as three more Fellows-in-Place will be selected through a parallel process of joint application where both the organization and employee make a case to the DRF that he or she should be a Fellow. DRF received 20 of these in-place applications, proving to be just as competitive a process as the standard application for potential employers and Fellows.

Recent Fellows' programming has included the following opportunities and themed sessions:

Leadership Development / Connecting the Cohorts

It became clear in Fall 2014 that DRF's group leadership development programming wouldn't fully prepare Fellows for individual transitions out of the fellowship. As a result, DRF's Strategy Leader developed a series of "Lunch & Learn" opportunities that take place every month from January 2015 through the end of the fellowship. Topics have included personal branding, resume design and nonprofit

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board involvement. In addition to being open to current Fellows, these trainings have been made available to and utilized by Fellows from Cohort I as well. Also starting in March of 2015, the DRF staff is piloting a program to offer professional coaching to Cohort I Fellows that express an interest and need. Each Fellow, a dozen of whom have signed up, will be eligible to meet with their coach for up to four hours between March and July 2015. In exchange, these Fellows will have a heightened commitment to helping the program build relationships across cohorts.

March 2015

The Fellows session on Immigration & Entrepreneurship provided an opportunity to connect to one of the city and region's most valuable resources: immigrants. With the guidance of Global Detroit and ACCESS Growth Center, Fellows shared meals and conversations with about a dozen business owners and leaders of the Arab American community while visiting businesses on Warren Avenue and the Arab American National Museum in east Dearborn. On the second day of the session, Fellows connected with a myriad of service providers to the entrepreneurial landscape while holding a session that also included a 360 Review for each Fellow in a new business, Detroit City Distillery, owned by a first cohort Fellow. Businesses and Organizations that the Fellows connected with included Ellis Island Tea, Simply Casual, TechTown's SWOT City, BUILD Institute, NEIdeas and Wayne State University's Goldman Sachs 10,000 Small Businesses program.

April 2015

The session on Land Use & Planning took the Fellows to Flint, MI for a day to learn about the Imagine Flint master plan initiative, see associated demonstration projects related to blight elimination and development of green space, and talk with community members involved in the initiative. The second day of the session refocused Fellows' attention on Detroit, starting with a frank discussion about the history of planning in the city and current opportunities with first cohort Fellows Dara O'Byrne and Erin Kelly, both now working at Detroit Future City. The day continued with a discussion and workshop about Community Development Advocates of Detroit's Community Plan model, focusing on their recent work with the Brightmoor Alliance. The session ended with a Detroit Dialogue on *The City's Perspective on Planning* moderated by WSU's Jeff Horner, featuring guests including Arthur Jemison of the Housing & Revitalization Department and City Council Liaison for the Mayor's Office Palencia Mobley.