

Submitted by:

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## **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 25, 11:00am at the McGregor Memorial Conference Center. The President of the Goldman Sachs Foundation, Dina Powell will be in attendance, as well as regional government representatives (Mayor Duggan is invited), southeast regional economic development partners, and Alumni from Cohorts 1 and 2. Cohorts 3 and 4 are asked to invite friends, family and employees.

The GS10kSB entrepreneurship education and capital access program works! The second report on the impact of the program nationally was released May 2015. Highlights include:

- 76.0% of 10kSB alumni grew revenue within 18 months of completing the program
- 66.8% of 10kSB alumni grew revenue with 6 months of completion
- 57.1% of 10kSB alumni created jobs within 18 months of completion
- 46.2% of 10kSB alumni created jobs within 6 months of completion
- 84% of graduates do business with each other and/or collaborate to pursue larger opportunities.
- Median revenues of alumni, \$692,000; Median number of employees, 11
- 82.9% of alumni who applied for funding, received financing

The Wayne State University site responses greatly surpass the national average with over 80% reporting increased revenues and over 50% reported adding new jobs, according to Cohort 1 and 2, six-month surveys.

### **The Front Door – Corporate Engagement**

#### **Biomedical Engineering Department**

The chair of our Biomedical Engineering is a former neurosurgeon with extensive experience in medical imaging and molecular compounds that can identify, and potential treat, disease. As the department grows with new faculty, there are new areas of potential industry collaboration in the areas of medical imaging.

We have begun discussions with Ann Arbor-based medical imaging firm that uses novel photo-acoustic imaging (PAI) methods that can identify diseased areas without radiation. The firm would like to collaborate with Wayne State to validate their technology and to help develop next generation applications that can expand the scope of use. At this point, we have a project scope, budget plans and have initiated the process to create a comprehensive research agreement and plan to have it in place for research this summer.

WSU is reviewing master and equipment loan agreements with the high resolution ultrasound manufacturer, Visual Sonics, to develop three imaging projects with our Biomedical Engineering program.

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**BASF**

Building on its close relationship with the leadership at BASF, the Front Door and Wayne State University co-hosted a North American Technology Scouting Workshop University Outreach Session in Detroit. The event brought together BASF technology scouts and university experts from across the Midwest to discuss their research in topics of interest to the firm.

WSU Governor David Nicholson gave the keynote address and Dean Farshad Fotouhi introduced WSU Research capabilities to an audience of 70 BASF personnel and faculty from 7 nearby universities including UM, MSU and MTU. From this meeting, four WSU research areas have been identified by BASF as key interests. The Front Door will coordinate BASF and establish follow up meetings.

**Nissan Advanced Battery Team**

The Front Door and the College of Engineering have been communicating about our research and their strategic needs. To further develop a research WSU relationship with Nissan, The Front Door is facilitating contract completion of a non-disclosure agreement (NDA) as a first step to detailed discussions about battery material characterization, which we anticipate will lead to testing to be conducted under a sponsored research agreement.

**Michigan Corporate Relations Network (MCRN)**

MCRN is a program funded by the MEDC to promote economic development via closer university-industry ties. The program has funding for their Small Company Innovation Program (SCIP) that provides up to \$40k in matching funds for Michigan firms that collaborate with Wayne State researchers on projects that accelerates the firms' commercialization efforts. The Front Door is currently evaluating seven potential new collaborations. For our students, we have a Small Company Internship Award (SCIA) program that provides matching funds for small Michigan firms that hire Wayne State students.

**3D printing / Virtual reality Imaging**

Rapid advances in technology have made it possible to develop high resolution 3D prototype objects via additive manufacturing machines and software simulation. The Front Door has been in contact with local and national firms to develop relationships with Wayne State faculty and to assess the potential for a 3D prototyping center in MidTown. There is developing interest in creating 3D models of anatomic parts, forensic simulations and to create 3D visualization of objects for psychological evaluation and driver education. The Front Door has been collaborating with two small TechTown businesses in these technologies.

**Student-related activities:****COE Student Innovation and Design Day**

On May 8 the College of Engineering hosted its inaugural Student Innovation and Design Day to showcase student accomplishments. Over 100 students, industry and community partners attended to learn about and judge engineering Capstone design team innovations.

Awards were presented to the top teams: Project Porta – an augmented reality motion comic book, Potential Energy Storage Floor Mat for Pedestrian Use (a fluid system used to capture energy from

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foot traffic), Big Data Analysis: Predict Commodity Pricing (a General Motors sponsored project), Outboard Boat Motor Service Tool – a hoist that allows a single individual to remove and service a marine engine.

**Industry Support of COE Student Experiential Learning:**

**Capstone Undergraduate Design Projects**

Detroit Greenways Coalition Dequindre Cut non-motorized path development plan provided 5 Civil Engineering Capstone design teams with a challenging redesign and redevelopment project. Each team was assigned a two mile segment of the path and proposed a variety of structural changes and improvements to convert to a useable pathway for bicyclists and pedestrian.

**BEST program**

As the BEST (Broadening Experience in Scientific Training) grant finishes its second year at Wayne State; our students are benefiting from the industry introductions in their program. The Front Door is working with the BEST office and has identified firms that are hiring our students as interns this summer.

**Entrepreneurial Activity**

**COE Anderson Engineering Ventures Institute (AEVI)**

The Front Door has been actively involved in discussion with university & engineering leadership on the development of programs and resources for AEVI. During this initial phase, a framework is being created that includes our Technology Commercialization office, TechTown, I-Corps training programs and industrial advisors. Budgets and personnel are being defined for AEVI. Funding is being allocated along three budget categories that include: Industry Engagement, Technology Development Fund and patent analysis and education.

**TechTown – U-Windsor: Healthcare Hackathon**

On May 1-3, TechTown and the University of Windsor co-hosted the first Healthcare Hackathon at TechTown. The event gathered nearly 300 participants on a Friday evening to hear 38 pitches for how the hackathon might solve specific current healthcare management problems. Over Saturday and Sunday, groups were created to develop 18 concepts further with more complete statements of the problems and create prototype solutions. The Front Door participated with two of our staff acting as mentors over the weekend for these nascent groups as they worked on solutions to their clinical issues as well as commercialization plans. (for a video montage of the entire hackathon, <http://www.memloom.com/share/eag054iu>)

**Blackstone Launchpad**

**Metrics**

(September 2010 to May 2015) total clients: 1,100; total business ideas submitted: 495; businesses started: 150; businesses earning or have earned revenue: 78

**Warrior Fund**

The BLP held a Warrior Fund pre-seed competition on May 8th. Recent Mechanical Engineering graduate, Adam Skornia competed and won \$5,000 by pitching his hunting technology business

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plan of Skor, LLC to a panel of judges. Judges included members of the local investment community and established entrepreneurs.

### **Hack WSU**

Wayne State University's first annual 24 hour student hackathon took place over the Memorial Day Weekend. We had 58 computer coders and developers stay over in the College of Engineering for 24 hours creating programs from video games, to digital hotel bellhop services, to use of a digital notepad to write and draw using hand motions only. The ages participating ranged from high school freshmen to the baby boomer generation.

## **Place-based Economic Development**

### **Detroit Bike Share**

The Office of Economic Development has been working closely with the Downtown Detroit Partnership and the City of Detroit to raise funds to start a public bike share system in Detroit. To date, OED has raised \$1.7 million for bike share, while continuing to pursue additional philanthropic and corporate support. Starting in July 2015, Detroit Bike Share will transition over to the Downtown Detroit Partnership, where it will become an official program of the DDP. OED staff will continue to monitor progress of the program and will provide input and support as appropriate.

### **Van Dusen Urban Leadership Forum**

Since April we have focused on the development of the new website and researching opportunities for future events. We have begun regular meetings with Change Media Group to select a logo, web design and archival content that we will present to the board later this month. After submitting a proposal to the Advisory Board to partner with Jefferson East, Inc. for the weeklong 8 80 Cities residency featuring Gil Penalosa later this month, the Board opted not to participate. However, given our office's role as a convener and efforts to stimulate growth in the neighborhood and city, WSU OED received a \$20,000 grant from Knight Foundation to partner with JEI to produce the public lecture and week of workshops, tours and discussions. The public lecture will take place at the Community Arts Auditorium on **Tuesday June 23 at 6PM** and is titled, *We Are All City Builders: How to Create Vibrant, Inclusive and Innovative Cities for All*.

We will host 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.

In early June, we will have a new Student Assistant from the Department of Urban Studies to help with the Van Dusen Urban Leadership Forum, Placemaking Initiatives and the Detroit Orientation Institute.

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### **Placemaking Initiatives**

Since implementing several pilot concepts this spring (Walk [Wayne State] signage, public bike repair stand and DIA Inside Out program) we continue to develop each concept and seek opportunities to test new ideas. On April 21, about 50 guests attended our kick-off event for the DIA's Inside Out program and we have just opened registration for a free bike tour on Thursday June 18 at 6PM to tour all of the reproductions. In April, seven students from various academic disciplines came together to form the WSU Place Makers, a group that will help lead evaluation efforts and the implementation of future concepts. The Placemaking Steering Committee met on May 14 to review our progress to date. We still have yet to secure funding or a strategy for moveable seating in several key campus plazas but are exploring sponsorship opportunities and possible coordination with the Detroit Design Festival activities in September.

### **Transportation & Mobility**

The Office of Economic Development continues to explore opportunities and partnerships to grow mobility and transportation options for the campus community. We conducted a survey in April to explore interest in transit connections between our Midtown and satellite campuses in Warren and/or Oakland County and will be analyzing the data in June. We are also working with the Parking and Transportation Department to research ways to enhance our campus shuttle service based on previous survey data.

On May 14 our office sent a letter to MDOT on behalf of WSU and the Henry Ford Health System to share our concerns and preferences about the I-94 reconstruction project. We continue to participate in quarterly Midtown Stakeholder Subcommittee meetings.

Finally, the Office of Economic Development coordinated WSU's participation in Bike to Work day on Friday May 15. From 7-9:30AM roughly 30 bicyclists and 7 volunteers participated at a Midtown pit stop located in front of Old Main. Sponsors included Fourteen East Café, Avalon International Breads and Wheelhouse Detroit. The pitstop included information about the Baroudeur, weekly training rides, the DIA Inside Out bike tour and giveaways from the Wellness Warriors and Alumni Association.

### **Detroit Orientation Institute**

The Office of Economic Development hosted two Detroit Orientation Institute (DOI) programs in April and May. The Detroit 101 on April 15 was a success with 20 participants plus our featured guests, Jerome Vaughn, WDET; Maggie DiSantis, Eastside Community Network; and Laura Hughes, Strategic Staffing Solutions. Feedback from participants was overwhelmingly positive with all survey respondents stating they would recommend the event to a friend or colleague. Our next Detroit 101 event will take place in the fall.

We also hosted a Detroit Dialogue on Transit on May 21 with 15 participants in addition to our featured guests Dan Dirks, DDOT; Megan Owens, TRU; and Conan Smith, Metro Matters. The next Detroit Dialogue will likely take place in August, though the topic has yet to be determined.

## **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. A total of 55 Finalists were chosen by April 8, and then interviewed in-person from April 30–May 2. Finally, the employers made job 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, Fellows-in-Place were selected through a parallel process of joint application where both the organization and employee made 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.

On May 26, 2015, the DRF staff notified 24 Finalists that they would be in the third cohort of Detroit Revitalization Fellows from August 2015 through July 2017. Of these 24 Fellows, 6 are Fellows-in-Place. The 2015-17 Detroit Revitalization Fellows are a diverse group, as follows:

- 71% self-identify their gender as Female; and
- 29% self-identify their gender as Male.
- 46% self-identify their race as Black;
- 37% self-identify their race as White; and
- 17% self-identify their race as either Asian, Latino, Multi-Racial or Other.
- More than half indicate that they are already city of Detroit residents.

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**Recent Fellows' programming has included the following monthly sessions:****May 2015**

The Fellows' third and last Study Trip during the 2013-15 cohort took them back to New Orleans, as the first cohort of Fellows did in May of 2013. In addition to the current Fellows, DRF was able to take along 5 2011-13 Fellows to further build the program's network across multiple cohorts. Over four days, Fellows interacted with community, government, nonprofit and university leaders in New Orleans around topics that included:

- New Orleans' approach to Blight Remediation;
- The intersections between neighborhood/corridor revitalization and economic opportunity;
- The impact of music and related cultures on the city's development;
- Connections between Detroit and New Orleans; and
- The education system.

**June 2015**

The June 2015 session was the last full monthly session for the 2013-15 Detroit Revitalization Fellows, and fittingly culminated with a series of discussions about Regionalism. Myron Orfield, Director of the Institute on Metropolitan Opportunity at the University of Minnesota and noted author of *Metropolitics: A Regional Agenda for Community and Stability*, engaged in a dialogue with the Fellows and local leaders including Wayne State University's own Professor George Galster about the history around regionalism and its potential future for Detroit. In addition to the conversations on regionalism, the Fellows were joined one last time by DRF's third-party evaluator, Urban Ventures Group, to discuss the impacts that they have had as Fellows and the impact that the fellowship has had on them.