

Submitted by:

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## **Business-based Economic Development**

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

#### **Industry engagement - Promotional and outreach**

The Front Door for Business Engagement markets Wayne State to the business community, promoting our faculty expertise, business programs & talented students. This promotion and education process begins with Front Door staff attending meetings with industry trade groups, professional societies and regional economic development organizations. Over the last quarter staff have met with dozens of local leaders at the following events:

- MAGMA (Michigan Academy for Green Mobility Alliance) Advisory Council Meeting - A quarterly meeting with industry leaders in transportation/mobility (Incl. GM, American Axle, Chrysler, Ford, CAR, SAE and the Workforce Development Agency (WDA). At the meeting, HR representatives from these firms expressed an interest to get more college-educated talent in technology areas. The Front Door has arranged for a follow up meeting with MAGMA leadership on campus this month.
- CitiesRising Water Policy Roundtable - Recent meeting with Microsoft, Parjana, PIP and dozens from local industry and water agencies to discuss long term projects, such as the creation of a framework for Global Water Policy Pact (with participation from the UN and White House), civic educational programs and to host a World Water Expo in Detroit in Detroit to highlight Great Lakes water issues.
- Manufacturing in America Expo - Local meeting with 2500 manufacturing executives and engineers Siemens and Electro-Matic to discuss advanced manufacturing initiatives and technology
- MEDC Region 10 - The Front Door and the Goldman-Sachs 10000 Small Business program recently hosted a meeting of 30 local MEDC representatives and small business support organization. These quarterly meetings offer the opportunity to share industry interests and potential collaborations, as well as, to discuss strategic workforce needs.
- Also, as follow-up to a recent national technology meeting, the office has been in contact with Pfizer, Global Data, EMD Millipore, GlaxoSmithKline, Asahi Kasei Pharma, SciStart, Medtronic, and Allied Minds to gather information about their strategic needs (and research funding) to assess a potential fit with our faculty research interests.

In follow-up to these events, the Front Door staff have been in touch with our faculty and administration about new industry connections and their expressed interests for research and student talent.

#### **Industry engagement - New project opportunities**

The Front Door for Business Engagement often takes the lead in developing new relationships with industry as well as helping to define initial and strategic programs for collaboration. Recently, the Front Door has organized some on-campus and high level industry discussions.

- Brought InPress Technologies of San Francisco to campus. The company has developed a novel device to immediately stop bleeding after a mother delivers an infant (Postpartum Hemorrhage (PPH) is one of the top 3 causes of maternal mortality, and may be responsible for over 100,000 annual deaths globally). While the 1st world risk to mothers can be

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minimized with good healthcare, in developing countries there is a dramatic need for improved solutions. InPress came to Wayne State in Detroit in part due to the national reputation for our Perinatology Research Branch (PRB) and for the large number of deliveries at Hutzel and other WSU faculty locations. Initial discussions regarding the clinical work have gone well. Research contracts and IRB (Institutional Review Board) reviews are in preparation.

- Hosted a Western Michigan startup (Mar-Med) visit to iBIO to meet with our faculty. The firm is a leader in developing novel devices to aid in wound healing. The firm felt our faculties' extensive experience with trauma, surgery and woundcare offers a faster and more expert means to evaluate their products and potential improvements. In discussion is a research collaboration to evaluate improvements in woundcare with corporate and other matching funding coming to Wayne State.
- Last fall, Lear Corporation announce their new Detroit Innovation Center. "We are very excited to be opening a new Innovation and Design Center in downtown Detroit." Matt Simoncini, President and CEO of Lear Corporation (and WSU alumnus). Lear will be collaborating with students and faculty from Wayne State University College of Engineering (WSU) and the College for Creative Studies (CCS). The Front Door has been working with Lear, the Dean of Engineering and the Vice President for Research to craft a new master agreement that will create a framework for the number of projects planned in the collaboration.
- The Front Door also hosted the CEO of the publishing firm, McGraw-Hill to campus. David Levin visited with Associate Vice President for Educational Outreach and International Programs, Ahmad Ezzeddine, Academic Success Director Michelle Bruner, APEX Associate Director Audrey Whitfield, Cheryl Kollin, Director-University Advising Center & Advisor Training Academy and Orientation, and Doug Freed, Director-Transfer Student Success to discuss how students succeed at Wayne. McGraw-Hill has an interest in how higher education can help students overcome issues and succeed, and Dr. Levin felt Wayne State is a national leader in our student success efforts.

## **Industry engagement - Promoting Wayne State to the business community**

### National / International marketing and promotion

Association of University Technology Managers (AUTM) is a national organization that aids in developing ties between industry and academia, as well as transitioning technology into commercialization. Recent efforts by AUTM to broaden their impact include the development of industry partnering sessions where company research and business development leaders meet 1:1 with academic business engagement and other university teams. These sessions offer the chance to discuss mutual interests, research thrusts and technology needs. Kashif Haque, Industrial Liaison for Healthcare in the Front Door, was recently recruited by AUTM to join representatives from the organization, Georgia Tech, U-Maryland and others to create regional partnering sessions with industry. Our office is promoting Detroit for a regional session here in 2017 in the areas of life sciences and healthcare, and possibly in the automotive/mobility space.

Wayne State recently held its 3rd annual conference on Big Data and Business Analytics. The conference has grown from 75 attendees to 325+ this year. For all three conferences, the Front Door has been on the organizing and program committees, contributing to help attract industry and to organize discussions with companies about our new Big Data degree and certificate programs, and ways that we

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can help address their business needs. Again, this year, the Front Door sat down with industry leaders for 1:1 discussions about big data & their business applications, interviews which were recorded and will appear on our website to promote our academics and future symposia. (Links to last year's interviews, by the Front Door and others, can be found at, <http://engineering.wayne.edu/big-data-analytics/> )

Finally, the Front Door is working closely with the local Italian Consulate office to organize a major event with industry on campus May 9-10. The event will showcase advance automotive technology research (autonomous and connected vehicles, next generation powertrains and advanced manufacturing), as well as, offer a chance for Wayne State Engineering students to discuss their research. Plans for the event include visits from major automotive OEM's and their suppliers to Wayne State and the College of Engineering.

### **Goldman Sachs 10,000 Small Businesses Program**

WSU launched the 7th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program on Friday, April 1 with 30 small businesses from throughout SE-Michigan, including 12 Detroit-based businesses. The collective revenue in 2015 for this cohort is \$37, 092, 201, with 321 employees. The graduation of Cohorts 5 & 6 takes place on Wednesday, May 4 on the campus of local partner institution, Oakland Community College, in the Royal Oak theatre. Former Garden Fresh owner who sold to Campbell Soup for \$231MM, Jack Aronson is the keynote speaker.

The GS10kSB program is supporting WSU School of Business' MBA students by participating as clients of Dr. Attila Yaprak's marketing strategies course (MKTG 7050) this summer. 10 businesses are seeking help with marketing strategy implementation and research

### **Blackstone Launchpad**

The Blackstone LaunchPad is hosting its second annual 24 hour hack-a-thon, [HackWSU](#), this May 21<sup>st</sup> – 22<sup>nd</sup> in the College of Engineering. Our goal is to recruit 200 students from local universities, community colleges, and high schools to code, create and conquer by forming teams and developing mobile apps, web apps, software or programmable hardware. To help students succeed in programming we are offering Tech Intro Workshops on Saturdays leading up to HackWSU starting April 16<sup>th</sup>. We are working with funding sponsors: the College of Engineering's Anderson Venture Institute, Rocket Ventures, NITS Solutions (more to come); workshop sponsor: WSU Computer Science Department, Girl Develop IT, Iron Yard, and Pish Posh; high school recruitment efforts: WSU C2 Pipeline; and marketing sponsor Detroit Startup Week to make this the ultimate coding experience for the youth in Detroit.

We are coordinating and supporting efforts in entrepreneurship at Wayne State University through our new office, Innovation Warriors, which will be announced officially shortly. Currently we are working to help other initiatives and provide support to the minor in entrepreneurship. We will also bring marquee and up and coming speakers in the arena of small business to the Wayne State University community. Innovation Warriors will also increase our capacity to foster entrepreneurship in obtaining more mentors to help our student and alumni startups. We had our first cross campus committee meeting on March 31<sup>st</sup>, with several colleges being represented. Committee meetings will be held every two months.

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Accumulated numbers from September 2010 to March 2016: total clients: 1,429 total business ideas submitted: 591 businesses started: 170 businesses earning or have earned revenue: 100

## **TechTown**

### **LABS**

The LABS Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program continues to promote and recruit prospects for our 2016 application, leveraging our consistent traditional and social media campaign. Various radio and print media interviews have been conducted while job fairs, February 23<sup>rd</sup> and March 24<sup>th</sup> public “Information Sessions” (approximately 75 total students attended the two sessions), and direct dialog with university representatives remain a parallel focus for increasing awareness and visibility of the program. All but a few of our required program facilitators, coaches, mentors and guest speakers have been confirmed as of late March – thereby allowing for our team’s primary focus to be on attracting 12-16 quality, tech-focused student startup teams for this year’s cohort. Applications close April 22<sup>nd</sup>, the program kicks off in late May and concludes in early August.

The MedHealth Regional Innovation Cluster continues to evolve very well with great participation from 21 planning committee members. Ongoing work has produced a 2016 MedHealth Regional Cluster Action Plan with a set of recommendations for 2016, a shared purpose statement for the Cluster and potential priorities for 2017. The work of the committee, led by Kuntzsch Business Solutions (KBS), has been funded by NEI through June 2016 and a requested proposal for longer-term funding is also being prepared. MedHealth sub-committees have been created in order to clearly define and help execute strategies for achieving 2016-2017 priorities of the Cluster.

In further support of the identified opportunity to amplify our key assets, capitalize upon opportunities for increased regional collaboration and deliver integrated support of healthcare focused entrepreneurs, a number of activities have been recently executed and planned: (A) attendance of the largest healthcare information conference in Feb 29<sup>th</sup> – March 4<sup>th</sup> called HIMSS – the Healthcare and Information Management Systems Society (B) April 25<sup>th</sup> “Value Proposition Design” Course at TechTown Detroit in partnership with University of Michigan Fast Forward Medical Innovations and Wayne State University targeted at biomedical engineers, students, researchers, clinicians and innovators in the healthcare space (C) April 28<sup>th</sup> US-Canada Healthcare Innovation Summit that will host 20-30 mature and in-market healthcare IT and product companies from Canada at TechTown Detroit in an effort to connect them with SE Michigan investors, service providers, partners, customers, etc.

Support and progress of the TBIC (TechTown Business Incubation Center) - clients continue to receive valuable services from our LABS team as startup teams achieve set milestones, conduct 6-month venture report-outs and benefit from a myriad of curated resources from TechTown LABS partners -- such as SBDC, BBC, TechShop Detroit, Varnum Law Firm and others. Two clients from past TechTown programs were recently added to the TBIC client list (Sentinl, formerly known as Logisync; and City Insights, formerly known as MiWater Tech), bringing the total number of clients to eleven (11) within the program.

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On March 10<sup>th</sup> the LABS team partnered with Comcast Detroit, NBC Universal and Technical.ly – the digital publication focused on key tech entrepreneurial ecosystems across the nation to deliver the “Tomorrow Tour” at TechTown Detroit. The event gathered over 150 area leaders and stakeholders for a day of events that focused on highlighting how Detroit’s tech scene is breathing new life and ideas into the region, candidly discussing our challenges and exploring how tech and innovation converge to strengthen our city. Additional TechTown LABS events are planned to add value and visibility to our work such as an April 12<sup>th</sup> Angel and Social Impact Investing Seminar in partnership with T3 and InForum of Michigan, NewCo Detroit participation / event hosting on April 12<sup>th</sup>-13<sup>th</sup>, TechWeek Detroit May 2-8<sup>th</sup> and Hacking Health Windsor-Detroit II May 13-15<sup>th</sup> in Windsor, Ontario.

### **BLOCKS Business Unit**

The BLOCKS business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities, and help transform underserved neighborhoods into vibrant and dense communities. SWOT City and Retail Boot Camp programs are the building blocks for success.

Current client companies include both RBC VI graduates and SWOT City clients (64).

The SWOT City Team is also conducting SWOT assessments and milestone planning for NEIdeas applicants, having received 45 applications to date. For NEIdeas applicants that participate in the NEI/MCR SWOT city program and fall within the SWOT City neighborhoods, the team is able to sign the business on as a SWOT City client and support executing the milestone plan 30 to 90 days.

### **SWOT City**

SWOT City program continues to increase engagements across portfolio to include ongoing one-on-one coaching customized to each business. With ongoing referral support from community partners SWOT City receives referrals of businesses both existing and startups. Our transformation is accelerating — we're powering growth in our value-add businesses and aggressively reshaping our commodity business. Three SWOT City companies are on track for opening this quarter: Detroit Denim, Posh Clothing and Third Wave Music.

### **Retail Boot Camp**

TechTown’s Retail Boot Camp will launch the fifth class this Fall on Tuesday, September 20, 2016. Retail Boot Camp is an intensive, eight-week program that prepares serious, Detroit-based entrepreneurs for the opening of their brick-and-mortar retail establishments. In addition to training, RBC provides access to critical start-up capital, affordable space and ongoing business support. Retail Boot Camp has gained a reputation for launching successful and much-anticipated businesses that are catalyzing neighborhood commercial districts, including Paramita Sound, House of Pure Vin and recent Hatch Detroit winner Live Cycle Delight.

Since the official launch of RBC in Spring 2013 the demand for programming to support successful launch of businesses has increased. Second Quarter, RBC will begin piloting facilitation of mini-RBC workshops off-site in Detroit neighborhoods, as well as, opportunities in Wayne County. Topics will include but are not limited to choosing the right location, merchandising, sound fiscal management, customer discovery, business model canvass.

Notable updates this quarter: the opening of Mama Coos and the announcement of a Motor City Match \$18k award on Monday, April 11, 2016. Additionally, three graduates of RBC are finalist for Entre Slam – Tribalfare, Love Travels Imports and Artists Inn.

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### **Workshops**

Ongoing workshops and education are critical for assisting small business with launching, sustaining and growing their business. BLOCKS has quarterly workshops which a variety of focus areas to include but not limited to trademark, mail direct.

Detroit Entrepreneur Week (DEW) is a celebration of the people who are starting or growing a Detroit-based business. During national Small Business Week, this festival will inspire over 1,000 entrepreneurs across three different Detroit neighborhoods through events, workshops and seminars. More than just a festival, DEW is a platform for connection, collaboration, advancing the entrepreneurial momentum and the culture of entrepreneurship in Detroit.

Detroit Entrepreneur Week is May 2-7, with weekday morning sessions at TechTown, evening sessions in various Detroit neighborhoods and an all-day Small Business Legal Academy on May 7 organized by some of Detroit's leading law firms and legal departments at the Wayne State University Law. Participating organizations and event sponsors include TechTown, SCORE Detroit, ProsperUs Detroit, FoodLab Detroit, Great Lakes Women's Business Council and Build Institute, to name a few.

Why DEW is great in Detroit. DEW is the leading voice of Detroit's neighborhood-based entrepreneurs. This grassroots approach to entrepreneurial development is truly transformative and positions Detroit as a beacon for entrepreneurs citywide. Detroit Entrepreneur Week has a network of resource providers, and community leaders will ensure that entrepreneurs of today and the generations to follow will have access to the necessary tools, supportive communities and culture to succeed.

## **Place-based Economic Development**

### **The Midtown Experience**

Our office presented on the Midtown experience to approximately 350 students and families at 5 open houses and admitted students' days in February, March, and April. Our presentation includes information on housing options both on and off campus, places to dine and shop in Midtown and neighboring areas, cultural institutions, recreation opportunities and special events. We have been told the presentation is something students, parents and WSU employees find very helpful, and are working with H.R. here at WSU to ensure all employees receive this information during the weekly new hire orientation.

## **Talent-based Economic Development**

### **DETROIT REVITALIZATION FELLOWS**

#### **Detroit Revitalization Fellows, a program of Wayne State University**

Launched at Wayne State University in 2011, Detroit Revitalization Fellows (DRF) places emerging urban leaders to stimulate progress in local organizations at the forefront of civic, community and economic development efforts across the city and region. This select group of doers engages in a rigorous two-year leadership development program while serving full time at their host organizations. DRF has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Fred A. and Barbara M. Erb Family Foundation, Skillman Foundation, DTE Energy Foundation, the Max M.

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& Marjorie S. Fisher Foundation, the John S. and James L. Knight Foundation, the PwC Charitable Foundation, Rock Ventures and Wayne State University.

DRF III launched in August 2015 with 23 new Fellows, 22 of whom remain in the program. The DRF III Fellows are engaged in two years of leadership development that focuses simultaneously on the Cohort of Fellows collectively, as well as each Fellow individually, via a combination of 24 monthly group sessions and significant investment in coaching and training for each Fellow individually.

With the receipt of a \$400,000 grant from the Fred A. and Barbara M. Erb Family Foundation in March 2016, all expenses for DRF through July of 2017 are covered. This is an exciting opportunity on multiple levels, including to pilot a new approach to collaboration amongst Fellows and their employers. A portion of the funds will be utilized for a project led by the Fellows placed at Belle Isle Conservancy, EcoWorks and Detroit Riverfront Conservancy to address an environmental sustainability issue in Detroit.

Recent DRF III Fellows' sessions have included:

- **March 2016 – Environment**

The March session focused on the environment with a particular lens on the impact of blue infrastructure on communities. The session was developed with the assistance of the Erb Family Foundation and a core group of Fellows working in this arena. The leadership development programming was a continuation of the public speaking workshop that was started in the January 2016 session, as well as the continuation of Lean Six Sigma training begun in the fall of 2015.

- **April 2016 – Transit & Mobility**

The April session focused on the connections between mobility and economic opportunity. Current Fellow Jeffrey Nolish helped staff plan the session while he transitioned from his previous placement at Metro Matters to a new role as Senior Mobility Specialist at the City of Detroit Planning & Development Department. The leadership development programming featured another Lean Six Sigma training session and the conclusion of the public speaking workshop with Eleni Kelakos that was started in the January 2016 session.

### **Kresge Mayor's Fellows**

The Kresge Mayor's Fellows (KMF) are a team of three high caliber, talented and driven mid-career professionals who take on cross-departmental challenges and opportunities from the City of Detroit Mayor's Office to advance quality of life for and with Detroiters. Drawn competitively from the first two cohorts of DRF, each KMF has completed their service to DRF. The two year initiative launched in August 2015, a partnership with the Kresge Foundation and Mayor Mike Duggan's office.

As of March 2016, KMF Fellow Jeanet Kulcsar will now be the Director of Strategy for the City's Office of the Chief Financial Officer (OCFO). This new role is a much better match for her skills and interest, from which she will have a strong hand in the success of the OCFO as it builds a more collaborative set of financial systems across all City departments. Jeanet has already been recognized in her new role as one of the key people behind the scenes coordinating with the Michigan Department of Treasury to make the Detroit Promise scholarship a reality.

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### **Raising DRF's Profile**

With the launch of its third cohort and the KMF initiative, the Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other institutions that are considering launching their own fellowship programs, and to share its expertise. Current Fellows and DRF alumni are regularly being recognized for their contributions to the future of Detroit and its region, and being given increasingly influential professional opportunities. Recent examples include:

- DRF Director Graig Donnelly presented on the potential for collective regional action through investing in emerging leaders at the Grosse Pointe War Memorial's "Making a Pointe" event in March 2016.
- Cohort III Fellow Melvin Henley presented at South by Southwest in March 2016, representing his employer Detroit Creative Corridor Center and discussing the recent UNESCO City of Design designation for Detroit.
- Cohort I Fellow Brian Connors was appointed as the State of Michigan's first executive director for the Michigan-China Innovation Center in March 2016.
- Cohort II Fellow Amanda Gregory presented on the evolving legal status of urban agriculture at the Harvard Law School "Just Food?" conference in March 2016.
- DRF Strategy Leader Asandi Conner represented the fellowship at the National Forum for Black Public Administrators annual conference in Portland, Oregon in April 2016.
- DRF Fellows' Experience Manager Emily Miller hosted a panel that featured current DRF III Fellows Ritchie Harrison (Detroit Riverfront Conservancy), Brittany Sanders (Belle Isle Conservancy) and Leslie Tom (Charles H. Wright Museum of African American History) at the University of Michigan Museum Studies Program's "New Voices and Detroit Museums" conference in April 2016.