

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

WSU is preparing for the 10th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program that begins May 6, 2017. We're gathering financial documents from 50 business owners from around the state, seeking admittance. There are over 240 GS10kSB alumni in this market who have accessed WSU resources (career services, students for projects, marketing data/library services) and have supported WSU events with sponsorships and participation. The local site is partnering with Bedrock Ventures on a Detroit Business Summit, connecting the Bedrock 'Family of Companies' to select business owners who received training at WSU.

Of the 240 business owners in the alumni network, 35% are Detroit-based; 31% are Oakland County-based, and approximately 67% represent underserved communities around the state of Michigan

Innovation Warriors (formerly Blackstone Launchpad)

The Innovation Warriors (IW) continued its transition from being just the Blackstone Launchpad (BLP) program and has continued to promote innovation and entrepreneurship through all of our six programs including BLP.

Progress Summary:

Our site is up and running, innovationwarriors.wayne.edu. It allows those interested to in any of our six programs to sign up with Innovation Warriors and follow the ones that interest them. Please see appendix for explanation of all six programs.

IW's HackWSU program has launched the Winter Semester's Detroit Hacker Nights (DHN) with mobile app development company Detroit Labs facilitating the coding workshops. Over the course of eight weeks, every Monday evening, participants will be taught how to build mobile and web apps of their own design. Detroit Labs will teach basics on JavaScript, Angular and other platforms for coding to the participants. The main thing that will be taught will be how hackers can use open source resources to learn how to code, become true hackers. The first DHN led by Detroit Labs began on Monday, February 6th. We have had consistently 75 plus participants attend. They have formed teams and created their mobile app concepts that they will code.

HackWSU is close to securing AngelHack, a large global hacking organization, to partner with us in our 36 hour hackathon to take place on May 19th-21st. We are anticipating 300 participants this year and we have secured the Undergraduate Library for the location of the HackWSU. This year we will have the year long Detroit Hacker Nights help build momentum leading into our hackathon.

The Warrior Fund had the university's General Counsel draft a revised Memorandum of Understanding which will allow our winners from December's pitch competition receive their winnings. We are awaiting review and approval from the Provost. All three winning teams, Enbiologics (Sean, It Comes Naturally, and SwimPro are working with our office in order to improve their businesses. Our judges from the December competition are also continuing coaching the winners as well as C.A.F.E. Clutch who is pursuing a grant from Automation Alley. C.A.F.E. Clutch is being guided by our IW/BLP alum (WSU

Public Affairs c/o 2012) and Manager of Automation Alley's Entrepreneurship program, Dom Holmes. For recap of the Warrior Fund winner please see their descriptions below in the appendix.

For On The Verge, we are teaming up with the Build Institute who will provide speakers for our next panel discussion. We are still editing both Humble Beginnings and On The Verge recorded in October are both being edited to help us pitch the content to WTVS and more.

Metrics

Accumulated numbers from September 2010 to March 2017: total clients: 1,554 total business ideas submitted: 673 businesses started: 189 businesses earning or have earned revenue: 112.

TechTown

LABS

The LABS team continues to promote, recruit and connect with young professional talent from around the state in preparation for our 2017 Detroit Technology Exchange (DTX) Launch Detroit student summer accelerator program that will kick-off in May 2017. We continue to aggressively pursue alternative program funding sources in the form of corporate foundation grants, sponsoring of student teams by private firms and federal sources such as the Department of Commerce, in partnership with the Michigan Minority Supplier Diversity Council.

One of last year's highlights was the "Career Experience Program", funded by Bank of America. Chris Lum (DTX graduate and program intern) was paired with Impellia, a technology based sports rehabilitation and performance management startup in Detroit, where he completed such a successful internship experience that he was offered a full-time position by Impellia leadership. We received amazing responses from both Chris Lum and Impellia regarding the value of the program and it's our hope to expand this program in 2017 and beyond.

Our Technology Business Incubation Center (T.B.I.C.) program supports eight clients that are growing business in various industries such as health care products, education-tech, municipal water department, city government mobile solutions and more. TBIC (TechTown Business Incubation Center) clients continue to receive valuable services from our LABS team as startups seek to complete set milestones, conduct 6-month venture report-outs and benefit from a myriad of curated resources from TechTown LABS partners delivering services that include, but not limited to: grant writing / funding, manufacturing, legal, creative design and new customer acquisition services. One new client was recently added, three clients elected to not renew services for another 6-month term and we anticipate adding two more clients before the end of Q1 2017.

Work of the MedHealth Innovation Cluster and its 22-member Steering Committee continues to evolve as work in our three main priority areas progresses well. Particularly, the Committee delivered our inaugural MedHealth Summit on February 14th at TechTown Detroit. Over 225 guests attended the event that received very positive feedback from multiple attendees, stakeholders and supporters. Headlined by a captivating keynote address from Vic Strecher, the day-long event facilitated conversation from cross-

border panelists, pre-coordinated meetings between innovators and healthcare organizations, guest case study presentation from BioSTL and a pitch competition that awarded more than \$20,000 in cash and prizes. The MedHealth Steering Committee team now looks to 2017 as a year for continuing the intentional connections between startups and health systems, finalizing our MedHealth Regional Assessment focused on capturing the state of our region's strengths, assets, capabilities, economic impact, etc. in the medical device and digital health industries. We will also plan to further refine and release our Commercialization Pathfinder tool which is being built to help entrepreneurs in Michigan and Ontario understand key components in the process of bringing a medical device or digital health solution to market. This pathfinder will ultimately guide an entrepreneur to contact a MI SmartZone or Canadian Regional Innovation Centre to receive additional support services and resource recommendations. It will also provide SmartZones and Regional Innovation Centers with a directory of Michigan and Ontario based resources that can provide support to an entrepreneur as they develop their technology. Lastly, the committee will be looking at optimal modes of growth and diversified support for ongoing sustainability (note: Public Sector Consultants submitted a proposal in late January in the amount of \$200K to NEI for support through February 2018 based on conversations with Pam Lewis).

After receiving a grant in the amount of \$100K from the John and Barbara Erb Family Foundation in late 2016, TechTown Detroit, Wayne State, Cleveland Water Alliance, General Electric, IBM and multiple community partners have launched the Erie Hack 2017 "Innovate Around the Lake" Challenge and Competition. In January and February, we delivered multiple events at TechTown Detroit. These included an initial Ideation Session (to help decide upon the challenge statements for the Competition), a general Information Session (open to the public to share information about the entire project, how to compete, prizes, rules, etc.) and an official Erie Hack Launch Session that reiterated rules, guidelines and prizes. The Erie Hack Launch Session also provided details on the selected six "Challenge Statements" for innovators to address, development platforms for innovation teams to use for their solutions, human-centered design thinking tools and allowed teams to present short "pitches" describing their projects and attract additional talent to join them on their competitive Erie Hack 2017 journey. We truly believe that this is a unique and important opportunity to drive innovation in the water technology sector and encourage younger professionals to pursue technical careers, opportunities and create startups that bolster our "Blue Economy."

Along with continued support of a variety of portfolio clients from around the regional ecosystem, the LABS team continues to engage our community to deliver support to tech-based clients and build our brand as a trusted partner. Some of these activities include: SBDC Monthly meetings regarding client support and BAF engagements, work with Global Detroit to determine how immigration policy issues effect current and future clients, developing partnerships and participants for support of Erie Hack 2017, participation as a sponsor during the 2017 ACE Conference, hosting of USPTO Open Office Hours at TechTown Detroit, presentation to University of Phoenix researchers on opportunities to work with TechTown Detroit, participation in the MAF Angel Investing Seminar in Detroit, InForum of Michigan InSTEM Committee meetings, fostering new relationships with various venture capital firms from around SE Michigan for increased support of LABS clients, participating membership with the Wayne State Entrepreneurship Committee, 6-month report-outs from TBIC program clients, planning for Hacking

Health Windsor-Detroit III (May 5-7th), committee member meetings to help plan the Wayne State University “Big Data and Business Analytics” Symposium March 23-24, hosted leadership from the SBA Cluster Strategy team as well as regional and national representatives to discuss future Cluster support, hosted tours and meetings for students of Cleary University, Cranbrook High School and international STEM focused professors from 7 different countries as a part of a State Department delegation, engaging multiple corporate partners in preparation of having them deliver Open Office Hours and Speaker Series events for startups at TechTown Detroit in 2017 and more. In Q2, the LABS team will transition to a “rolling” Open Office Hours schedule that allows entrepreneurs to setup meetings with our team members and remove the requirement of waiting until an open slot on a 1st Monday of each month.

BLOCKS Business Unit

The BLOCKS place-based business unit continues to provide guidance, help aspiring entrepreneurs capitalize on its greatest opportunities; and help transform underserved neighborhoods into vibrant and dense communities. TechTown’s place-based business unit is all about inclusive entrepreneurship for brick-and-mortar enterprises in Detroit neighborhoods. It provides one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts. SWOT City and Retail Boot Camp programs are the building blocks for success. There continues to be an ongoing need for SWOT City services. Over the past year BLOCKS has continued to impact small business in Detroit. The results helped TechTown acquire much needed funds to conduct SWOT City in areas other than original six neighborhoods.

The opportunities to do more with Retail Services and SWOT City in 2017 are promising. SWOT City will continue to work within the six geographic neighborhoods in Detroit (Brightmoor, East Jefferson, Grandmont Rosedale, Osborn, Southwest and University District), plus expand by district to corridor specific strategy connecting neighborhoods such as East Jefferson and Mack Avenue, Live6 and University District (Avenue of Fashion). Increasing density with a specific targeted corridor that aligns with our neighborhood partners, City of Detroit, DEGC Motor City Match and Detroit Future City plan. An added focus will include opportunities to support service based businesses in brick and mortar, such as dry cleaners, day care centers. Supporting businesses that have been up in Detroit, as well as, businesses that partners and residents want on their commercial corridors.

Retail Boot Camp

All Retail Boot Camp graduates have transitioned to TechTown’s SWOT City program. Each RBC graduate will receive a SWOT assessment, a customized milestone plan plus one-on-one business consulting designed to support the launch of their business in 6 to 12 months. Whereas some RBCers will launch in a brick and mortar, some will pop up. Entrepreneurs in the short-term locations can benefit from one-on-one engagements. One-on-one engagements will be accomplished thru BLOCKS newest additive Retail Services such as Retail Incubation and workshops (Entrepreneurial Education).

Retail Services includes Retail Incubation, Retail Boot Camp and RBC mini-workshops (one workshop per quarter in Detroit neighborhoods). The first RBC mini-workshop is scheduled for March 2017 “Are you

ready to open a Retail Business”. The TechTown Team is working on the updated timeline for launching RBC VI information sessions and applications. The Team is planning to launch RBC VI late summer to support the entrepreneurs with retail readiness for the 2017 holiday season.

The Retail Incubation Services program will prepare and strengthen small retail businesses in the community, ultimately revitalizing the commercial corridor, providing a destination that residents and visitors can rely on to purchase quality products and services. Retail Incubation Services will offer select retail entrepreneurs an opportunity to sell and test their product while receiving curated entrepreneurial training and events. Retail Incubation services are also part of The SHOP. The SHOPS at TechTown, as well as, The Cass Collective in partnership with Midtown Detroit, Inc. The Cass Collective tentative launch is March 23, 2017.

SWOT City

SWOT City will continue to serve businesses in Detroit, and may receive referrals from both New Economy Initiative for businesses in Highland Park and/or Hamtramck. TechTown will continue to work closely with its partners to strategically support the launch, sustainability and growth of businesses across the District in need of TechTown’s proven incubation services.

SWOT City has a tested methodology that continues to yield positive results for businesses, neighborhoods and supports job creation. Once the business owner accepts the proposed SWOT City engagement, the team will conduct a SWOT assessment of the business, which generates recommendations for change and a comprehensive milestone plan. Entrepreneurs are guided through the implementation of recommendations, addressed through mentoring, training programs and specialized technical assistance provided by third parties (our Professional Services Network).

SWOT City Team continues to work in our six initial neighborhoods as well as rolling out the expansion plan for University District to Live6 and East Jefferson to Eastside Community Network with a focus on Mack Avenue. Both expansions provide an opportunity to connect neighborhoods and leverage partnerships and resources.

Place-based Economic Development

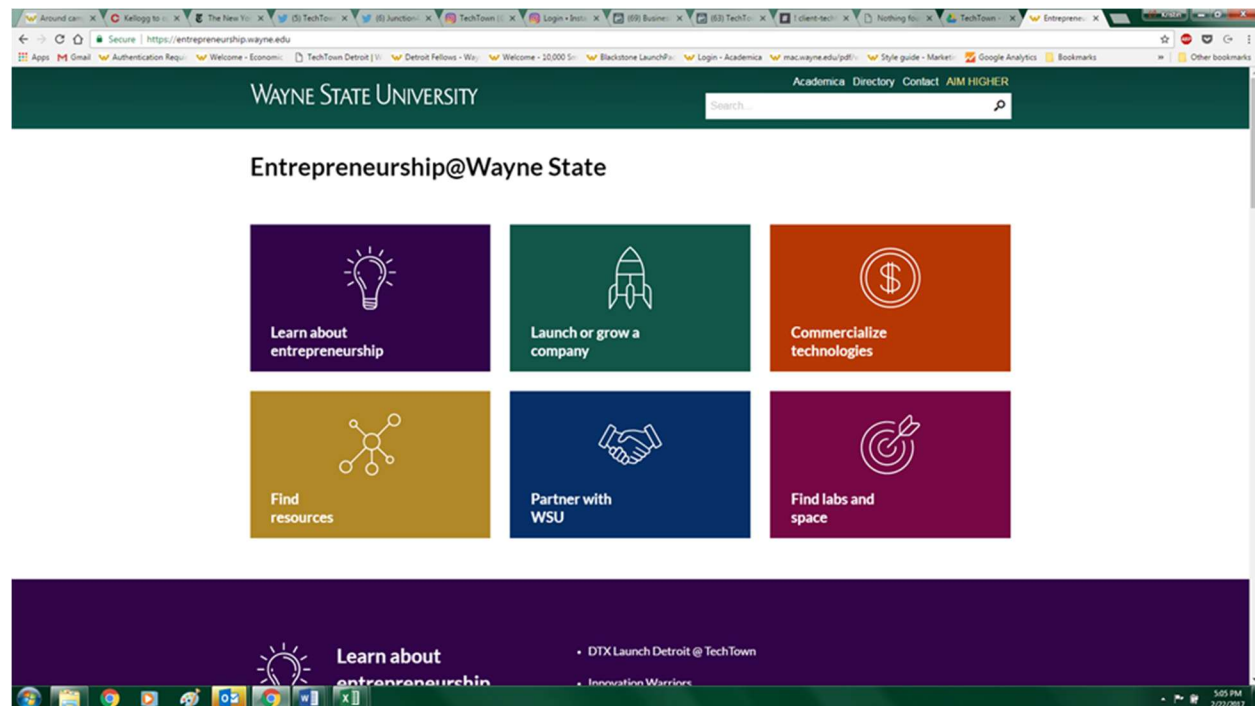
Communications

In 2016, there were 240 media hits across 430 outlets related to economic development and Wayne State, representing 12% of the total WSU media hits for the year. Highlights included: campus housing and campus buildings, especially the Mike Illitch School of Business; in-depth interviews and stories about WSUPD on Detroit Today and in the Detroit News; and the acquisition of WSU spinoff RetroSense therapeutics and the Walkable Warren demonstration project. Stories about TechTown (with or without a mention of Wayne State) occurred across 144 outlets, an 8% increase over 2014. Thirty-two of these were Tier 1 articles. TechTown’s media presence included significant national coverage, including stories on/in NPR, CNBC, PBS, Time.com, WashingtonPost.com, Business Insider and Entrepreneur.

The Office of Economic Development worked with the Entrepreneurship Committee and Central Marketing to create a new, web-based Entrepreneurship Portal for the university at

Submitted by: Ned Staebler, Vice President for Economic Development

entrepreneurship.wayne.edu. The site serves as a “one-stop-shop” for entrepreneurship and innovation resources at Wayne State. OED also contributed numerous articles and information to the Warrior in Action: Entrepreneurship campaign.



Placemaking Initiatives

Cultural Center Commons: Building on previous placemaking successes including Walkable Warren, our office is exploring opportunities to activate the WSU-owned greenspace at Woodward and Warren Avenues. We hosted a Placemaking Steering Committee meeting in early February to solicit internal and external stakeholder input for our approach. We are in conversations with M-1 RAIL and MDI about using this space during upcoming events such as M-1 RAIL’s grand opening (4/27-4/30 or 5/11-5/14) and DLECTRICITY (9/22-9/23). In addition, we partnered with TechTown to apply for grants from The Kresge Foundation and ArtPlace to facilitate improvements to this space. If funded, improvements would be selected through a participatory design process and could include new landscaping, murals and sculpture, a playground and small, affordable commercial spaces.

Transportation & Mobility

Detroit Bike Share: The OED office has recently helped facilitate planning efforts for several transportation and mobility initiatives. Detroit Bike Share will launch in April 2017 and five of the 43 bike share stations will be located on Wayne State’s campus. Future locations include Anthony Wayne Dr., Cass & Kirby, Cass & Hancock at Old Main, John R. & Canfield at the Medical School, and Trumbull & Warren Ave. Wayne State’s logo will be featured on two of the stations as an honorary sponsor of the program. OED’s goal in 2017 is for the Wayne State stations to be among the top ten most heavily used among all stations in greater downtown.

Bike Parking: Given the increase in non-motorized facilities coming to Detroit streets in 2017, OED applied for funding to support the planning and installation of covered bike parking in Midtown via the Ralph C. Wilson, Jr. Design & Access Fund at the Community Foundation for Southeast Michigan. Bike parking is a priority amenity among the campus and Midtown community based upon ongoing survey feedback and community outreach. Our grant application requested \$50,000 to determine locations for up to three bike parking locations on Wayne State property that would be covered and protected from the elements, well-lit, free and open to the public. Letters of support were received from the Detroit Greenways Coalition, City of Detroit Planning & Development Department, Council Member Raquel Castaneda Lopez and Midtown Detroit, Inc.

Transit Access: The OED office continues to have conversations with local transit agencies to seek opportunities to increase transportation access and advertise existing services. We are planning to broadly publicize the Detroit Commuter Challenge across campus during the month of May, and are exploring opportunities to support access to M-1 Rail, DDOT and SMART. We have begun standing monthly meetings with DDOT leadership and partnered with them to help create a video that features our students and staff utilizing their new Villages Direct and Southwest Direct services that come directly to campus. We are also considering an internship opportunity for current students to become “Transit Ambassadors” that help teach their peers how to use local transit services.

Midtown Public Safety

Office on Violence Against Women (OVW) Application: the OED office helped coordinate Wayne State University’s (WSU) application for a \$300,000 through the OVW’s 2017 Campus Grants Program to strengthen WSU’s sexual violence prevention and response efforts. The application is a partnership between several WSU departments and offices including the Dean of Students Office (DOSO), Counseling and Psychological Services (CAPS) and WSU Police, as well as Wayne County SAFE and the Wayne County Prosecutor’s Office. If awarded, the funds will be used to add capacity within WSU’s Dean of Students Office and Wayne County SAFE. With this added capacity, WSU and Wayne County SAFE will better coordinate and enhance services available to the WSU community.

Talent-based Economic Development

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. & 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, 19 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.

Recent DRF III Fellows' monthly sessions have included the following. In addition, in February 2017 the DRF staff adjusted the monthly session format to reflect the program's evolution and further enhance current and future cohorts' experiences. Moving forward, the monthly session topic will be addressed over a two-month period with the cohort's final leadership development workshops/trainings occurring in April. The new format allows for deeper dive conversations with more diverse voices to further Fellows' understanding of the topic in the first month. During the second month, opportunities for Fellow engagement around the previous month's topic via volunteering, advocacy, organizational collaborations and other avenues will be introduced and explored. The third month will be leadership development.

- **January 2017 – Detroit's Political Landscape:** Day one included context setting with David Whitaker, George Etheridge and LaKisha Barclift (City of Detroit Legislative Policy Division) and Irvin Corley (City of Detroit Fiscal Analysis Division) discussing the relationship between politics and policy. Sheila Cockrel (former councilwoman and President of Crossroads Consulting) gave the Fellows a history lesson on Detroit politics. The day concluded with a civic engagement workshop facilitated by Lacy Dawson (Field Director for Michigan Voice). Fellows began day two crafting and sharing their DRF leadership stories as they prepare to transition out of the fellowship. The session concluded with a dialogue featuring Jerrell Harris (Kresge Mayor's Fellow & Director of Restructuring & Transformation, Mayor's Office, City of Detroit), James Tate (Detroit City Council, District 1 Council Member), Ian Conyers (Michigan District 4 State Senator), and Denise Kennedy (People's Platform, Princeton Street Block Club & CDAD) moderated by Cohort III Fellow Aaron Goodman. Fellows were awarded their Lean Sigma Green Belt certification.
- **February 2017 – Immigration:** The first day of the session was held at the International Institute of Metropolitan Detroit. Christine Suave and Ruby Robinson from the Michigan Immigrant Rights Center/Welcoming Michigan provided context for the session with a history of immigration and immigration integration in Detroit and the state. Fayrouz Saad and Taylor Nelson, City of Detroit's Office of Immigrant Affairs, discussed Detroit's role as a "welcoming city" as well as the new municipal identification program. Day one concluded with the first of two Detroit Dialogues featuring immigrants from around the world. Guests included Seydi Sarr (Senegalese, African Bureau of Immigration & Social Affairs – ABISA), Shaffwan Ahmed (Bangladeshi, TaTa Technologies), Soh Suzuki (Japanese, Asian & Pacific Islander American – Vote Michigan), Hanan Yahya (Yemeni, Arab Center for Economic & Social Services – ACCESS) and Sergio Martinez (Hispanic, Michigan United) moderated by Cohort III Fellow Gracie Xavier. An intimate reception followed the Dialogue. Business immigration attorney Tracey Schauff kicked off day two addressing President Trump's "travel ban." Mick Dedvukaj and Michael Klinger (U.S. Citizenship & Immigration Services) and Ken Hammond (U.S. Customs & Border Protection) presented on their work in Detroit and statewide and fielded questions from the Fellows. Raquel Garcia Anderson from Global Detroit discussed her organization's plan for opportunity neighborhoods and immigration's impact on the region. The session concluded with the second Detroit Dialogue featuring Seydi Sarr (Senegalese, African Bureau of Immigration & Social Affairs – ABISA), Hassan Bazzi (ACCESS), Wojciech Zolnowski (City of Detroit Immigration Task Force & International Institute) and Kimberly Buddin-Crawford (ACLU of Michigan) moderated by Cohort III Fellow Gracie Xavier.

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:

- Cohort I Fellow Abir Ali was named Director of Design & Culture for The Platform, a Detroit real estate development company.
- Cohort III Fellow Susan Dundon was named Program Officer at the Ralph C. Wilson, Jr. Foundation.
- Program published three blog posts on its website and Facebook, one from the director and two from Fellows.
- DRF's Director appeared on 910AM with Karen Dumas in January.
- DRF's Director appeared on the Talking with Nana Show on 1200 WCHB in January.
- Fellows' Experience Manager presented at the University of Phoenix's Knowledge Without Boundaries Research Academy in January.
- DRF's Director, Program Coordinator & Engagement Specialist conducted five Fellow information sessions across the city.
- DRF's Director was featured in Bridge Magazine in January.
- DRF's Director was interviewed by Paul W. Smith for Opportunity Detroit on WJR.

Impact Report: For several months, the staff has worked with Good Done Daily to publish DRF's first impact report. The report will be published in March and will depict the program's evolution and impact since 2011. DRF staff will utilize the report for fundraising and outreach.

DRF IV Launch: DRF staff launched the Fellow application for its fourth cohort on January 23, 2017. A total of 366 applications were received by the February 16 deadline: 349 for approximately 15 new positions and 17 Fellow-In-Place co-applications for approximately 5 spaces. Below is aggregate demographic data for the applicant pool.

Gender

Female – 64%

Male – 35%

Gender Non-Conforming – 1%

Race/Ethnicity

Arab Origin, Asian, Hispanic, Latino, Spanish

Origin or Other – 11%

Black/African-American – 34%

Multi-Racial – 10%

White – 45%

Age

25-34 – 55%

35-44 – 29%

45-54 – 12%

55 & Older – 4%

Current Residency

Detroit – 38%

Michigan (outside Detroit) – 39%

Out of State – 23%

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.

The KMF started 2017 by re-assessing what they have learned and how they can uniquely contribute to this field by testing out these skills in the dynamic nature of city administration. January and February were dedicated to brainstorming different paths forward for the KMF and to identify concrete ways they can apply these skills for a lasting change in their respective departments. In addition, the KMF are engaged with the program's third-party evaluator, Urban Ventures Group, to develop individual case studies about their alumni fellowship experience.

Submitted by: Ned Staebler, Vice President for Economic Development