



WAYNE STATE UNIVERSITY

Ned Staebler

WSU Office of Economic Development/TechTown

December 7, 2023

About TechTown

TechTown was founded in 2000 by Wayne State University, Henry Ford Health System and General Motors. In 2004, TechTown incorporated as a non-profit, Wayne State Research & Technology Park, and established its headquarters in a landmark 1927 Albert Kahn building on the north side of the Wayne State campus.

MISSION

To help tech startups and small businesses develop, launch and grow.

Our work plays a significant role in generating equitable community wealth and reducing intergenerational poverty through entrepreneurship.



About TechTown

The five-story, 135,000-square-foot building in Detroit's New Center houses TechTown's administrative suite, coworking, offices and labs, meeting and event space, and numerous businesses working across sectors to drive progress in Detroit.

- Average 255 events and meetings/month
- 239 companies in our building
- 929 TechTown members
- Average more than 10,000 visitors/month



TechTown is part of the WSU Innovation District

A multi-block footprint designed to connect
industry + entrepreneurship + higher ed

WSU Integrative

Biosciences Center

- Wet labs
- Clinical research
- Collaboration space
- Auditorium

6001 Cass

- Historic building
- Office space
- Event space

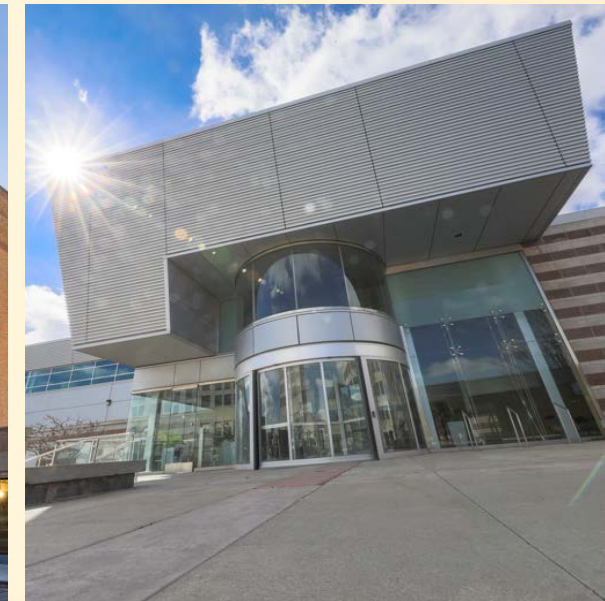
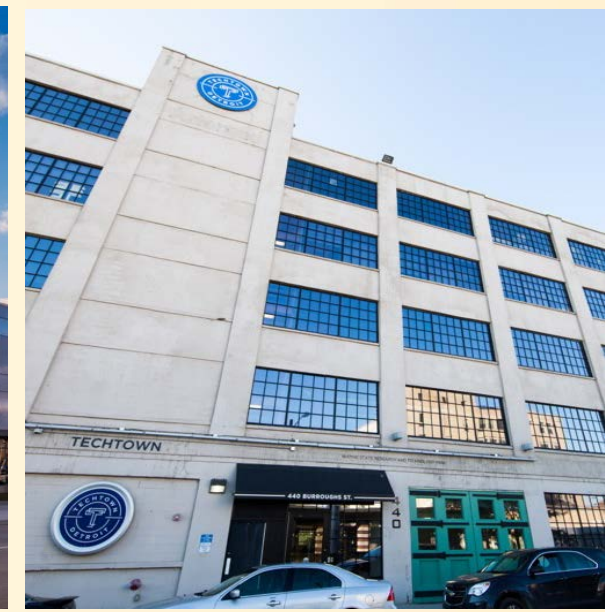
TechTown Detroit

- Home to 239 small businesses, nonprofits and anchor tenants
- Hub for entrepreneurial programming

WSU Industry

Innovation Center

- High-bay labs
- Office space
- Corporate event space



TechTown supports entrepreneurs, tech startups and small businesses in and around Detroit through 3 program areas

Tech-based Startups

Start Studio

Traction

Capital

MedHealth

Small Businesses

Retail Boot Camp

The SHOP

313 STRONG

Hatch Detroit

Entrepreneurial Education

Strategy Sessions

Ask an Expert

Professional Services Network

Training Series



Co.act Detroit

Accelerating transformative impact with nonprofit and community organizations in southeast Michigan through collaborative idea generation, cross-sector resources, and equitable access to world-class programming and learning opportunities.

- Events, trainings, and networking opportunities for the metro Detroit nonprofit community
- \$1.3 million awarded through the Activate Fund to strengthen nonprofit capacity and collaboration
- KIP:D program (partnership between The Kresge Foundation, Michigan Community Resources and Co.act Detroit) to support nonprofits improving quality of life and strengthening community in Detroit, Hamtramck and Highland Park



2023 Impact



\$23M

**RAISED IN STARTUP AND
GROWTH CAPITAL**

84%

PEOPLE OF COLOR

65%

SHE/HER/HERS PRONOUNS

11%

IMMIGRANTS



2007-2023 Impact

6,090

BUSINESSES SUPPORTED

\$406 million

RAISED IN STARTUP AND
GROWTH CAPITAL

2,200

JOBS CREATED



Innovating for a stronger Detroit

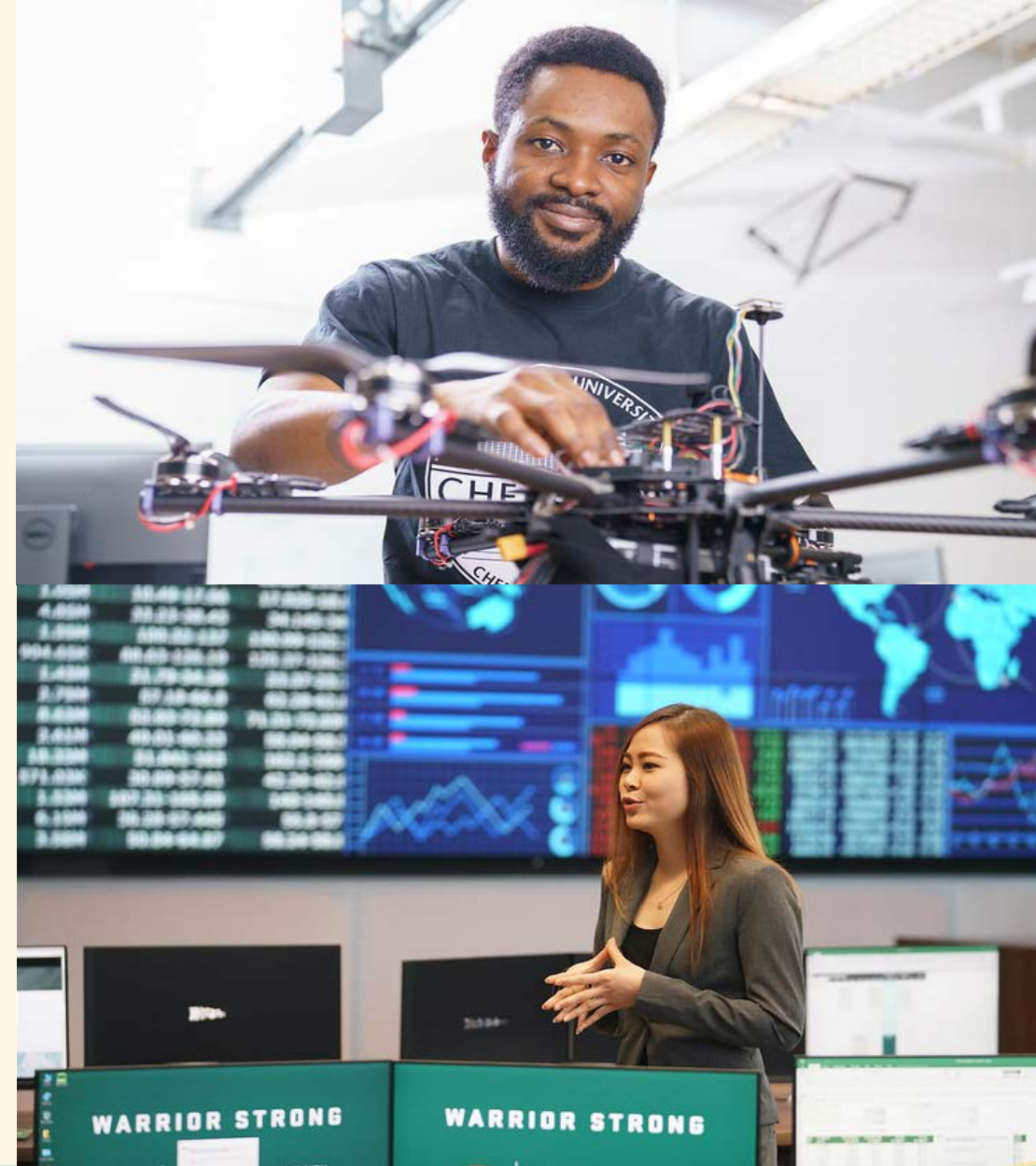


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Office of Economic
Development

Wayne State University's campus is a bustling hub of research, innovation and entrepreneurship, where ideas are developed into new ventures and jobs.

The WSU Office of Economic Development and TechTown are "two sides of the same coin" which together contribute to a vibrant Detroit and Michigan, with equitable access to opportunity and lasting prosperity for all.



Entrepreneurship on campus: Goldman Sachs 10,000 Small Businesses

- Intensive education and coaching program for second-stage small businesses poised for significant growth
- Housed in the WSU Industry Innovation Center
- 800+ small business owners from across Michigan have graduated from the Wayne State program
- Program alumni represent \$1 billion+ in total annual revenue and 12,200+ total jobs
- Celebrating its 10th anniversary and 30th program cohort in 2024



Entrepreneurship on campus:

Winter Art & Retail Market @ Noel Night

2016-2019

- 100+ students
- 120 TechTown businesses
- 35,000+ visitors
- \$100k in sales

2023

- After a Covid hiatus, WARM returned on Dec. 2 with 20 WSU student artists and 6 TechTown businesses

Hilberry Gateway Pop-ups

New in 2023

- Small business pop-ups coinciding with weekend performance dates
 - Craig's Coffee
 - Estella's Vegan Desserts
 - Lily & Elise Tea Co.
 - Detroit Berry Co.



Bringing the community to campus

Founders + Funders of Color Event

- Hosted in the Wayne State Innovation District
- Attended by 152 diverse founders and funders
- Included 1:1 sessions with VCs for founders

Bank of America Small Business Roundtable

- Convened in the Wayne State Innovation District
- Attended by entrepreneurial ecosystem leaders
- Assessment of current environment
- Collective discovery of opportunities
- Better support for small businesses as result



Funding opportunities

Mobility Accelerator Innovation Network

One of six initiatives of the Global Epicenter of Mobility (GEM), the Mobility Accelerator Innovation Network (MAIN) creates partner alignment and capacity to support more fundable, accessible and successful mobility companies. TechTown is the lead for MAIN in collaboration with seven partner organizations.

MAIN Mission

Advance mobility in the city of Detroit, Metro Detroit area and Southeast Michigan by way of supporting mobility companies at every stage of the pipeline.

MAIN Partners

- **TechTown Detroit** (coordinating partner)
- **Wayne State University**
- Centrepolis Accelerator -- Lawrence Tech
- Design Core Detroit -- College for Creative Studies
- Endeavor Detroit
- Invest Detroit
- Michigan Founders Fund
- University of Michigan



Looking ahead

Expanded intern program

- TechTown has hosted 28 WSU interns in 6 cohorts over 2 years
- **Future vision in the works:** developing team-based student internships to allow students to work directly with TechTown client companies and support the WSU College to Career initiative

Expanded geography

- TechTown recently received \$3.4 million to expand its services across Wayne County
- **Future vision in the works:** leveraging that expansion to increase community engagement opportunities for WSU

Brand alignment

- TechTown's 20th anniversary year (2024) will feature special branding that blends visual elements of TechTown's and WSU's brand identities to showcase the relationship
- **Future vision in the works:** developing a new permanent logo and brand identity that visually represents TechTown's relationship to WSU to be introduced in 2025



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