

Submitted by:

**Ned Staebler, Vice President
Economic Development**

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

WSU is preparing for the selection of the 6th cohort of Goldman Sachs 10,000 Small Businesses (GS10kSB) program that begins November 6, 2015, and has begun recruiting for the 7th cohort launching spring 2016. The graduation of the 3rd and 4th cohorts took place on August 6 at St. Andrews Hall on campus, with an engaged roster of special guests welcomed by President M. Roy Wilson. In addition to over 250 guests, speakers included Congresswomen and Governor Emeritus Debbie Dingell, Detroit Economic Growth Corp President/CEO Rodrick Miller, Goldman Sachs Foundation National Director, Katherine Kolsher, WSU leadership, as well as capital and community partners.

The program received a number of earned-media coverage. Highlights include:

Crain's, Small Business owners in metro Detroit's Goldman Sachs program top other regions:

<http://www.crainsdetroit.com/article/20150823/NEWS/308239999/small-business-owners-in-metro-detroits-goldman-sachs-program-top> Detroit Free Press, Hosted over 250 people during the second

graduation for Cohorts 3 and 4, GS10kSB/WSU:

<http://www.freep.com/story/money/business/michigan/2015/08/06/small-business-grad/31210193/>

DBusiness, shared the local successes of GS10kSB/WSU: [http://www.dbusiness.com/daily-](http://www.dbusiness.com/daily-news/Annual-2015/Metro-Detroit-10000-Small-Businesses-Graduates-Out-Pace-US-Economy/)

[news/Annual-2015/Metro-Detroit-10000-Small-Businesses-Graduates-Out-Pace-US-Economy/](http://www.dbusiness.com/daily-news/Annual-2015/Metro-Detroit-10000-Small-Businesses-Graduates-Out-Pace-US-Economy/)

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

3D printing / Virtual reality Imaging

3D technology has made great strides to develop tools that can rapidly prototype objects as well as provide a realistic view of virtual objects. To date, most of the development has been outside the medical

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and educational arenas. With maturing products, many firms are seeking new markets (and partnerships) to develop concepts that can take advantage of the technology. The Front Door has been in contact with firms to encourage relationships with Wayne State faculty and develop 3D applications. One faculty group is developing a team to apply for a \$200k grant this fall to develop 3D anatomic models for students in Medicine and Pharmacy. Another faculty project in development is to create an application that first responders/EMTs could wear while responding to pediatric medical emergencies. Through 3D visualization, emergency department physician could then see the patient virtually from the Pediatric emergency room while the EMTs/first responders are in route. Via the tool, the physician would be able to give instructions and make an initial assessment of the child from the emergency room. This proposal has the potential to bring all the expertise and experience of the Pediatric Emergency Ward into the field/street. The Front Door is working with Microsoft and a local development firm to build a prototype. Microsoft has been encouraged by the concept and as offered to bring our team to Seattle for a working session with their researchers to explore its potential.

iBIO / Industry engagement

This summer, the new iBIO building was opened and faculty/staff have begun to migrate into the facility. The Front Door has been in discussion with clinical leaders at iBIO about the potential for the facility to serve as a point of engagement with industry. These early discussions have focused on two major themes: an enlarged clinical trials program at Wayne State University and the establishment of a new medical device evaluation/collaboration center. The clinical trials center (tentatively called, "Center for a Healthy Detroit") could take advantage of the physical assets and broad expertise at iBIO. The medical device center as envisioned would be a hub for developers looking for technical experts and access to early clinical trials resources. The group is working to refine proposal for application for a Detroit-centric regional economic development cluster application focused around healthcare in response to a grant application with the US Economic Development Agency (EDA) of the US Commerce Department.

Mobile Technology

Logic Solutions, a mobile software development company out of Ann Arbor has been working with the Front Door and TechTown to promote more development in mobile technologies. One professional group, MTAM (Mobile Technology Association of Michigan) has been instrumental in providing a forum for developers to share resources and opportunities in our region. Given the widely dispersed development community, MTAM has set up an event for individuals to meet and share ideas. We have been working with them to bring their Mobile Mondays meetings to TechTown as the gathering spot for the Detroit-area community. We expect that this meeting will act as a resource for WSU clinicians and faculty to help find software developers to help them with their research and community engagement projects. We also expect that MTAM can also serve in an educational role to help Wayne State faculty learn about latest technology developments. The TechTown connection can also serve as a launching point for new firms as well as help existing tenants develop their products faster. Mobile Mondays will take place 2nd Monday of every month at TechTown.

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Community / Corporate Activity

FCC Connect2Health Event

The Federal Communication Commission (FCC) is planning a large community-oriented event in Detroit at Wayne State in late October. The event will be part of its ‘Beyond the Beltway’ series of discussions. This Connect2HealthFCC (C2HFCC) initiative is a senior-level, multi-disciplinary Task Force created by FCC Chairman Tom Wheeler to move the needle on broadband and advanced health care technologies. The vision of the Task Force is "everyone *connected* ... to the people, services and information they need to get well and stay healthy."

The Front Door is working with the Office of Research, School of Medicine and college of Pharmacy to develop robust panel of university experts to speak on healthcare disparities and opportunities for communications technologies to improve community health.

Core Laboratories & Opportunities for More Corporate Activity

Our Core Labs represent a considerable investment in equipment & expertise for Wayne State University. They serve as centers of expertise available to all on campus, and potentially the broader academic and industrial communities. Through university investment & grants, core labs contain state-of-the-art capabilities and perform valuable functions for WSU not only in the services they offer, but also to help demonstrate the considerable resources for faculty as they apply for grants. Currently, the labs operate at a loss (as do most university labs), subsidized by the Office of Research. Some Wayne State labs have capabilities to do more studies i.e. they are being under-utilized, and could be available for outside companies, groups, and entities.

The Front Door is working with Office of Research and the labs to better identify their capabilities and to develop strategies for outreach to the business community. If successful, more business engagement can both improve the finances for the labs as well as open up opportunities for new research collaborations.

Blackstone Launchpad

Metrics

(September 2010 to July 2015) total clients: 1,125; total business ideas submitted: 519; businesses started: 150; businesses earning or have earned revenue: 87

Innovation Warriors:

The current office, Blackstone LaunchPad, is exploring expanding services and officially become the entrepreneurial resource center of the university. Innovation Warriors would still continue to provide consulting services to aspiring entrepreneurs under the Blackstone LaunchPad program. In addition to this the new office we would coordinate entrepreneurial efforts among the colleges to aid in collaboration and maximize exposure to all resources. The new office would also report to a Council of Innovation comprised of the deans of each college or school. The school's Strategic Plan is the second driving force amongst our efforts to officially expand but our number one reason to expand is the demand shown by students, staff, faculty and alumni.

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Alumni Mentorship Program- Alumni Mixer:

On September 2nd, we will be rolling out our alumni mentorship program for our top entrepreneurs. We are hosting our first mentorship program alumni mixer Wednesday night at Eli Tea Bar, which is owned by BLP entrepreneur Elias Majid, a masters student in nutrition science. We have alums Paul Glantz, Marty Goldman, Dan Jenuwine and more attending our event. BLP entrepreneurs will pitch their business as it is now and where they would like growth to occur. After the mixer we will pair the alum with entrepreneurs and continue to hold networking events to strengthen that relationship between alum and entrepreneur.

International Entrepreneur Speakers Panel:

TiE, the Anderson Engineering Venture Institute and the Blackstone LaunchPad are proud to present the International Entrepreneur speakers panel, a discussion of immigrants who have successfully launched business in the USA. The topics will range from overcoming obstacles obtaining a visa, to gaining local mentorship and investment in startups.

The International Entrepreneur will be moderated by Hayg Oshagan, an Associate Professor of the Media Arts and Studies Program in the Department of Communication at Wayne State University. Oshagan is also the founder and Chairman of New Michigan Media, the network of ethnic media, which aims to raise the visibility, enrich the content and strengthen the viability of ethnic media in Michigan. The first panel is Friday 10/23.

Hack WSU 2.0

BLP hosted its first 24 hour hackathon, Hack WSU, this past spring and will be hosting another on November 14 and 15th, Hack WSU 2.0. The first one went very well, - 65 coders and 20 volunteers. We look to double and triple those numbers going forward. Of the 65 coders we had roughly 15 high school students. Some were from U of D Jesuit, Warren Mott, Henry Ford Academy and several that were home schooled. At the college level students came from Wayne State, Oakland University, Macomb Community College and Wayne Community College.

Hack WSU 2.0 will have an anticipated 200 to 300 participants, all students: college, community college and high school. The students will form teams and code, create and design programs, hardware and widgets all within 24 hours.

Place-based Economic Development

Van Dusen Urban Leadership Forum

Development of the new Van Dusen Urban Leadership Forum website continues to move forward. We are also making progress in planning for our next public lecture and workshop with 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. We will present the draft website and materials for October's event to the Van Dusen Advisory Board at our next meeting in early September.

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In June, WSU OED hired a part time student assistant from the Department of Urban Studies that is working on several projects, including the Van Dusen Urban Leadership Forum, Placemaking Initiatives and the Detroit Orientation Institute.

Porous Borders

The Office of Economic Development partnered with Jefferson East, Inc. to host a weeklong 8 80 Cities residency in Detroit June 22-26. We received a \$20,000 grant from Knight Foundation to partner with JEI to produce the public lecture and week of workshops, tours and discussions across Detroit. The public lecture took place on Wayne State's campus on Tuesday June 23, titled, *We Are All City Builders: How to Create Vibrant, Inclusive and Innovative Cities for All*. A panel discussion followed the keynote and included Raquel Castañeda-Lopez, Detroit City Council Member, District 6; Jason Hall, co-founder of Slow Roll Detroit; and Ryan Myers-Johnson, curator and founder of Sidewalk Festival of Performing Arts. The event drew over 500 attendees to the Community Arts Auditorium and post-lecture reception at the McGregor Memorial Conference Center.

The Office of Economic Development is also partnering with the Dean of Students Office to host the second annual Detroit Zone at Festifall on September 1st. This event will feature local businesses and organizations selling Detroit-made products and/or doing interesting and meaningful work in the city. Over 50 businesses and organizations have signed up to attend this event and connect with 2,000 incoming freshman and their families.

Placemaking Initiatives

Since implementing several pilot projects this past spring, the Office of Economic Development is developing an evaluation tool to collect feedback during the month of September. We will be seeking feedback from both the campus community and our neighbors in regard to Walk [Wayne State] signage, the public bike repair stand and the DIA's Inside Out program.

In July we received approval to proceed in our next placemaking pilot project: chair-bombing in public places. We purchased inexpensive, lightweight and moveable outdoor tables and chairs from IKEA and partnered with the WSU Farmed Market to implement Phase I from July-October. Each Wednesday, our staff and volunteers are placing 15 tables and 30 chairs at the WSU Farmers Market each Wednesday from 10AM-4PM. For Phase II, we plan to locate the seating in a centrally located public space on campus where it will live 24/7 from September until Thanksgiving Break.

The WSU Placemakers (student volunteer group) will have a table at FestiFall this September 1st to introduce placemaking activities to new students and recruit additional volunteers and creative interventionists. They will also participate in Park(ing) Day on September 17-18. The next Placemaking Steering Committee will take place in October to review results of our evaluation and more recent placemaking efforts.

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Transportation & Mobility

The Office of Economic Development continues to explore opportunities and partnerships to grow mobility and transportation options for the campus community. For the second year in a row, we have partnered with the Detroit Department of Transportation to provide 3,000 free one-month bus passes to all of our on campus students this coming September. We will soon be analyzing the data collected from a survey completed this Spring to explore interest in transit connections between our Midtown and satellite campuses in Warren and/or Oakland County.

Detroit Orientation Institute

The Office of Economic Development hosted our third Detroit Dialogue on Thursday July 30. This two-hour conversation over lunch focused on the Home Rule City Act and its effects on municipal politics. The fifteen participants were joined by special guests Bettie Buss (CitizenDetroit, formerly with the Citizens Research Council) and Eric Lupher (Citizens Research Council). The conversation was facilitated by Graig Donnelly, Director of the Detroit Revitalization Fellows at Wayne State University, and took place at a new venue, Rock City Eatery in Hamtramck.

The next Detroit 101 event will take place in October. The next Detroit Dialogue will take place later this fall.

Deals & Discount Guide

The Office of Economic Development is currently producing the 2015-2016 issue of the Midtown Deals & Discount Guide (5th edition). In July we hired a designer and a sales and marketing manager to connect with local retailers and restaurants and have sold about 25 ads to date—surpassing last year's sales. Guides will be available in mid-September and we will distribute 15,000 copies over the course of the year.

Show Your One Card & Save...powered by Larky

This fall will mark our second year administering the [Show Your One Card & Save](#) program, powered by [Larky](#), a free mobile website and app that connects Wayne State students, faculty and staff with discounts at local businesses. Since launching, nearly 1,900 students, faculty and staff have signed up for the free program through Larky's iPhone and Android apps. To date, over 130 businesses – most of which are local – have signed up to offer savings and promotions to the Wayne State community. All participating businesses receive stickers promoting Wayne State and the Show Your One Card & Save program that can be placed on doors and near the cash register. Businesses can sign up for free by filling out a registration form at <http://bit.ly/showyouronecard>.

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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. Sr. Project Administrator, Lisa Nuszowski, led the effort to raise over \$2 million for bike share during her time at Wayne State, while continuing to pursue additional philanthropic and corporate support. In July, Lisa transitioned out of Wayne State University to the Downtown Detroit Partnership as Executive Director of Detroit Bike Share, an official program of the DDP. OED staff will continue to monitor progress of the program and will provide input and support as appropriate.

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.

The third two-year cohort of Detroit Revitalization Fellows launched in August 2015 with 23 new Fellows. The 2015-17 Detroit Revitalization Fellows (DRF III) are a diverse group, as follows:

- Gender: 74% self-identify as Female; and 24% self-identify as Male.
- Race: 48% self-identify as Black; 35% self-identify as White; and 17% self-identify as either Asian, Latino, Multi-Racial or Other.
- Age: 42% are Ages 25-34; 25% are Ages 35-44; and 17% are Ages 45-plus.
- More than half indicate that they are already city of Detroit residents.

The DRF III Fellows will engage 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 remaining 23 monthly sessions averaging two days in length, the first session was a 15-day Immersion from August 3-21, 2015 that provided the Fellows a deep dive into the context of the city of Detroit and their work. Highlights of the August 2015 Immersion included:

- DRF III's first Detroit Dialogue about the city's bankruptcy with Honorable Judge Victoria Roberts, Amanda Van Dusen of Miller Canfield PLC, Jeffrey Pegg of the Detroit Firefighters Association, Laura Trudeau of the Kresge Foundation and Sandra Svoboda of WDET serving as moderator. The

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Dialogues are critical conversations with community and business leaders around key issues facing the city, its neighborhoods and the region today.

- Team-building activities that included an unconventional field day on Belle Isle and low-ropes obstacle course at Camp Ohiyesa, both facilitated by the YMCA of Metropolitan Detroit.
- The first of ten training sessions that will result in every DRF III Fellow being Lean Six Sigma certified by the fall of 2016.
- An introduction to the 1967 Project by the Charles H. Wright Museum of African American History and the Detroit Historical Society. In addition to partnering on the 1967 Project, both organizations are employing 2015-17 Detroit Revitalization Fellows.
- A press event and celebration at TechTown to launch DRF III as well as the Kresge Mayor's Fellows initiative (see below) that featured Wayne State University President M. Roy Wilson, President and CEO of the Kresge Foundation Rip Rapson, and City of Detroit Mayor Mike Duggan.

Kresge Mayor's Fellows

A Wayne State University Detroit Revitalization Fellows initiative

As a result of the significant accomplishments of Detroit Revitalization Fellows over its first two cohorts from 2011-15, the City of Detroit Mayor's Office requested an influx of Fellows to help them improve the quality of life for Detroiters through key cross-departmental initiatives. Launched in August of 2015 with a new \$750,000 gift from the Kresge Foundation, and matching funds of \$150,000 from the City of Detroit, the Kresge Mayor's Fellows initiative is an additional two year leadership opportunity for Detroit Revitalization Fellows who have completed their service. The Kresge Mayor's Fellows 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 while building capacity for the administration. The three Mayor's Fellows, drawn competitively from the first two cohorts of Detroit Revitalization Fellows, are:

- **Diana Flora, DRF Cohort II**
Director of Strategy Development, Detroit Police Department
- **Jeanet Kulcsar, DRF Cohort I**
Director of Resident Opportunity Initiatives, Jobs and Economy Team
- **Jerrell Harris, DRF Cohort II**
Director of Restructuring & Transformation, Mayor's Office