

Submitted by:

**Ned Staebler, Vice President  
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## Business-based Economic Development

### Goldman Sachs 10,000 Small Businesses Program

WSU is preparing for the 6th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program that begins November 6, 2015 with 36 new business owners from around the state. There is a reception taking place on Friday, November 6 at the McGregor Memorial Conference Center at 5:30p. There are over 210 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 GS10kSB entrepreneurship education and capital access program works! 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

#### **Pharmaceutical Industry engagement**

With hundreds of faculty researchers working across a spectrum of diseases and conditions, one constant challenge is how to find and connect faculty and their research with potential corporate partners. Large pharmaceutical companies represent a particular challenge with their large number, potentially dozens, of business units.

The Front Door, being in the central university office of Economic Development, is able to work across the University's many centers and Schools/Colleges. Recently, the office has been successful in reaching out to Johnson & Johnson (J&J) as well as Bristol Myers Squibb Co (BMS). Two teleconference calls were done with the medical devices and infectious disease units of Johnson & Johnson, obtaining a specific list of research topics where J&J has active interests and is seeking academic partners. A future conference call is planned with Bristol-Myers Squibb has been scheduled, centered around five non-cancerous areas that BMS is actively researching and willing to fund. A list of research topics from both companies were obtained and distributed throughout the College of Pharmacy and School of Medicine by the Front Door.

Also, the Front Door recently has joined the College of Pharmacy's research review committee, to aid in identifying promising research areas that may have interest in the corporate community.

### Community / Corporate Activity

#### **University-Industry Demonstration Partnership (UIDP)**

UIDP is an international organization founded to promote more effective collaboration between academia and the corporate world. The UIDP is a professional organization out of the National Academy of Sciences to develop projects and programs to help facilitate partnerships. It is a project-oriented organization where member representatives identify issues impacting university-industry (U-I) relations and together find practical solutions. The organization has 150 members: 50 from international industry and 100 major

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universities in the US. Over its ten years in existence, UIDP has been recognized as a unique place for universities and companies to work closely with each other to develop new policies and procedures for collaboration.

The Front Door is working with UIDP, URC and UM/MSU to bring this group to Detroit in Fall 2017 for its annual meeting. This conference will be an opportunity to bring up to 250 top industry and university representatives from across the country to Detroit. This meeting's events will primarily be held on Wayne State's campus, in our newly remodeled Student Center conference facility.

### **Accelerate Michigan**

The Accelerate Michigan Innovation Competition is an international business competition designed to highlight Michigan as a robust and vibrant venue for innovation and business opportunity.

Once again, the Front Door was involved in the preparation of the competition and served as reviewer for Accelerate Michigan program, both as reviewer for corporate submissions as well as for student startups.

### **Blackstone Launchpad**

#### **Metrics**

(September 2010 to October 2015) total clients: 1,360; total business ideas submitted: 580; businesses started: 170; businesses earning or have earned revenue: 97 ; 2014 revenue of clients: \$2 million.

#### **Warrior Fund**

The Blackstone LaunchPad held another successful Warrior Fund pitch day on October 2nd at the College of Engineering. The Warrior Fund is BLP's pre-seed pitch competition to where money is given to the student and alumni ventures that perfect their business models and have launched or are launching their businesses. We had three winners, Horse Power (Paul Mack MSW '11), a non-profit teaching at risk youth from the city of Detroit equestrian arts. Pro-up (Justine Sheu Education '17) is a company dedicated to creating mobile app solutions to help high school students determine their college and career interests and find the resources to make it a reality. Pristine Impressions (Demetrius Dixon Business Management '17) is a property maintenance company that specializes in carpet cleaning. Each team won \$5,000 from a panel of judges from Invest Detroit, GM Ventures, Renaissance Ventures, and the Detroit Development Fund. BLP will follow up with the winners and guide them in their quests to grow their ventures.

#### **Hack WSU 2.0**

BLP hosted it's 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.

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## Place-based Economic Development

### Van Dusen Urban Leadership Forum

The Office of Economic Development recently coordinated a very successful Van Dusen Urban Leadership Forum event on October 8-9, 2015. The public lecture and workshop featured Chicago-based artist and urban planner, Theaster Gates. Following his keynote, Gates spoke with local panelists Lauren Hood (Live 6 Alliance), Erik Howard (The Alley Project and Young Nation), and Rebecca “Bucky” Willis (Bleeding Heart Design and the Detroit Collaborative Design Center at University of Detroit Mercy (UDM)). The public lecture at Community Arts Auditorium and post-lecture reception drew an audience of roughly 250 people.

The Friday workshop was hosted at UDM in partnership with Live 6 Alliance. There were 70 workshop participants, a quarter of whom identified themselves as residents of the local neighborhood (zip code 48221). The workshop included a walking tour of the McNichols corridor and a visioning session led by Theaster Gates to inform Live 6’s approach to addressing five principles: public safety, placemaking, commercial real estate development, residential stabilization, and business attraction and retention.

The development of the new Van Dusen Urban Leadership Forum website is on hold until we receive Advisory Board approval.

### Porous Borders

The Office of Economic Development organized the second annual Detroit Zone at Festifall on September 1<sup>st</sup>. This event featured over 60 local businesses and organizations selling Detroit-made products and/or doing interesting and meaningful work in the city. This event connects businesses and organizations with 2,000 incoming freshman and their families. Almost half of the vendors completed our post-event survey and reported over \$1,000 in total sales. Over three-quarters of respondents said the event was very well organized and plan to participate in the future.

### Placemaking Initiatives

Since implementing several pilot projects in 2015, the Office of Economic Development conducted a survey during the month of September to collect feedback. The survey was sent to our office’s contacts, posted to social media, Today@Wayne and a featured story in Get Involved. We collected over 500 responses with substantial representation from community members, students, alumni, staff and faculty across all age groups. We asked questions related to each initiative: Walk [Wayne State], the public bike repair stand, the DIA’s Inside Out program and Chair-Bombing in public spaces. Feedback was overwhelmingly positive. An overview is included below:

#### **Walk [Wayne State]**

- 62% of respondents noticed the signs

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- 66% of respondents agreed or strongly agreed the signs were informative
- 3 out of 4 respondents (76%) want to see more signs

**Bike Repair Stand**

- 30% of respondents sometimes, often or always bike to or around campus
- 37% of respondents have noticed the repair stand
- 15% of those who have noticed the bike stand have used it (n=25)
- 44% of those who have used the bike repair stand have used it 3+ times (n=7)
- 54% of all respondents believe they will use the bike repair stand in the future

**DIA Inside Out**

- 75% of respondents noticed the paintings around campus this summer
- 91% agreed or strongly agreed that art can improve Wayne State's campus

**Chairboming**

- 53% of respondents have noticed the chairs at the WSU Farmers Market
- 34% of respondents that have noticed the chairs have used them.
- 93% agreed or strongly agreed that flexible public seating enhances public space at WSU

The Placemaking Steering Committee met on October 20 to review survey data, discuss strategy moving forward and review potential projects for 2016. The next Placemaking Steering Committee will take place in early 2016 and will invite new external stakeholders to the table.

**Transportation & Mobility**

The Office of Economic Development successfully secured and distributed 3,000 free one-month bus passes from the Detroit Department of Transportation to all of our on campus students in September. This was the second year offering this on-campus perk. Our office has also recently facilitated the development of a new student organization, Students for Transit. They are planning a region-wide event for college students to learn more about regional transit and the Regional Transit Authority at Wayne State on Saturday, November 21. Our next priority is an analysis of the Spring 2015 survey exploring opportunities to connect our Midtown campus with WSU Extension Centers in Warren and/or Oakland County.

**Detroit Orientation Institute**

The Office of Economic Development will host our third Detroit 101 event on Wednesday, November 4 at TechTown. This half-day event will include a tour by the Detroit Experience Factory to visit Detroit

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neighborhoods, including Midtown, Downtown, the Riverfront, Belle Isle, Southwest Detroit and the Detroit-Dearborn border. Participants will meet with several community leaders along the way, including Brittany Sanders (Belle Isle Conservancy), Ritchie Harrison (Detroit Riverfront Conservancy), Raquel Garcia Andersen (Global Detroit) and Matthew Stiffler (Arab American National Museum).

The two-hour lunchtime conversation will be facilitated by Graig Donnelly, Director of the Detroit Revitalization Fellows at Wayne State University and feature conversation catalysts Sheila Cockrel (Citizen Detroit) and Ismael Ahmed (University of Michigan Dearborn). The event sold out with twenty-seven registrants before the early bird deadline on October 21.

The next Detroit Dialogue will take place later this fall or in early 2016. The next Detroit 101 event will take place in Spring 2016.

### Deals & Discount Guide

The Office of Economic Development produced 15,000 copies of the 2015-2016 issue of the Midtown Deals & Discount Guide for distribution in September 2015. We connected with local retailers and restaurants and sold 25 ads—surpassing last year’s sales. Guides are available in racks across campus and 15,000 copies will be distributed over the course of the year. Midtown Detroit Inc.’s latest data reports 128 new businesses and restaurants in Midtown since 2013.

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

We are now in 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. In year two, the Office of Economic Development successfully negotiated a lower monthly rate for Larky’s services for a savings of \$2,500 per year (\$450/month to \$250/month).

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>.

### Detroit Bike Share

In July, Lisa Nuskowski transitioned out of Wayne State University to the Downtown Detroit Partnership as Executive Director of Detroit Bike Share, an official program of the DDP. During her time at Wayne State, Lisa raised \$2M for the launch of the program and since then has raised an additional \$2M. Detroit Bike Share will soon be releasing an RFP to select a vendor and begin community engagement activities. OED staff will continue to monitor progress of the program and will provide input and support as appropriate.

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## Talent-based Economic Development

### DETROIT REVITALIZATION FELLOWS

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 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.

DRF III launched in August 2015 with 23 new Fellows. 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 sessions have included:

- September 2015, a One-Month Check-In. After the intensive three week Immersion during August, Fellows spent their first full month with their employers. This session was an opportunity to share the early work experiences with their peers and examine the connections that they see possible across the network of Fellows and the organizations at which they work. In addition, their Lean Six Sigma certification classes continued.
- October 2015, focusing on Inequity. Fellows met with WSU's Detroit Equity Action Lab, Invest Detroit and Michigan Community Resources, and the Boggs Center to Nurture Community Leadership led Fellows on a tour called "From Growing Our Economy to Growing Our Souls." A Detroit Dialogue "The Impact of Inequity in Metro Detroit featured Margaret Brown of Fair Housing Detroit, Joel Batterman of Motor City Freedom Riders, Rashida Tlaib of Sugar Law Center, Monica Lewis Patrick of We the People of Detroit, and was moderated by Lauren Hood of Deep Dive Detroit and the Live6 Alliance. In addition, Fellows engaged in the first two of four workshops with Alliance for Change to train them in facilitating change management through intercultural communication and competency.

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

#### **A Wayne State University Detroit Revitalization Fellows initiative**

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.

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The KMF team is currently examining how innovation and strategic planning efforts have been undertaken in other municipalities around the country, with a special focus on the Bloomberg Foundation's Innovation Delivery Team model. As a result, their September 2015 session (sessions are bi-monthly) was spent traveling to Louisville, Kentucky with the DRF program staff to learn how that city's administration has embraced innovation.