



**WE MEAN
BUSINESS**





Paul Riser, Jr.
Managing Director,
technology-based entrepreneurship,
TechTown Detroit





**IT'S NICE TO
MEET YOU.**



We are Detroit's business growth center.
We help create and grow companies.
We incubate and accelerate technology and innovation.
We are engines of economic growth and catalysts of urban revitalization.
We are TechTown Detroit.



**HENRY FORD HOSPITAL &
INNOVATION INSTITUTE**

TAUBMAN CENTER FOR DESIGN EDUCATION

TECHTOWN

**COLLEGE FOR CREATIVE
STUDIES**

WAYNE STATE

**DETROIT MEDICAL
CENTER**

M1 RAIL LINE

**FORD FIELD &
COMERICA PARK**

DTE ENERGY

M@DISON BUILDING

COMPUWARE BUILDING

BLUE CROSS BLUE SHIELD

GUARDIAN BUILDING

**DETROIT
INTERNATIONAL
RIVERFRONT**

1/4 mile



LABS

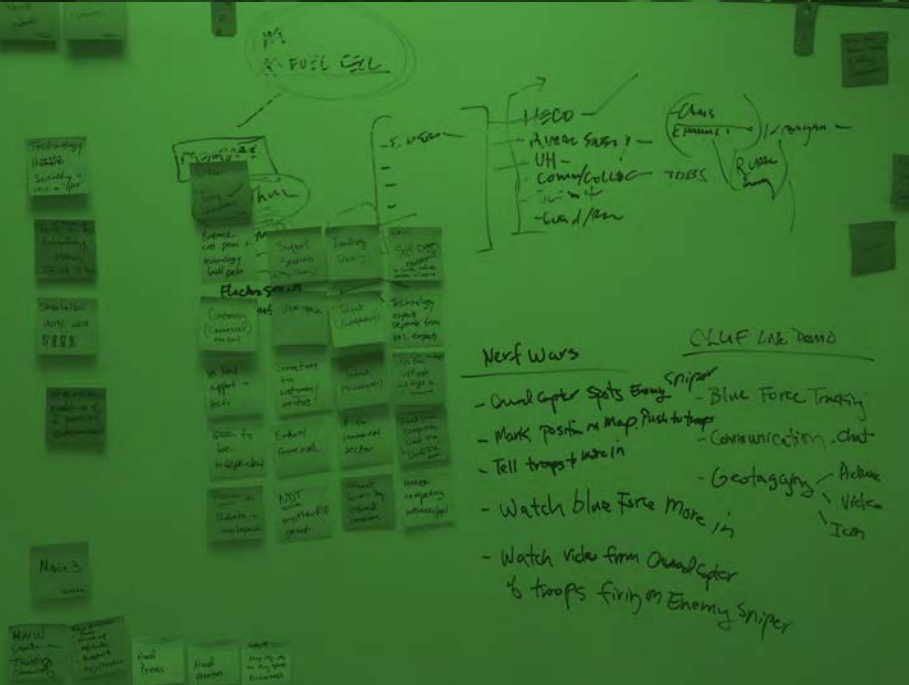
WE KNOW TECH.



VENTURE ACCELERATOR



Intense boot camp-style program helps show entrepreneurs how to turn early stage tech startups into market-ready businesses



- Startups meet once weekly for **12 weeks**
- Time spent pursuing **customer validation** and **acceptance**
- **Showcase** for industry experts, local stakeholders, and potential partners and investors
- Many startups enter **incubation** upon completion



DTX

DETROIT TECHNOLOGY EXCHANGE



Programmatic partnership designed to recruit and groom talent for tech entrepreneurship opportunities and convert innovative technologies into startups



DTX Launch Detroit
D-Venture
DTX Fellows

DTX PARTNERS



BIZDOM
JOIN THE FAMILY OF COMPANIES

Invest  **Detroit**

dc3 DETROIT
CREATIVE
CORRIDOR
CENTER.

 **HENRY FORD**
INNOVATION INSTITUTE

 **NEXTENERGY**
HOW WE WHOLE'S MORE

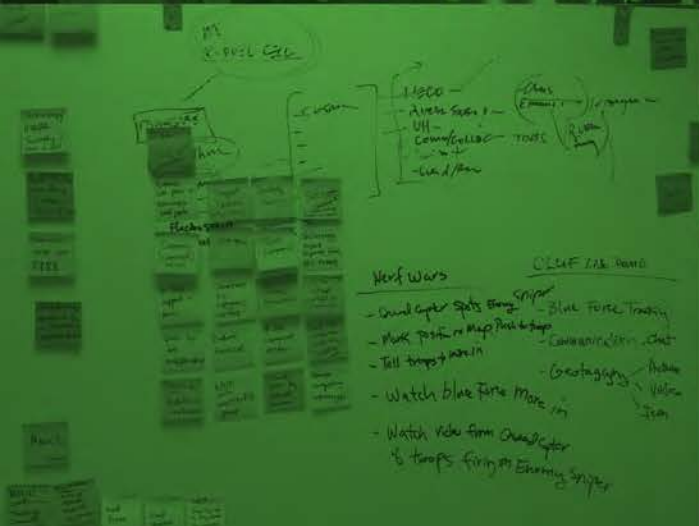
 **techstars**



INDUSTRY CLUSTER THESIS AND PRACTICE IN GREATER DETROIT

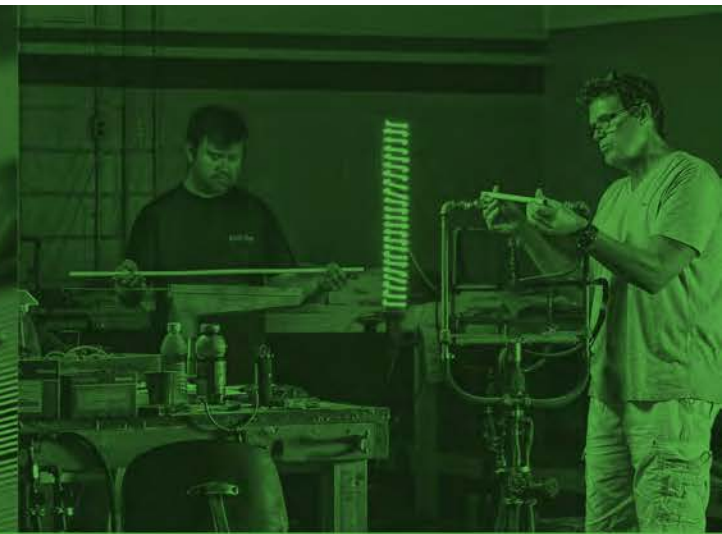


Medical device and digital health-focused cluster that connects people, businesses and organizations; shares information; and catalyzes innovation and economic growth. Development of a viable platform, dedicated to serving regional biomedical and health care needs, that optimizes existing co-located resources (hospital networks, STEM talent, research intensive institutes, growing financial sources, etc).

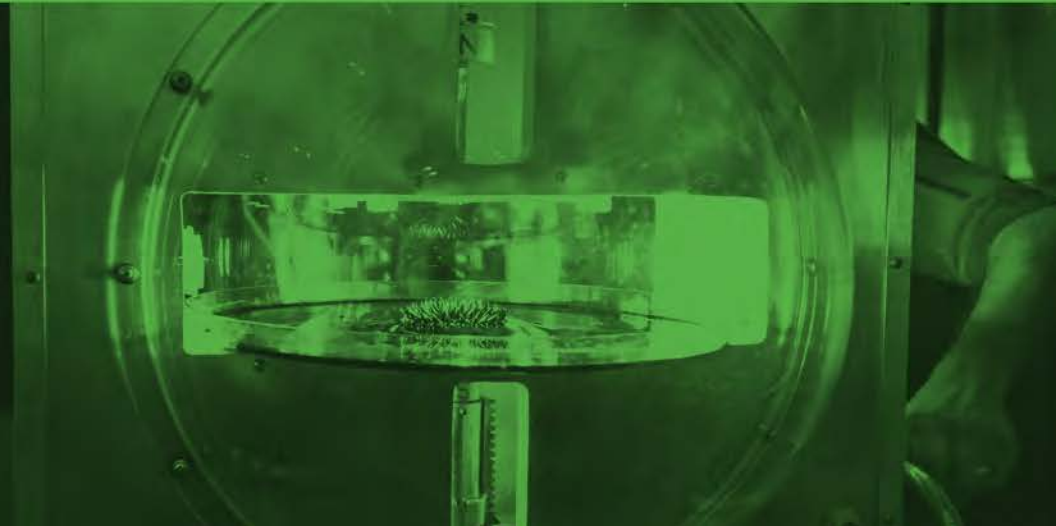
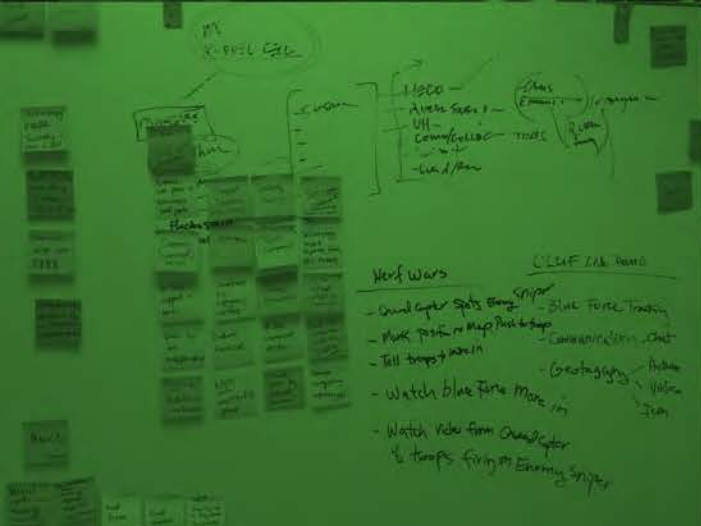




WHY HERE, WHY NOW?



- Regional strengths that deliver unique leverage and opportunity to capitalize on emerging and growing markets
- Cross-border element that builds upon assets, partnerships, trade activity and diverse markets
- Access to unparalleled manufacturing, design, IT and engineering talent built upon automotive and university resources
- Fast-growing entrepreneurial culture and engagement of Michigan's investment community
- Industry strengths and growing presence of health care systems, private companies, research firms, etc.





CURRENT PROGRESS AND NEXT STEPS



- 12-member working committee of key stakeholders formed in August 2015
- Strategic solutions provider contracted to facilitate MedHealth Cluster framework development in preparation for late Q4 2015 launch
- Short-term efforts of MedHealth Cluster framework focused on codifying the vision, mission, strategy and additional core components for the purpose of establishing a sustainable, competitive advantage
- Inventory regional assets, industry needs, talent network and current programs to properly leverage what works, address market gaps and prevent functional duplication





BLOCKS

WE GET DETROIT.





RETAIL BOOT CAMP

Competitive, highly customized program prepares serious entrepreneurs with strong retail concepts for the successful launch of their Detroit business

- Entrepreneurs meet once weekly for **8 weeks**
- Focus on **Detroit-specific** retail topics
- **\$10,000** in incentives, plus **rent-free pop-up space** up for grabs

SWOTCITY

A TECHTOWN DETROIT PROGRAM

TM



Delivers TechTown acceleration services to small retail and wholesale businesses in underserved neighborhoods through partnerships with community and economic development organizations



SWOTCITY

A TECHTOWN DETROIT PROGRAM

TM

SWOT City addresses 5 pillars of neighborhood stability

ECONOMY & EMPLOYMENT • SAFETY • EDUCATION
HOUSING • SOCIAL/CIVIC ENGAGEMENT

Scope of work

Satellite office

Neighborhood evaluation

Neighborhood strategy

Business engagements

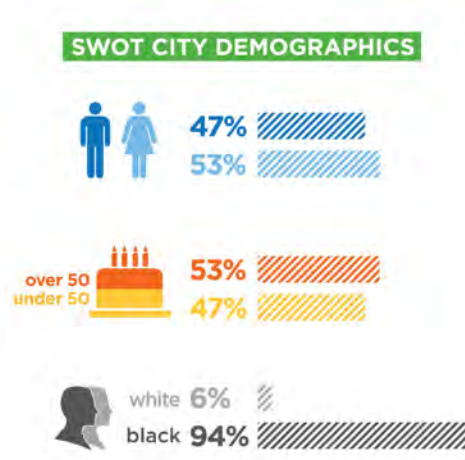
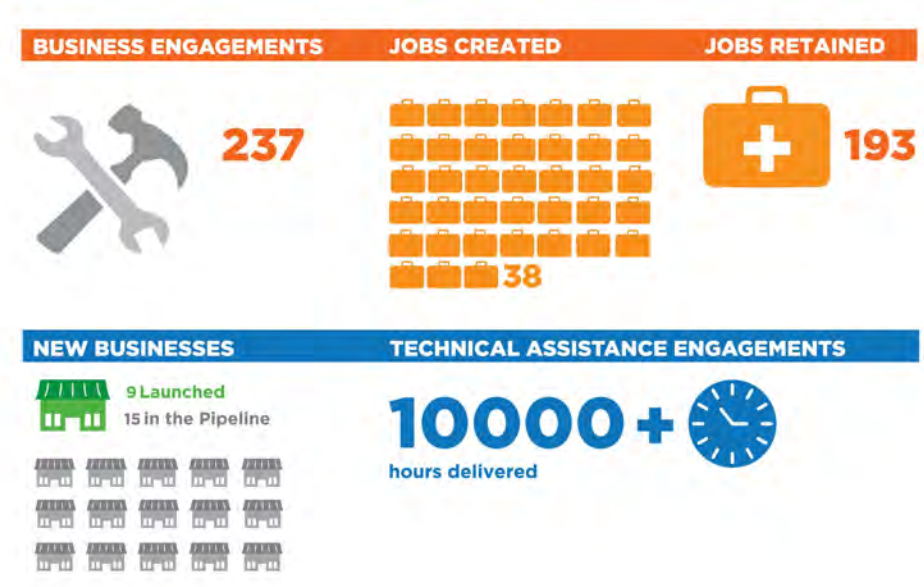
Tune-up sessions

Workshops

Custom solutions



PROGRAM IMPACT



CURRENT REACH

BRIGHTMOOR
EAST JEFFERSON
GRANDMONT ROSEDALE
HOPE VILLAGE
OSBORN
SOUTHWEST
UNIVERSITY DISTRICT

PROGRAM DELIVERY PARTNERS:

BRIGHTMOOR ALLIANCE

FOCUS: HOPE

GRANDMONT ROSEDALE DEVELOPMENT CORP.

MIDTOWN DETROIT INC.

MICHIGAN WOMEN'S FOUNDATION

JEFFERSON EAST, INC./VILLAGES CDC

OSBORN BUSINESS ASSOCIATION

OSBORN NEIGHBORHOOD ALLIANCE

DETROIT ECONOMIC GROWTH CORP.

DETROIT MICRO-ENTERPRISE FUND

KIVA DETROIT

WSU COLLEGE OF EDUCATION

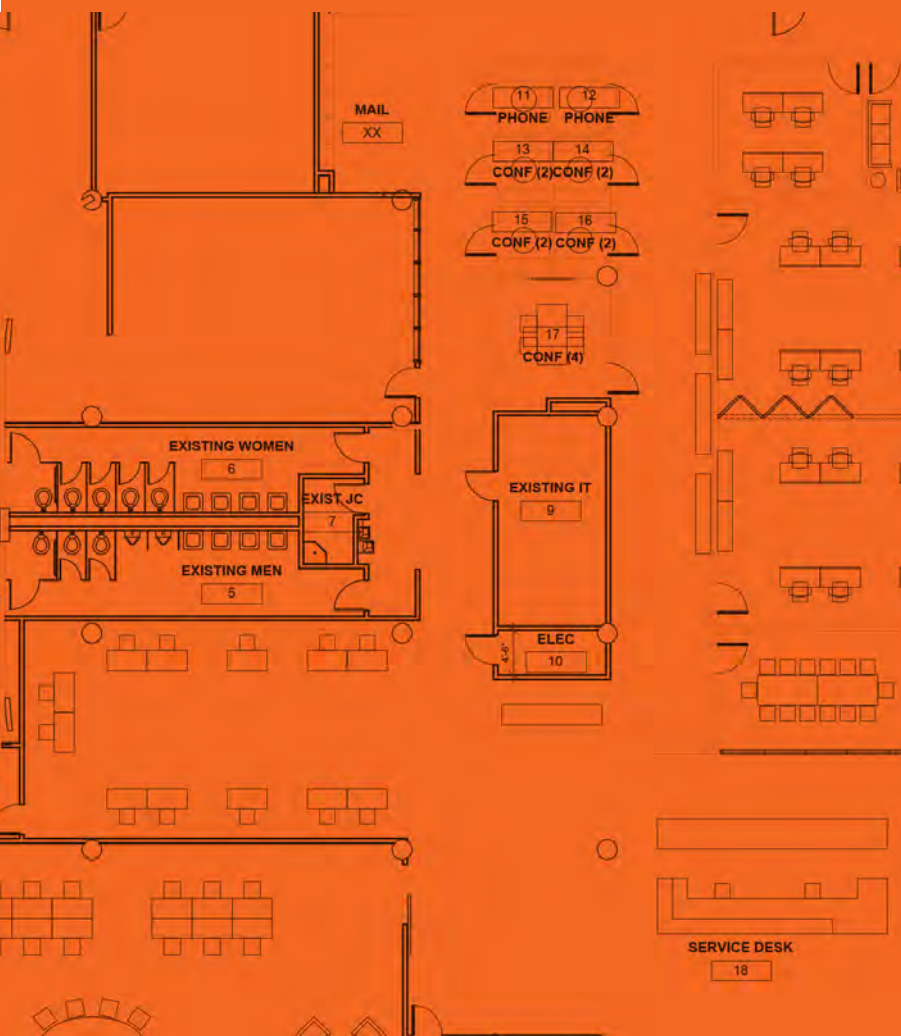
ALL MAJOR UNIVERSITIES

EXPERIENCED MENTORS

DETROIT FUTURE CITY



JUNCTION440



Offers Detroit startups an affordable, flexible and active work environment with access to like-minded entrepreneurs, educational resources, and modern meeting and event space





CHALLENGES FACED BY TECHTOWN DETROIT

LABS

- Determine commercialization and programmatic cluster focus that serves most important needs of the market
- Creating funding sustainability as traditional sources are diminishing and being challenged politically
- Continued attraction of investors and adding major anchor corporations from across US and even abroad
- Showcase and communicate our growing culture for entrepreneurship, innovation and business development
- Intentional diversification and broader inclusion efforts to engage and deliver opportunity to women and under-represented communities





CHALLENGES FACED BY TECHTOWN DETROIT

BLOCKS

- Market conditions impact on business retention and attraction
- Capital Readiness of Entrepreneurs (credit, collateral, equity)
- Time delays in overall process from site assessment, inspections, permitting, etc





ENGAGE:



Learn more:
techtowndetroit.org

Contact:
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