



TechTown is Detroit's entrepreneurship hub. We're a different kind of incubator and accelerator, with a full suite of programs for both tech and neighborhood small businesses. We work with businesses at all stages, helping startup, emerging and established companies develop, launch and grow.

TechTown was founded in 2000 by Wayne State University, Henry Ford Health System and General Motors. In 2004, TechTown incorporated as a nonprofit and established its headquarters in a landmark 1927 Albert Kahn building just north of the Wayne State campus.

Originally founded to support tech-based spinoffs from the university, we soon realized that our incubation and acceleration strategies for tech companies could help strengthen neighborhood small businesses and commercial corridors across Detroit. Today, we offer a full suite of entrepreneurial services for tech and neighborhood businesses, with satellite offices across the city.


Our five-story building serves as an entrepreneurial hub, housing the TechTown administrative offices, our Junction440 coworking community, meeting and event space, and numerous businesses and organizations working across sectors to drive progress in Detroit. TechTown works in close partnership with Wayne State's Office of Economic Development, the university's hub for catalyzing business activity in Midtown and across the Detroit region.

TechTown Partners, Supporters and Friends,

Detroit's diverse entrepreneurship community comes together at TechTown. These motivated thinkers and do-ers move ideas forward. They help Detroit's economy grow.

TechTown was formed 16 years ago by Wayne State, Henry Ford Health System and General Motors. True to our name, we started out working exclusively with tech-based businesses. Like every good startup, we've pivoted because we realized the same strategies we were using to help our tech businesses could help drive a resurgence in Detroit's neighborhoods. Today, we work with businesses of all kinds across Detroit, with satellite offices in six different neighborhoods, helping local businesses develop, launch and grow. We're creating businesses, we're solving important urban problems, we're bringing jobs and amenities to our communities, and we're helping commercial corridors thrive. I am pleased to share our 2016 accomplishments with you, while we look forward to more hard work—and more to share—in 2017.

Sincerely,



M. Roy Wilson
Board Chair



“We’re creating businesses, we’re solving important urban problems, we’re bringing jobs and amenities to our communities, and we’re helping commercial corridors thrive.”

TechTown Partners, Supporters and Friends,



“We know that connections are key to building a sustainable company. We also know that, here in Detroit, talent is everywhere, but opportunity isn’t. So what TechTown does is open doors.”

Every day at TechTown, someone comes through our doors with an idea to make Detroit better. Our job is to make that idea a reality—and to help that business become profitable in the process. We know that connections are key to building a sustainable company. We also know that, here in Detroit, talent is everywhere, but opportunity isn’t. So what TechTown does is open doors.

Our network of professional service providers is extensive, and our community relationships are deep. Our bread and butter is leveraging these networks and relationships to help our clients move their businesses forward. From 2007-2016, TechTown has opened doors for nearly **1800 companies**, which created more than **1300 jobs** and leveraged more than **\$120 million in start-up capital**. Last year alone, we made more than 1,000 referrals through Detroit’s entrepreneurial ecosystem—to professional service providers, government agencies, funders—to nearly 200 companies. That’s in our Blocks programs alone, and we’re just getting warmed up. We’re excited to share our 2016 accomplishments with you.

What’s in store for 2017? Same as the year before: acceleration and incubation for both tech and neighborhood businesses; great panels, presentations and networking events; expanded coworking space; and helping our clients “have the right conversations with the right people at the right time,” to quote Regina Gaines from House of Pure Vin. The difference? We’ll be doing more of it, and we’ll be doing it even better. Want to get involved? Please do. If you’re a potential client or professional service provider, or if you’d like to connect with us in any other way, please drop us a line at labs@techtowndetroit.org (tech) or blocks@techtowndetroit.org (neighborhood). Let’s open some doors together!

Sincerely,

A handwritten signature in black ink, appearing to read 'Ned Staebler'.

Ned Staebler
President & CEO

Impact highlights

2007-2016



1,269

Jobs created



1,804

Companies served



\$122 million

Funding leveraged into companies served

2016



26

Jobs created



449

Companies served



20

Companies created



\$9,434,180

Funding leveraged into companies served



OUR PROGRAMS

at a glance

LABS

tech-based programs

TechTown Business Incubation Center

Customized support for tech startups

Venture Accelerator

Turns early-stage tech startups into sustainable, market-ready businesses

Detroit Technology Exchange

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

DTX Launch Detroit: summer tech accelerator for college students & recent grads

DTX D-Venture: an executive-in-residence program

DTX Fellows: a fellowship program

Tech Commercialization

Moving university and health system technologies to market

BLOCKS

place-based programs

SWOT City

A customized, one-on-one support program for brick-and-mortar small businesses in Detroit neighborhoods

Retail Services

Retail Boot Camp, pop-up opportunities and workshops to prepare serious entrepreneurs with strong retail concepts for the successful launch of their businesses in core Detroit commercial districts

SPACE

coworking, meeting space and more

Junction440

Coworking community offering an affordable, flexible and collaborative work environment

Office and Lab Space

For nonprofits, small businesses, startups and high-tech enterprises

Meeting and Event Space

Flexible, modern and affordable spaces open to the community

Public Events

Roundtables, panel discussions, conferences, hackathons and more for the entrepreneurial and small business community

Pop-Ups

Regular food and retail pop-ups showcasing local small businesses

**Tech.
Neighborhoods.
We mean business.**

LABS

TechTown's Labs programs include tech-centric business acceleration, as well as proof of concept, incubation and commercialization services. Programs within Labs include DTX Launch Detroit, a summer accelerator program specifically for Michigan college students and recent graduates, and the TechTown Business Incubation Center, supporting companies that are beyond the idea stage and need one-on-one, customized support.

2016



9

Companies created



111

Companies served



9

Jobs created



\$7.3 million

Funding leveraged into companies served



15%

Female

24%

African American

33%

Caucasian

15%

Middle Eastern

85%

Male

20%

Asian

7%

Hispanic

1%

Other



2016 Labs Milestones

TechTown's incubation services re-launched as the **TechTown Business Incubation Center**.

TBIC clients in 2016 include:

- BlueTeak Water Solutions
- CarePRN
- CityInsight
- Detroit Skate Factory
- EnBiologics
- Evolve Lifestyle Group/Pro:Up
- INEEDA
- Pediatric Wellness Solutions
- Qurgen
- Sentinel/Identilock
- Smart Girls Guide to Self Defense

Acceleration grad **RetroSense Therapeutics** was acquired by Allergan for \$60 million plus milestone payments.

Sentinel launched Identilock, a biometric gun lock, at the Consumer Electronics Show in Las Vegas. The Verge named Identilock "Best Use of Technology" at the show.

DTX Launch Detroit grad and current TBIC client **CityInsight** secured a contract with the City of Detroit Water and Sewerage Department to develop and launch its CityWater™ app.

DTX Launch Detroit 2015 grad **MySwimPro** was named by Apple as the Apple Watch App of the Year.

TechTown and numerous partner organizations launched a regional **MedHealth Innovation Cluster**, working to coordinate and advance new developments in health care delivery throughout metro Detroit and Windsor.

TechTown was named as a national example of an **inclusive incubator** in a joint report of ICIC and JPMorgan Chase & Co.

US DEPARTMENT OF ENERGY ARPA-E GRANT + MATCH ENERGY GRANT/MEDC

- Inventev

MACOMB INNOVATION FUND

- Sentinel
- ENT Biotech
- CityInsight
- RecoveryPark Farms

BUSINESS ACCELERATOR FUND/MEDC

- RecoveryPark Farms
- CarePRN
- Detroit Skate Factory

ACCELERATE MICHIGAN

- Sentinel

WAYNE STATE WARRIOR FUND

- EnBiologics
- Iyinoluwa Omishope
- MySwimPro



Top, left to right: 2016 DTX Launch Detroit Summer 2016 graduates Zach Mandell and Jacob Villareal; Care PRN presentation at the MedHealth Summit at TechTown; Hacking Health Windsor + Detroit II, May 2016; Above right: Sean Ainsworth (left) of RetroSense Therapeutics receiving his Entrepreneur of the Year award.

**“If I can save just one life with my
product, it will be worth it.” —OMER KIYANI**



Omer Kiyani

Sentinel/IDENTILOCK

Omer Kiyani left a career as an automotive safety engineer to develop IDENTILOCK, a biometric gun lock that enhances the speed and security of gun access.

In January 2016, two and a half years after entering TechTown's Venture Accelerator, Omer launched IDENTILOCK at the Consumer Electronics Show in Las Vegas, supported by a \$100,000 grant awarded by the Smart Tech Challenges Foundation Firearms Challenge and numerous venture capital investors. IDENTILOCK hit the market in fall 2016. Soon after, Omer announced a distribution deal with Cabela's. Omer continues to receive extensive media coverage and win funding awards, including \$100,000 from the Macomb Innovation Fund and \$25,000 from Accelerate Michigan.

An immigrant to the U.S., Omer has lived and worked on three continents. But he is adamant there is nowhere in the world he could have founded his company but Detroit, with its rich manufacturing heritage, its engineering and technology know-how and a culture built on craftsmanship. For Omer, IDENTILOCK makes good business sense. But his product is also personal. A gunshot survivor, Omer decided to devote his career full time to his invention after the shootings at Sandy Hook Elementary School in Newtown, Connecticut in 2012. "If I can save just one life with my product, it will be worth it," he says.



TECHTOWN PROGRAMS

- Venture Accelerator
- TechTown Business Incubation Center
- Junction440

**“It’s really important to me to open in my community
and be that neighborhood store.” — LANA RODRIGUEZ**



Lana Rodriguez

Mama Coo's Boutique

Mama Coo's is an upscale resale and vintage boutique featuring imported and handmade items. Owner Lana Rodriguez says she went through “the public school of Detroit entrepreneurship,” from Build Institute to TechTown’s Retail Boot Camp and SWOT City to Motor City Match.

She graduated with honors in August 2016, when Mama Coo's Boutique celebrated its grand opening in Detroit's Corktown, adjacent to Lana's native Southwest Detroit. Serving her community is paramount to Lana.

“I grew up in Southwest Detroit and we had a really vibrant small business community. Everybody walked to the store to get their food that they were going to make that night. There were always people walking to the bodegas, walking to the markets, walking to the bakeries, everything. You did your Christmas shopping on Vernor. So seeing that growing up, it wasn't a big thing to say I want to open a small business,” she observes. “But then I realized after I moved out of Michigan that there are a lot of places that don't have that sense of community and that support their small businesses in their community. So that really made it important to me to open in my community and be that neighborhood store.”



TECHTOWN PROGRAMS

- Retail Boot Camp
- SWOT City

BLOCKS

TechTown's Blocks programs offer services that help launch, stabilize and grow brick-and-mortar small businesses and catalyze neighborhood commercial districts. Programs within Blocks include SWOT City, which provides customized, one-on-one assistance to new, emerging and established neighborhood small businesses, and Retail Boot Camp, an intensive eight-week course that prepares serious entrepreneurs with strong retail concepts for the successful launch of their brick-and-mortar business in a core Detroit commercial district. (Retail Boot Camp is expanding into a full-scale Retail Services program in 2017.)

2016



11

Companies created



338

Companies served



17

Jobs created



962

Network Referrals



\$2.2 million

Funding leveraged into companies served



59%

Female

68%

African American

12%

Hispanic

41%

Male

17%

Caucasian

3%

Other



2016 Blocks Milestones

21 promising Detroit retailers graduated from **Retail Boot Camp 2016**. Five businesses received **Kickstart Awards**, which include rent subsidies and other support valued at \$7500 per business: Artistic Flesh Tattoo and Supply, Brut Detroit Wine Bar, Eartha's Natural Skin Care, Kaleidoscope and Plum Health.

23 Blocks businesses participated in Wayne State's first-ever **Winter Art and Retail Market** during Noel Night. Businesses reported an average of \$550 in sales.

ROC United/Colors Restaurant, GVSU Department of Hospitality and Tourism Management and SWOT City launched the **Ops to Props: Restaurant Management Training Series** for 22 Detroit food entrepreneurs.

SWOT City launched a new partnership with the **New Economy Initiative** to provide one-time consultation, technical resources and referrals to NEIdeas applicants.

MOTOR CITY MATCH WINNERS

Cash

- Always Brewing Detroit
- Black Pride Beauty
- Carniceria Guadalajara
- DMEX Printing
- Live Cycle Delight
- Mama Coo's Boutique
- Norma G's Fine Foods
- Plum Health
- Social Sushi
- Third Wave Music
- The Wise Decision

Technical Assistance and Real Estate

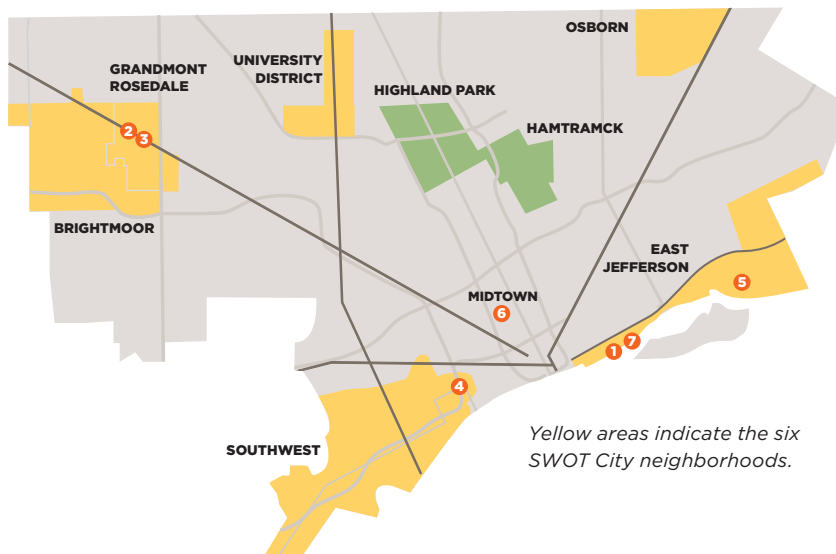
- The Natural Market
- Love Travels Imports
- Reilly Craft Creamery
- Rose's Fine Foods

NEIDEAS \$10K CHALLENGE

- All About Technology
- Carniceria Guadalajara
- Spa-A-Peel
- La Posada

GRAND OPENINGS

- 1 Beautiful Bridal (East Jefferson)
- 2 Cutz Lounge (Grandmont Rosedale)
- 3 Everything Detroit (Grandmont Rosedale)
- 4 Mama Coo's Boutique (Corktown/SW Detroit)
- 5 Posh Fashions (East Jefferson)
- 6 Third Wave Music (Midtown)
- 7 Three Thirteen (East Jefferson)



Top, left to right: Winter Art and Retail Market during Noel Night, Retail Boot Camp 2016 graduates, NEIdeas \$10K Challenge winner Carniceria Guadalajara

“The most surprising aspect of entrepreneurship is that you have to get out of your comfort zone on a daily basis.” —ABESS MAKKI



Abess Makki

CityInsight

In the summer of 2014, the City of Detroit's Water and Sewerage Department faced widespread scrutiny after shutting off water to more than 20,000 residential customers unable to pay their water bills. Abess Makki wanted to help the City counter the negative attention while providing residents with tools to better manage water usage and costs.

So he founded CityInsight, LLC, a company that provides real-time technology to help municipal governments streamline their operations and improve communication with their customers.

The CityInsight™ web and mobile app is a simple and powerful tool that lets residents track water usage in real time, easily pay utility bills and receive mobile customer support. Abess developed his idea and honed his pitch during the DTX Launch Detroit student accelerator at TechTown. He then pitched his concept to the Detroit Water and Sewerage Department and, ultimately, secured a contract with the agency.

Abess' next step is to develop partnerships with additional municipalities in Michigan and, eventually, across the US. He continues to work closely with TechTown as a client in the Business Incubation Center. Abess says it's important for entrepreneurs to take risks and to learn from their challenges: "The most surprising aspect of entrepreneurship is that you have to get out of your comfort zone on a daily basis. In order to grow your business you have to get out there and speak with new people and pitch your idea. Every day there is a new problem or issue you have to overcome and conquer."



TECHTOWN PROGRAMS

- DTX Launch Detroit
- TechTown Business Incubation Center

“Detroit was the foundation that led to innovation and creating some of America’s first group of minority millionaires.” —REGINA GAINES



Regina Gaines

House of Pure Vin

A 2014 graduate of TechTown's Retail Boot Camp, Regina Gaines and her business partners Andrea Dunbar and Terry Mullins opened House of Pure Vin in downtown Detroit in December 2015. (A fourth partner, Gina Scott, joined the company in late 2016.)

One of the few African American woman-owned businesses in downtown Detroit, House of Pure Vin is a signature retail destination for wine lovers and future connoisseurs, with a focus on Michigan wines. Sommelier Claudia Tyagi is one of only 25 female Master Sommeliers in the United States. House of Pure Vin had a very successful first year, with national media appearances and revenue of \$450,000. On the recommendation of TechTown, Regina was selected to participate in the Goldman Sachs 10,000 Small Businesses program, an intensive business course and coaching program for second-stage small businesses poised for growth.

For Detroit's resurgence to be equitable and sustainable, women and minority business owners must play a meaningful role. Regina and her partners at House of Pure Vin are leading the way for other entrepreneurs. "Detroit was the foundation that led to innovation and creating some of America's first group of minority millionaires. It was the land of opportunity and it started by assembling great minds to create something new," says Regina. "We are excited to be on the forefront of the city's revitalization."



TECHTOWN PROGRAM

- Retail Boot Camp

SPACE

TechTown's Midtown hub includes the Junction440 coworking space, meeting and event space, labs and offices, pop-up opportunities and an extensive schedule of public programs to serve the needs of entrepreneurs.

2016



156

Junction440 members



49

Nonprofit, small businesses
and service provider tenants



83

Pop-up breakfasts,
lunches and food trucks



2,700+

Attendees at

54

TechTown-hosted
public events



78

Local vendors at
The SHOP retail pop-up



2016 Space Milestones

Junction440 coworking space more than doubled in size, with 156 members from 71 companies by the end of 2016.

TechTown launched **The SHOP @ TechTown**, a regular pop-up featuring a rotating selection of local vendors.

The Fueling Station featured a full schedule of pop-up food vendors and food trucks.

TechTown hosted more than 200 **field trips, tours and discussions** with visiting groups. Groups came from as nearby as University Preparatory Academy (our next door neighbor) and as far away as Tanzania to hear about entrepreneurship in the United States and the particular economic challenges and opportunities in Detroit.



SELECTED 2016 COMMUNITY EVENTS AT TECHTOWN:

- Canada-US Health IT Innovation Summit
- Clearing the Air: Cloud Platforms for All Seasons
- Detroit Entrepreneur Week
- Garage Talk
- ICIC: Paving a Path to Growth
- Michigan Good Food Fund Bodega Camp
- Midtown Detroit, Inc. Annual Meeting + Board Meetings
- United States Patent and Trademark Office Open Office Hours
- U.S. Small Business Administration Emerging Leaders training
- Urban Institute Practitioner-Researcher Dialogue
- Funding Competitions: Ford Go! Detroit Challenge, HatchDetroit, Motor City Match, NEIdeas

INFO SESSIONS, ROUNDTABLES AND PUBLIC FORUMS:

- ArtPlace America
- Detroit Revitalization Fellows
- Ford Go! Detroit Challenge
- Knight Arts Challenge
- Knight Cities Challenge
- Kresge Innovative Projects: Detroit
- NEIdeas

Top, left to right: *The SHOP @ TechTown*, *Garage Talk*, food truck;
Above: *Junction440* coworking space

“We’re pretty strategic about the money we go after. Not all money is money that you need.” —GARY WOZNIAK



Gary Wozniak

RecoveryPark Farms

Gary Wozniak founded RecoveryPark Farms in 2013 to grow specialty produce on vacant Detroit land. Gary was raised in a farming community, and during his early 20s he struggled with drug abuse and ultimately served time in prison. In 1987 he became clean with assistance from Self-Help Addiction Rehabilitation Inc., a recovery center with four locations in metro Detroit.

SHAR is now one of many partners with RPF to help people with barriers to employment return to the workforce by working on the farm. In fall 2016, RPF broke ground on a three-acre plot across from the old Chene-Ferry Market. The farm is expected to grow to 105 acres, including 38 acres purchased from the City of Detroit. Working with several universities and emerging tech companies, RPF will also serve as a test bed for new technologies designed to increase crop growth and yield.

As a state-designated SmartZone, TechTown supported RPF's application for a \$35,000 grant from Michigan's Business Accelerator Fund. RPF then leveraged those funds into numerous additional investments.

"The BAF was specific for lighting, and we were able to leverage the lighting challenge money, which was additional money with NextEnergy, to do a project with Michigan State University," Gary explains. "Then, we were able to leverage the BAF money into the Michigan Corporate Relations Network Small Company Innovation Program, which is an \$80,000 package, and we were able to leverage that to be a recipient of \$25,000 from the JPMorgan Chase Macomb Innovation Fund. And then we've been invited by a couple of the foundations to do letters of intent this year. We don't just go after money because it's there. We're pretty strategic about the money we go after. Not all money is money that you need."



TECHTOWN PROGRAM

- SmartZone services

2016 Salute! Award Winners

In 2016, TechTown debuted its Salute! Awards, honoring the year's standout entrepreneurs with both tech-based and neighborhood businesses. The awardees were selected by a committee led by Detroit Mayor Mike Duggan and comprised of leaders in the entrepreneurship, small business and economic development fields.

Sean Ainsworth
RetroSense Therapeutics
Entrepreneur of the Year

James Feagin IV
Partner of the Year

Omer Kiyani
Sentinl
Labs on Tap

Regina Gaines
House of Pure Vin
Blocks on Tap

Lana Rodriguez
Mama Coo's Boutique
Blocks on Tap



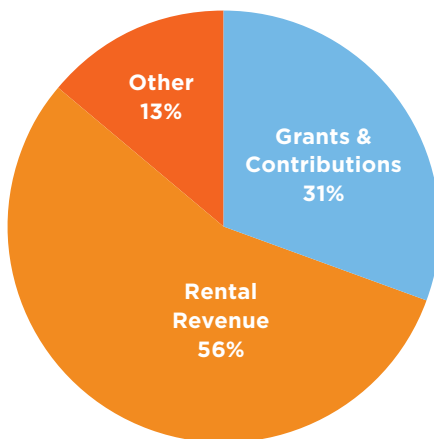
Left to right: James Feagin IV, Regina Gaines, Lana Rodriguez, Omer Kiyani, Sean Ainsworth

Financial Statements

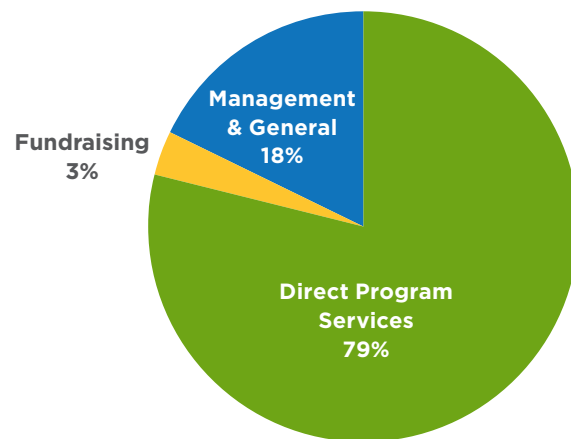
	2016 (AUDITED)	2015 (AUDITED)
REVENUE		
Grants & Contributions	\$ 1,214,279	\$ 1,718,057
Rental Revenue	2,205,847	2,048,514
Other	544,501	1,641,677
TOTAL	\$3,964,627	\$ 5,408,248

EXPENSES		
Direct Program Services	\$ 3,849,274	\$ 3,821,282
Management & General	854,035	774,666
Fundraising	167,365	179,427
TOTAL	\$ 4,870,674	\$4,775,375

2016 REVENUE



2016 EXPENSES



Funders and Sponsors

2016 FUNDERS

Bank of America Charitable Foundation	The John S. and James L. Knight Foundation
Fred A. and Barbara M. Erb Family Foundation	Michigan Economic Development Corporation
The Ford Motor Company Fund	New Economy Initiative
JPMorgan Chase Foundation	U.S. Department of Health and Human Services

2016 TOAST OF THE TOWN SPONSORS

21st Century Therapeutics	Henry Ford Innovations	Steve Ambrose, DTE Energy
Accenture	Honigman Miller Schwartz and Cohn LLP	Strategic Staffing Solutions
Bank of America Charitable Foundation	Jacalyn Goforth, PricewaterhouseCoopers LLP	University of Michigan Law School Zell Entrepreneurship and the Law Program, Entrepreneurship Clinic
Centric Design Studio	Jaffe Raitt Heuer & Weiss Law Firm	Vectorform
Comcast Business	Jefferson East, Inc.	Walker-Miller Energy Services
Corporate Growth Strategy Advisors	JPMorgan Chase Foundation	Wayne State University College of Engineering
David Jaffe, Jaffe Counsel PLC	Michigan Economic Development Corporation	Wayne State University Law School
Detroit Economic Growth Corporation	New Economy Initiative	Wayne State University Mike Ilitch School of Business
Detroit Regional Chamber	NextEnergy	Wayne State University Office of the Vice President for Research
DTE Energy Foundation	Patrick Thompson Design	Wayne State University School of Medicine
Ernst & Young LLP	PNC Bank	
Fifth Third Bank	Renaissance Venture Capital Fund	
Goldman Sachs 10K Small Businesses		
Henry Ford Health System		

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Regina Ann Campbell

Jonathan Colo

Kim Colón

Charlotte Comstock

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Nick Giacchina

Francis Glorie

Marcus Harris

Heather Levine

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