




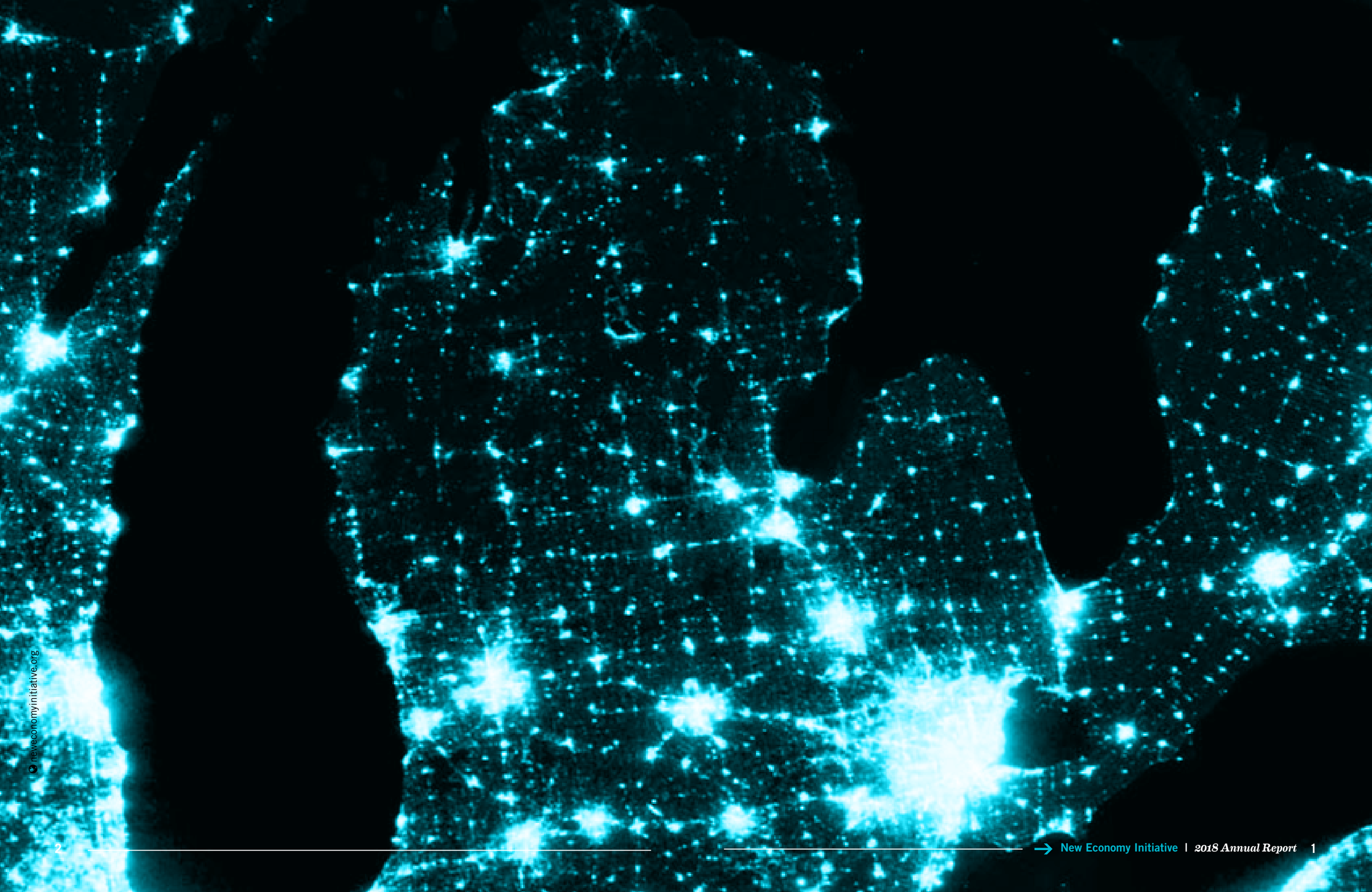
new economy initiative

2018 ANNUAL REPORT



'The Journey'

How local entrepreneurs use the southeast Michigan entrepreneurial support network to launch and grow their businesses.





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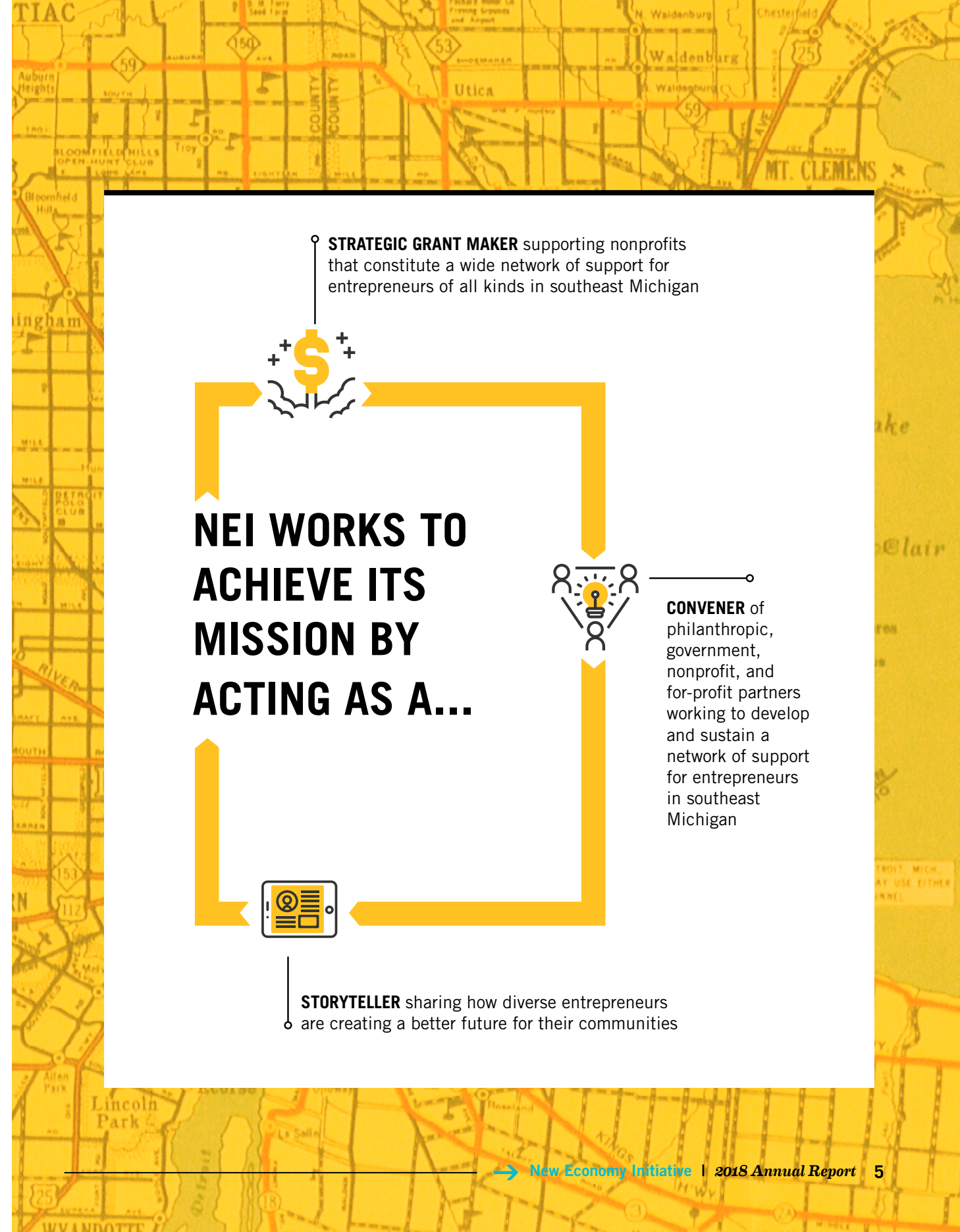
OUR MISSION

The mission of the *New Economy Initiative (NEI)* is to grow an inclusive culture of entrepreneurship in southeast Michigan that benefits all residents and strengthens the regional economy.



The New Economy Initiative is a special project of the

**Community
Foundation**
FOR SOUTHEAST MICHIGAN



STRATEGIC GRANT MAKER supporting nonprofits that constitute a wide network of support for entrepreneurs of all kinds in southeast Michigan

**NEI WORKS TO
ACHIEVE ITS
MISSION BY
ACTING AS A...**

CONVENER of philanthropic, government, nonprofit, and for-profit partners working to develop and sustain a network of support for entrepreneurs in southeast Michigan

STORYTELLER sharing how diverse entrepreneurs are creating a better future for their communities

OUR FUNDERS

The New Economy Initiative is made possible by the generous support of its funders. Since 2007, the following 13 foundations have contributed a total of \$159 million to the effort:

C.S. Mott Foundation

**Community Foundation
for Southeast Michigan**

Ford Foundation

Hudson-Webber Foundation

**John S. & James L.
Knight Foundation**

Kresge Foundation

**Max M. & Marjorie S.
Fisher Foundation**

McGregor Fund

**Ralph C. Wilson, Jr.
Foundation**

Skillman Foundation

Surdna Foundation

W.K. Kellogg Foundation

William Davidson Foundation





Director's Letter



“Whether you are a funder, an entrepreneur, an ecosystem builder, or a community advocate, you should feel encouraged by the work that is happening to develop an inclusive entrepreneurial ecosystem in our region.”

Why does entrepreneurship matter?

At the New Economy Initiative (NEI), we believe that entrepreneurship is a driver of personal, community, and economic development. Entrepreneurship brings jobs and investment to a place; it also brings agency and purpose to individuals and communities.

In late 2017, we asked 192 entrepreneurs across southeast Michigan – of all kinds, at various ages and stages – why they became entrepreneurs and why they chose to do so in metropolitan Detroit.

What may be a surprise to some (but is unsurprising to us) was that they rarely mentioned profit as a primary motivation. Rather, they expressed a desire to create a better world, to build a legacy for their family, or to turn a disappointing circumstance like the loss of a job into an opportunity. When asked why they were motivated to start a business in this region, the word “home” came up over and over again. Put simply, entrepreneurs in our region care deeply for their communities and want to make them better.

When we asked how this region can better support entrepreneurs, we learned that the community of entrepreneurs in southeast Michigan shares NEI’s values of inclusion

and collaboration. Their comments can be summarized in three directives: (1) include everyone, (2) encourage collaboration, and (3) make resources easier to find.

These served as motivation to the NEI team in 2018, and our work last year verified two things:

First, philanthropy is making a huge difference in promoting the values of inclusion and collaboration among organizations and programs supporting local entrepreneurs. In 2018, NEI conducted southeast Michigan’s first ever scan of entrepreneurial assets, which we define as any organization or program that helps people launch or grow businesses. We identified more than 230 assets across the region, of which a quarter have received funding from NEI. Not coincidentally, the best networked organizations and those most intentional about inclusion are current or former NEI grantees.

Second, much work is still needed to ensure that this nascent network of support is strong enough to meet emerging demand from all people in our region with the ideas, work ethic, and courage to start and grow businesses. Questions of how entrepreneurs navigate resources, how they improve capabilities to more effectively operate and scale, and how they make strategic connections with mentors and peers are ones that NEI and its partners are now seeking to answer.

Whether you are a funder, an entrepreneur, an ecosystem builder, or a community advocate, you should feel encouraged by the work that is happening to develop an inclusive entrepreneurial ecosystem in our region. As you will see in the stories and anecdotes in this report, the entrepreneur’s journey is rarely straightforward, but with a network of support to bolster her efforts, it’s a journey worth taking.

Sincerely,

Pamela Lewis
Director, New Economy Initiative

NEI *Results: 2018 AT A GLANCE*



In 2018, NEI invested in **47 programs** supporting southeast Michigan entrepreneurs through 95 grants (see pgs. 60-64) totaling **\$4,452,496.00**. With NEI's support, these programs achieved the following outcomes last year:

2,513
companies assisted

207
companies launched



Collectively, these companies

EMPLOYED

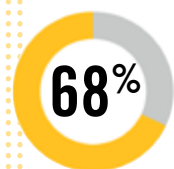
5,609
people



LEVERAGED

\$141.1M
in capital in 2018.

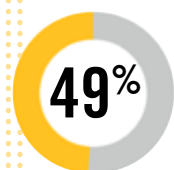
These companies are:



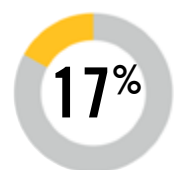
68% **MINORITY-LED**



36% **WOMEN & MINORITY-LED**



49% **WOMEN-LED**



17% **IMMIGRANT-LED**

Where these companies are located:



70 %
IN THE CITY OF DETROIT



27 %
IN OTHER SE MICHIGAN COMMUNITIES



3 %
IN ANN ARBOR/YPSILANTI

In addition to serving companies and founders, NEI's grantees have exposed thousands of southeast Michigan residents to opportunities to learn about entrepreneurship. In 2018:

27,389

PEOPLE WERE EXPOSED TO ENTREPRENEURIAL SERVICES THROUGH MORE THAN

900

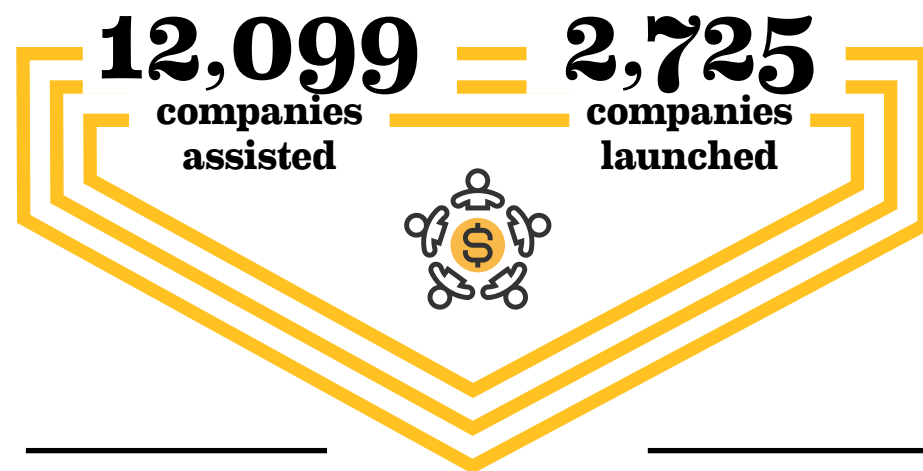
events, workshops, & programs hosted by NEI grantees.

614

Business ideas surfaced through NEI-supported business challenges.

NEI **Results: 2007 – PRESENT**

Since 2007, NEI has awarded **481 grants** to organizations that have achieved the following cumulative outcomes



These companies employed
30,219 people
And leveraged more than
\$1.34 BILLION
in capital.



276,007

PEOPLE EXPOSED TO ENTREPRENEURIAL SERVICES THROUGH
events, workshops, & programs hosted
by NEI grantees.



6,513

IDEAS SURFACED THROUGH NEI-SUPPORTED BUSINESS CHALLENGES.





MAKE IT YOUR BUSINESS.

Neighborhood business advocates gather at the September 19 meeting of NEI's Neighborhood Business Initiative (p. 44) worktable at the University of Detroit Mercy.

A Network of Support

In 2018, NEI commissioned research to better understand the resources that make up southeast Michigan's entrepreneurial ecosystem, as well as the motivations and needs of the region's entrepreneurs.

UNDERSTANDING THE REGION'S ASSETS

NEI engaged three partners—Sourcelink (Kansas City, Missouri), the Workforce Intelligence Network (Detroit), and Mass Economics (Cambridge, Massachusetts)—to conduct studies of the regional entrepreneurial ecosystem and analyze the relationships and referrals among and between organizations and programs that support local entrepreneurs. Their findings **identified 232 unique entrepreneurship assets** (defined as

programs or resources that help entrepreneurs start and grow businesses) operating throughout the region (Wayne, Oakland, Macomb, Washtenaw, and Genesee counties), of which only a quarter had received NEI funding in the past. But of those organizations and programs with an intentional focus on inclusion of women, immigrants, and people of color, NEI had supported more than half.

In its effort to study the southeast Michigan entrepreneurial ecosystem, NEI:



Convened 4 listening sessions across the region in

FLINT

ANN ARBOR

TROY

DETROIT

- ✓ —
- x —
- ✓ —
- x —

**SURVEYED REPRESENTATIVES OF
101 ENTREPRENEUR SUPPORT
ORGANIZATIONS**



**Identified
232 unique entrepreneurship assets
operating throughout the region.**

> In 2019,

NEI will work to synthesize the research conducted in 2018 to identify gaps in the ecosystem and devise strategies to encourage stronger network behaviors among its assets.



Attendees of NEI's annual grantee convening (Oct. 23, 2018) participating in an exercise demonstrating how they work as a network.

The Entrepreneur's Perspective

To inform the development of a storytelling campaign that will celebrate the contributions of local entrepreneurs to their communities (launching summer 2019), NEI surveyed **192 entrepreneurs** from across the region about what motivates them and what resources they feel they need to succeed.

According to respondents, just over half said it was easy to find the right resources for their businesses, while just under half had difficulty. NEI asked a series of open-ended questions about why people were motivated to go into business, and **the following themes were recurrent in their responses:**



Following a dream



Turning disappointment (e.g. a layoff) into opportunity



Solving community challenges and offering solutions



Supporting family and building a legacy



Having control of their own time and finances



NEI is using the results of both the ecosystem studies and entrepreneur survey to inform its strategies for fulfilling its mission of growing an inclusive culture of entrepreneurship in southeast Michigan that benefits all residents.



Why local entrepreneurs were motivated to go into business:

“If I didn’t try it, I would always regret it.”

“I lost my job and looked for an opportunity to provide for my family.”

“A place where I’d like to shop didn’t exist, so I decided to create it for the women of Detroit.”

“To contribute to the economic development of my neighborhood.”

“I wanted to be my own boss and work on my own projects, not someone else’s.”



22	Patience, Persistence & a Little Assistance LESTER GOUVIA <i>founder & owner of Norma G's</i>
28	Odd Jobs Add Up SERGIO RODRIGUEZ, JOSE ROMO-PUERTA & ARMANDO ARTEAGA <i>co-founders of ToDoolie</i>
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36	The Sustainable Startup KYLEE GUENTHER <i>founder & CEO of Pivot Materials</i>

'The Journey'

How local entrepreneurs use the southeast Michigan entrepreneurial support network to launch and grow their businesses.

Patience, Persistence & a Little Assistance

How Lester Gouvía opened Norma G's, the first sit-down restaurant in Jefferson Chalmers in over 30 years

Lester Gouvía had a great job with a corporate telecom firm that took him all over the United States, far from his native Trinidad. Then during a corporate restructuring, he was laid off. “The CEO got a golden parachute. I got two weeks’ severance,” he said. He was resolved to try something new.

“I set out to find something that I wanted to do. I didn’t think I wanted to go back to the corporate environment,” he said. “One of the things that I had done before was private catering and things like that at my home. I always enjoyed cooking.”

“They saw what I was talking about, and they believed in me; that’s a huge difference.”

Opening a restaurant right off the bat seemed risky, so Lester launched a catering and food truck business. He called it Norma G’s after his mother. “The idea was really to build a brand and get the brand going before we did anything on a larger scale. And the brand was a solid brand—people liked it. But eventually people said, ‘Where are you located?’”

Caribbean influences and his own personal style—it’s also the story of how institutional resources, personal support, and a motivated community organization can collaborate with business and energize neighborhood development.

FoodLab Detroit supported Norma G’s early on, hiring Lester to do his first catering event in the basement of



+ NEI Grantee Spotlight | 01



■ www.foodlabdetroit.com

FoodLab is a community of food entrepreneurs committed to making the possibility of good food in Detroit a sustainable reality. FoodLab designs, builds, and

maintains systems to grow a diverse ecosystem of triple-bottom-line food businesses as part of a good food movement that is accountable to all Detroiters.

In 2018, NEI made a grant of \$120,000 to FoodLab in support of the development of an accelerator program for food entrepreneurs in Detroit neighborhoods.

The transition from a catering business to a sit-down restaurant, however, would take time, patience, and assistance from several community organizations and mentors. If Norma G’s is the story of Lester Gouvía’s unique vision and cooking—he says the food comes from diverse

another restaurant in Detroit’s Corktown Neighborhood. FoodLab provided him with important advice on navigating the Detroit Health Department and other aspects of starting a food business. The relationship was mutually beneficial, and Lester helped the organization develop its programming.



\$ + NEI Grantee Spotlight | 02



■ www.techtowndetroit.org

SWOT City is a customized support program for brick-and-mortar small businesses in Detroit neighborhoods. Its staff of passionate, skilled professionals provides one-on-one assistance to help launch, stabilize and grow local businesses and strengthen neighborhood commercial districts.

In 2018, NEI made grants totaling \$336,000 to Wayne State University in support TechTown programs, including SWOT City and other neighborhood business support programs.

\$ + NEI Grantee Spotlight | 03



■ www.detroit.score.org

SCORE is a national organization that connects entrepreneurs with local mentors to help them build their businesses with free business advice.

In 2018, NEI made a grant of \$15,000 to the SCORE Foundation to support program marketing and volunteer recruitment for small business coaching in southeast Michigan.

“They were able to develop their process and help others because they were getting feedback from people like me,” he said.

Gouvia formed another crucial relationship (and one that is ongoing) with Warren Galloway of **TechTown’s SWOT City** program, a resource for brick-and-mortar small businesses in Detroit neighborhoods.

“Warren really made me work on some things,” said Lester. “He always wanted feedback. He always wanted updates. He was good.”

The team at TechTown referred him to other organizations like **SCORE**, a business mentoring nonprofit that helped him with his business plan.

“They’re the guys that show you the nuts and bolts of running a business,” he said.

Next he was introduced to **Jefferson East Inc.**, a longstanding neighborhood development organization on Detroit’s east side. With a grant from **Motor City Match**, Lester was able to partner with Jefferson East to redevelop its former headquarters into the restaurant space where Norma G’s is now operating. It’s the first sit-down restaurant to open in the neighborhood in more than 30 years.

“When I walked in the door, I felt like I was home,” a Norma G’s patron recently told Lester.

Norma G’s has a welcoming vibe, with large windows, bright colors, and the buzzing energy of the owner himself.

“That’s what I’m trying to do here,” Lester added. “When you come here, yes, it’s the food, but it’s also the atmosphere—being made to feel welcome, which is what we did in the Caribbean.”

Continued on pg. 27 →



\$ + NEI Grantee Spotlight | 04



■ www.jeffersoneast.org

Jefferson East Inc. is a longstanding neighborhood development organization representing Detroit’s East Jefferson corridor and its neighborhoods through facilitative leadership, collaborative partnerships, and innovative and impactful programming.

In 2018, NEI made a grant of \$60,000 to Jefferson East Inc. to support the development of mixed-use properties in the Jefferson-Chalmers neighborhood.

“When you come here, yes, it’s the food, but it’s also the atmosphere—being made to feel welcome, which is what we did in the Caribbean.”

\$ + NEI Grantee Spotlight | 05



www.motorcitymatch.com

Motor City Match connects new and expanding businesses in Detroit with quality real estate opportunities, providing them with funding and tools to plan, design, and build out brick-and-mortar locations.

In 2017, NEI made a grant of \$250,000 to the Detroit Economic Growth Association in support of the Motor City Match and Re-Store programs to help stimulate real estate investment in Detroit neighborhoods, strengthen commercial corridors, and provide resources for businesses to improve their exteriors. That work continued in 2018.

Image: Norma G's new brick-and-mortar location in Detroit's Jefferson Chalmers neighborhood.

Now that Norma G's is open, Lester isn't done with the organizations that have helped him. He views the relationships he's built over the last few years as collaborative partnerships.

“A lot of people supported me,” Gouvía said. “They saw what I was talking about, and they believed in me; that’s a huge difference.”

Now he's trying to do the same for others. He volunteers time with **Global Detroit**, an organization that supports immigrant entrepreneurs,

by meeting with people like him who are looking to start businesses. Among others, he has been in touch with Hamissi Mamba, who is opening Baobab Fare, an East African restaurant, in the North End with his wife, Nadia Nijimbere. The way Lester sees it, the larger the network of organizations and individuals supporting small business in Detroit, the more people like him will be able to succeed in realizing their visions.

ODD JOBS ADD UP



L to R: Sergio Rodriguez, Jose Romo-Puerta and Armando Arteaga

ToDoolie connects students looking to earn extra cash with neighbors who need help around the house.



As a high school student in Grosse Pointe looking to earn some extra money, Sergio Rodriguez would knock on neighbors' doors to see if they needed work done around the house — cleaning, moving, painting, yard work. When one neighbor paid him \$70 to shovel snow, he knew he'd hit on something. "I realized I could make way more money doing odd jobs than my friends working for minimum wage at Cold Stone or Jimmy John's," he said.

He knocked on more doors and grew his client base, then started charging a flat rate of \$15 per hour for his services. Without really trying, Rodriguez had started a business.

"This was a common thing 20-30 years ago, but for some reason it doesn't really exist anymore," he said. "Relationships with our neighbors have been lost over time. I hit on a market opportunity by accident."

By doing odd jobs through college, he managed to pay half of his tuition at Wayne State University and graduate debt free.

Upon graduation, he was ready to make the natural step of starting a formal business. In 2017, he launched ToDoolie, an online platform that connects college students to people who need help with everyday work. Students use the service to earn money by helping people finish tasks they're too busy or physically incapable of doing themselves.

While doing odd jobs himself, Rodriguez would regularly take friends to work sites. One of those friends was Jose Romo-Puerta. "Sergio kept me on his speed dial," he said.

NEI Grantee Spotlight | 06



■ techtowndetroit.org/services/dtx-launch-detroit

DTX Launch Detroit is a 10-week business accelerator for college students and recent graduates aspiring to launch a technology startup. Participants receive a stipend of \$2,500 per individual (up to \$7,500 per venture team) to test out their entrepreneurial dreams.

In 2018, NEI provided a grant of \$278,000 to TechTown that included support for the DTX Launch Detroit program.

“Relationships with our neighbors have been lost over time. I hit on a market opportunity by accident.”

Romo-Puerta was enrolled in classes in pursuit of a business degree when he was approached by Rodriguez, who was looking for business partners to help him launch and grow ToDoolie. Romo-Puerta grasped the opportunity and signed on as a co-founder.

The partners have received a lot of help from Detroit’s entrepreneurial ecosystem. They participated in **OptimizeWayne**, a student-led business challenge at Wayne State University where teams attend workshops and learn from mentors before pitching their company to a panel of judges. At the culmination of the program, ToDoolie was awarded \$2,000, which Rodriguez describes as an important first step for the enterprise.

Next, they enrolled in **TechTown’s DTX Launch Detroit**, a 10-week business accelerator for college students and recent graduates. The founders received a \$7,500 stipend for their participation, in addition to learning essential tools for startups, such as how to do market analyses and build minimum viable products to test with customers.

At DTX, Rodriguez and Romo-Puerta also reconnected with Armando Arteaga, a classmate of theirs from WSU.

Arteaga had a long journey to entrepreneurship. After struggling academically, he failed out of WSU and was homeless for a time. Realizing he needed structure, he signed up with the Army National Guard as an infantryman.

In 2015, he took a coding class and still remembers the first time he made a basic, static HTML page. “It looked terrible,” he said. “But it was the happiest moment I’d had in quite a long time.”

When Rodriguez and Romo-Puerta were looking for an app developer, they reached out to Arteaga. Though he didn’t have the experience of other developers, they saw his hunger and brought him on as their third co-founder and chief technology officer.

Arteaga is currently a member of **Bunker Labs**, an incubator for veteran entrepreneurs, where he says he’s improved his ability to sell ToDoolie to potential investors.

That skill will be important as the founders of ToDoolie pursue their ambition of reaching the global market.

So far, the company operates in Metro Detroit, where local students and

prospective clients can complete an online form to use the service. ToDoolie’s goal is to add 2,000 new customers in 2019 en route to the 40,000 customers it ultimately needs to become profitable. After completing app development and expanding to new markets, Rodriguez projects that this will take about three years.

ToDoolie faces several challenges in getting to that point. For one, Rodriguez, Romo-Puerta, and Arteaga are all nontraditional founders—they’re all students, one is an immigrant (Rodriguez was born in Chile), and one is a veteran. But this is in many ways a competitive advantage because it’s prepared them for the twists and turns inherent to entrepreneurship.

Their biggest challenge is time. All three founders have day jobs and are finishing school. That’s why they’re currently trying to raise \$400,000. If they reach that mark, they’ll be able to pay themselves and hire staff.

“We need a bigger team to scale with users so that they have the best experience possible,” said Romo-Puerta.



■ bunkerlabs.org/detroit

Bunker Labs is a national network of veteran entrepreneurs dedicated to helping new veteran entrepreneurs start their own businesses.

In 2017, NEI provided a grant of \$70,000 to Bunker Labs. That grant was active in 2018.

Bunker Labs was able to support 38 founders representing 28 companies in 2018.



The Soap Maker

How Niema Stone transformed a hobby into a business.

Niema Stone stumbled onto the art of soap-making nearly 10 years ago while seeking a natural remedy for her husband's skin condition. "When my husband and I were dating, he suffered—and still suffers—from eczema. I was intrigued with experimenting with natural products—things that would be healthy for the body," said Stone, a Detroit native who has worked as an elementary school teacher for 20 years.

She began to research what products could help soothe her husband's sensitive skin. A year later, she attempted to make her first homemade batch of cold-press soap.

"It was horrible," she said. "It was really bad because I didn't really know what I was doing. It was harsh on your skin, it wasn't pretty, and it didn't lather."

Through further research, Stone discovered that coconut oil and shea butter were staple ingredients used by people suffering from sensitive skin conditions, and she began to incorporate them into her handmade soaps and body butters.

"Eventually, people started saying, 'You've got something good there.' My confidence started to grow, and I finally realized that maybe I did have something special that I needed to share with other people."

With a loving push from her husband, Stone transitioned her hobby into a business, launching Soapstone Soaps LLC in 2014.

\$ + NEI Grantee Spotlight | 08



■ prosperusdetroit.org

ProsperUS Detroit is an economic development strategy designed to empower low- and moderate-income people through place-based, culturally competent services that help them start and grow businesses.

In 2018, NEI made a grant of \$145,000 to Southwest Economic Solutions in support of ProsperUS Detroit's programs serving neighborhood entrepreneurs in Detroit.

Having mastered the craft of soapmaking, Stone now had to educate herself on the basics of being a business owner. "That's still a work in progress," she said.

She sought out programs that could help her and discovered Southwest Solutions' **ProsperUS Detroit** small-business training program – citing its affordability and the convenience of attending workshops in Rosedale Park, the Detroit neighborhood where she lives. She graduated the program in January 2018.

"I think they did a good job, but I really needed one-on-one coaching," she said.

“... I finally realized that maybe I did have something special; that I needed to share with other people.”

She took advantage of ongoing mentorship ProsperUS offers program graduates to help them access affordable resources and identify their individual business needs. For Stone, that included developing a marketing strategy to increase awareness of her brand and build a stronger customer base.

“I’m excited about where my business is going,” she said.

When she started, she was just experimenting in her kitchen. Now, she produces more than 20 varieties of soap, such as Lemon Lime, Coffee, and Confetti, (a fun blend of end pieces from various batches), in a dedicated room she and her husband transformed into a lab to support the business’s growth. Her all-natural creations are now available in eight stores across southeast Michigan.

“My ultimate goal is to retire from teaching and be able to open up a soap factory in Detroit, where I’ll be able to hire high school students or veterans,” she said. “I’ll be able to give people jobs and give back to my community.”

Last year, Stone was awarded \$10,000 by the New Economy Initiative through its **NEIdeas Small Business Challenge**. She had applied the year before and didn’t win, so she was surprised when she got the call. She credits her success in part to working with **Grandmont Rosedale Development Corporation**, the NEIdeas ambassador assigned to her neighborhood, whose representative encouraged her to explain her vision for growing her business in more detail.

Stone’s business is not yet profitable, but she’s working to change that by deepening her industry knowledge. In May, she plans to attend the 2019 Handcrafted Soap & Cosmetic Guild Conference in Dallas, Texas.

“You learn the latest trends from people who have businesses that have been very lucrative,” she said. She will pay to attend the conference with funds she received from NEIdeas.

She offers the following advice to aspiring entrepreneurs who are considering turning their passion project into a profitable business: “Believe in yourself. If you think you really have something special, don’t second guess it. Educate yourself about it. But don’t give up on it.”

\$ + NEI Grantee Spotlight | 09



■ neideasdetroit.org

Since 2014, NEIdeas has rewarded 144 small businesses in Detroit, Hamtramck, and Highland Park with \$10,000 or \$100,000 grants to help them realize their ideas for growth. Read more about NEIdeas on pages 48-51 of this report.

\$ + NEI Grantee Spotlight | 10



■ grandmontrosedale.com

The Grandmont Rosedale Development Corporation is a nonprofit, community-based organization working to preserve and improve the Grandmont Rosedale Neighborhoods of northwest Detroit.

In 2018, NEI provided a grant of \$101,500 to support a comprehensive business development and commercial activation strategy on the Grand River corridor in the Grandmont Rosedale neighborhoods.

'The Sustainable Startup'

Kylee Guenther and Pivot Materials are working to transform the plastics industry.

Kylee Guenther is a self-described hippy, the kind of person who will talk your ear off about carbon emissions and the degradation of oceans. For this reason, she never thought she would follow in the footsteps of her father, a plastics industry veteran.

So why did someone so obsessed with environmental issues start a plastics company? Because she wanted to reform it.

Guenther is the owner of Pivot Materials, which makes a bamboo composite that can be converted into any number of products that are significantly more sustainable than all-plastic counterparts.

Her path to starting her company was oblique. In college she majored in political science then went to graduate school for management.

After graduating in the height of the Great Recession, she couldn't find a local job and had

"I wanted to do something here—to have a positive impact so others wouldn't have to leave the state like I did."

to leave the state for a governmental position in Ohio. During her time away, she pined for home and decided to return and start a business.

"I wanted to do something here—to have a positive impact so others wouldn't have to leave the state like I did," she said.

She had learned a lot from her father about plastics and knew there was huge potential for eco-friendly reform in the industry. She just needed the right material. She landed on bamboo.

Growing at a rate of up to 35 inches per day, bamboo is the fastest growing plant in the world. According to Guenther, it's "abundantly available," growing on over 14 million square miles of Earth's surface.

PIVOTING TOWARDS AN ECO-FRIENDLY FUTURE

The plant also has many environmental benefits. One stalk of bamboo absorbs about as much CO₂ as an entire conifer tree, and it grows robustly without the use of herbicides, pesticides, or fungicides. It also helps reduce soil erosion.

Plastics, on the other hand, have a parallel (if unnatural) abundance, but none of the environmental benefits. According to Guenther, only 9 percent of all plastics are ever recycled; the rest end up in landfills or waterways. “[The problem with plastics] is a combination of short life expectancy and no efficient means for dealing with their end of life,” she says.

And yet, their ubiquity makes it hard to eliminate them altogether from our lives. That’s why instead of completely

revolutionizing the plastics industry, Pivot makes composites that are 30 percent bamboo to greatly reduce the waste and environmental impact of plastic products. They’re also 100 percent compostable. “You could throw our product in a hole in your backyard, and it will actually break down,” Guenther said.

The composites come in tiny pellets that resemble hamster food. These can be injected into molds of practically any product that would otherwise be all plastic—from plates and cups to car parts and packaging. No special tooling is needed to make these products, either.

Running a business like this without a background in chemistry or engineering has required Guenther to learn a lot on her own.

+ NEI Grantee Spotlight | 11

inFORUM

■ inforummichigan.org

Inforum Michigan is the only professional organization in Michigan – and one of the few in the country – that combines strategic connections, proven professional development programs, a respected forum for new ideas, and original research to accelerate careers for women and boost talent initiatives for companies.

inGage is Inforum’s strategy to position Michigan as the Midwest hub for high-growth women entrepreneurs.

In 2019, NEI made a grant of \$200,000 to Inforum in support of comprehensive training programs, capital development, and mentorship for emerging high-growth women entrepreneurs

On the science side, she receives help from her father. On the business side, she relies on support from Metro Detroit’s entrepreneurial ecosystem.

Her first stop was the **Macomb-OU INCubator**, a collaboration between Macomb County and Oakland University servicing high-tech businesses in southeast Michigan. Guenther describes the accelerator as a “really good starting place ” where she was introduced to two important mentors.

Pivot also won a **Motor City Match** grant to help find and renovate a warehouse and office space in Detroit, which Guenther hopes to open in 2019.

Guenther is also a member of the **Junction 440** co-working community at **TechTown Detroit**, where she’s received one-on-one mentoring and networked with other startup founders. “Every time I start something new and look at next steps, there’s someone here I can talk to,” she said.

Most recently, she’s participated in **Inforum’s inGAGE** program, which provides networking opportunities and other support services for women entrepreneurs. As a woman in a male-dominated field, Guenther says she’s felt disrespected on several occasions, but being part of inGAGE has provided her with tools and a support system to combat biases.

With all this support, Pivot has a lot of momentum for the next year. In 2019, the company will be expanding to other natural, biodegradable fibers like rice waste and hemp. It’s also launching a line of home and houseware products made from its bamboo composite.



new
economy
initiative

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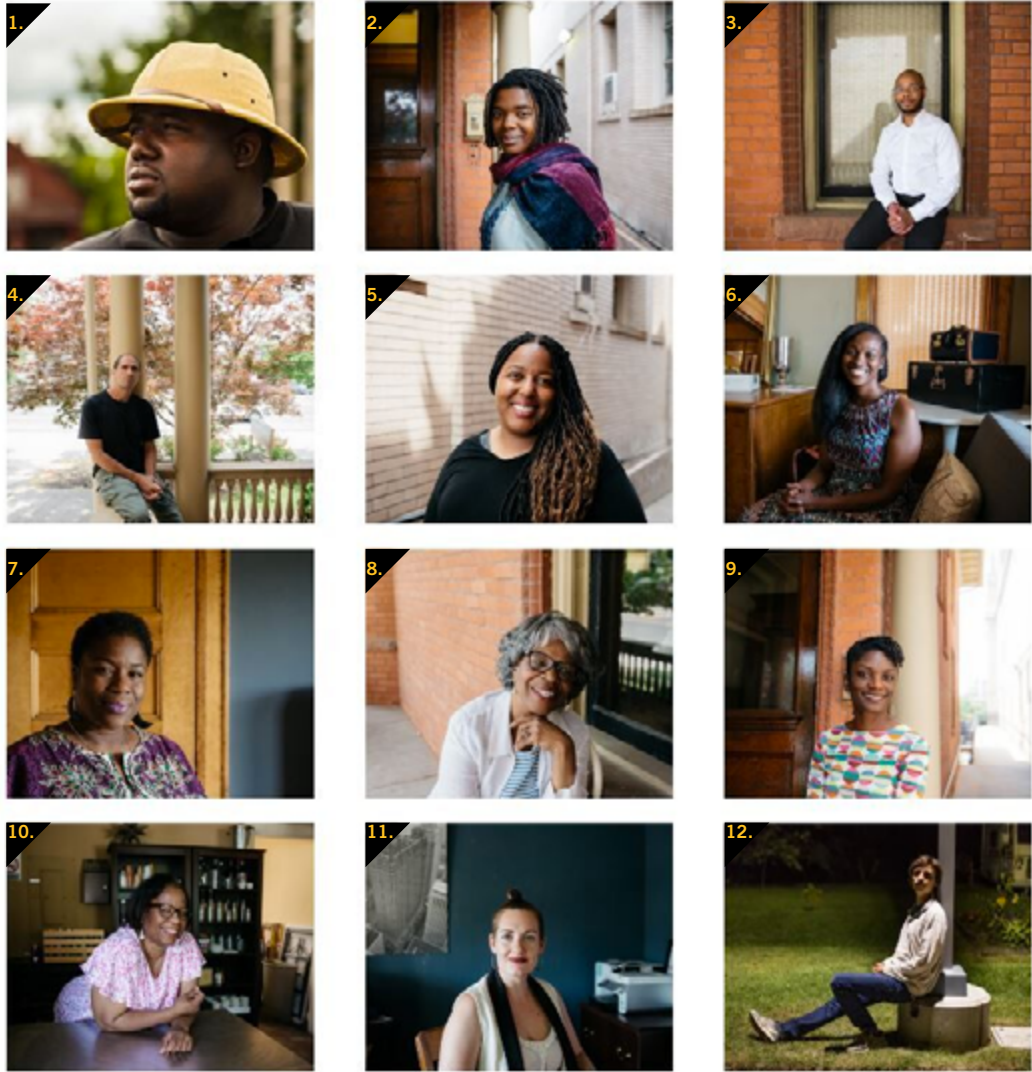
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PROJECTS & PROGRAMS



Detroit Innovation

In July, NEI launched the **Detroit Innovation Fellowship (DIF)**, a talent-development program that promotes and invests in social entrepreneurs leading projects to strengthen neighborhoods in Detroit, Hamtramck, and Highland Park. Twelve fellows representing nine projects were selected to participate in the inaugural cohort. Each fellow received a stipend (**\$10,000 per project**), as well as additional funding for professional development.

Fellows met three times in 2018 to learn from experts and discuss the challenges and opportunities their projects face. NEI has engaged the **Urban Consulate** to manage and facilitate these meetings, which are designed with input from the

fellows. At their first meeting in June, fellows got to know one another while discussing mutual interests and challenges. At their second meeting in early September, fellows heard from Hajj Fleming of Rebrand Cities

A CITY'S GREATEST ASSETS ARE ITS RESIDENTS.

and Pulitzer Prize-winning journalist Stephen Henderson of WDET about using social and traditional media to promote community-based projects. Fellows met again in November for a social event.

To date, fellows have used their funds to learn about green building design and zero energy construction, invite nationally renowned speakers to Detroit, attend local and national conferences, and obtain professional licenses.

1, 5. Timothy Jackson & Nicole Lindsey
Co-Founders, Detroit Hives
An organization transforming vacant lots into urban bee farms.

2. Rebecca "Bucky" Willis
Founder, Bleeding Heart Design
A design movement and non-profit that inspires altruism.

3. Chase Cantrell
Founder, Building Community Value
A nonprofit dedicated to facilitating real estate development projects in underserved Detroit neighborhoods.

4, 6. Joe Marra & Samoy Smith
Co-Founders, Creating Space Detroit
Transforming a vacant lot into a pocket park and a blighted house into community space.

7. Shamayim "Shu" Harris
Founder, Avalon Village
A sustainable eco-village on Avalon Street between Woodward and Second avenues in Highland Park.

8. Phillis Judkins
Founder, AwardPhoenix
A journalism readiness program for North End youth ages 11 to 17 where students are taught business practices.

9, 11. Jalyn Spencer-Harris & Alex Fluegel
Co-Founders, Detroit Mama Hub
A maternal wellness center that specializes in support and education for new and expectant mothers.

10. Beverly Frederick
Co-Founder, Stahelin Avenue Project
A group working to secure and maintain vacant lots and homes.

12. Jackson Koeppel
Founder, Soulardarity
Addressing the need for concrete alternatives to the fossil fuel economy that work for communities.

PROJECTS & PROGRAMS



A robust regional economy requires strong, vibrant neighborhoods—places people choose to live because of the amenities and opportunities they afford. For this reason, NEI believes it critical to build and sustain an infrastructure that supports the neighborhood businesses contributing jobs and a sense of place to their communities.

In 2018, NEI’s Neighborhood Business Initiative (est. 2014) convened a quarterly worktable of more than 35 member organizations—both NEI grantees and non-grantees—that advocate for and provide technical assistance to neighborhood businesses in Detroit, Hamtramck, and Highland Park. Quarterly worktable meetings are led by Michigan Community Resources.

(MCR) Subcommittees of the worktable meet monthly to discuss and how to effectively address gaps in the small business support ecosystem, policy issues, and capital availability.

In 2018, NEI published the Capital Readiness Checklist, a resource developed by members of the Neighborhood Worktable that business support organizations can use to prepare client entrepreneurs for loan capital. The checklist details the “5 Cs of Credit” (capacity, capital, character, collateral, and conditions) that lenders use to assess the creditworthiness of potential borrowers, as well as a checklist of to-dos that, if satisfied, demonstrate an entrepreneur’s preparedness for receiving a loan. NEI printed versions of the checklist in four languages: English, Spanish, Arabic, and Bangla.



LEARN MORE & DOWNLOAD THE CAPITAL READINESS CHECKLIST IN ANY OF THE 4 LANGUAGES HERE:



<http://tiny.cc/NEI-Capital-Readiness>

Capital Readiness Checklist

STATUS

- ☐ I am requesting financing for a specific purpose.
- ☐ My business has recorded sales.
- ☐ I have an estimate of what it will cost to start (or expand) my business.
- ☐ I have experience in this industry or in running businesses.
- ☐ I invested my own money in this business.

PERSONAL

- ☐ I know my credit score.
- ☐ I understand my personal assets and liabilities.
- ☐ My personal tax filings are up to date.
- ☐ I know my total monthly household income and expenses.
- ☐ I have filed for bankruptcy in the past 7 years.
- ☐ I own commercial or personal property or other collateral.
- ☐ I know my US citizenship or immigration status.
- ☐ I have an Individual Taxpayer Identification Number (ITIN).
- ☐ I have been convicted of a felony.
- ☐ I am obligated to pay garnishments, liens, child support, or alimony.
- ☐ I am current on payments for garnishments, liens, child support, or alimony.

MARKETING & OPERATIONS

- ☐ I have a written business plan.
- ☐ I know which of my products and services are the most profitable, and which are least.
- ☐ I understand my customer base and can describe my ideal customer.
- ☐ I have business insurance.
- ☐ I have a strategy or plan for marketing.
- ☐ I have workers' compensation insurance.

INSTRUCTIONS FOR BUSINESS SERVICE ORGANIZATIONS

Check each box if the business owner agrees with the statement. For the Personal section, check the box that applies. For each section, fill out the Reviewer Recommendation / Referral box with next steps for the business owner.

The statements in bold are components of a complete and accurate business plan.

CASH FLOW

- ☐ I am able to pay my bills on time.
- ☐ I have a budget for how to use any loan I receive.
- ☐ My current cash flow will cover my loan repayments.

ACCOUNTING & BOOKKEEPING

- ☐ I have accurate financial statements, such as a balance sheet and income statement.
- ☐ I have a CPA, bookkeeper or accounting system in place.
- ☐ I have a business bank account.
- ☐ I have a list of my business assets and liabilities.

LEGAL

- ☐ I am a LLC, LLP, L3C, Corporation, or other incorporated legal structure.
- ☐ I have access to my company's legal formation documents or operating agreements.
- ☐ I have a sales tax license.
- ☐ My business is in a regulated industry.
- ☐ I have the required licenses necessary to operate my business.
- ☐ I have access to legal assistance.
- ☐ I have an Employer Identification Number (EIN).
- ☐ I have a DUNS number.

TAXES

- ☐ I am current on my payroll taxes.
- ☐ I am current on my sales taxes.
- ☐ My current and prior year taxes are up to date.
- ☐ I know my tax liability.
- ☐ I am on a payment plan with the IRS.

PROJECTS & PROGRAMS



Youth Entrepreneurship Learning Initiative (YELI)

YELI COHORT ORGANIZATIONS:



With support from the C.S. Mott Foundation, NEI and the Community Foundation for Southeast Michigan (CFSEM) launched the Youth Entrepreneurship Learning Initiative (YELI) in 2018. YELI is a project that identifies strategies for developing effective and accessible youth entrepreneurship programs. For this project, NEI convened a cohort of 11 southeast Michigan programs that are piloting projects via **\$20,000 grants**. NEI, with the help of a Wayne State University professor who served as a research partner, conducted an extensive literature review in 2019 to identify best practices and benchmarks for successful youth entrepreneurship programs, as well as model programs that connect youth and adults. These activities are informing NEI’s and CFSEM’s strategy in southeast Michigan and Mott’s youth entrepreneurship strategy across the country.

Mobility in the D

Detroit residents face considerable challenges accessing reliable, efficient, and safe transportation. A quarter of residents do not have access to a personal vehicle and rely on the region’s public transportation systems, which have significant gaps in their service areas. This complicates residents’ ability to get to and from jobs, especially for those who work evening hours; it also affects small businesses’ ability to retain employees.

In 2018, NEI made a grant to the Detroit Economic Growth Authority

(DEGA) to support the city of Detroit’s Mobility Initiative, which consisted of six pilot projects addressing transportation gaps experienced by residents. One such project offered riders of the Detroit Department of Transportation’s 10 busiest bus routes with \$7 credits to the rideshare service, Lyft, to help them safely complete the last leg of their journeys home from work during off-peak hours. From September through November, 132 bus commuters took advantage of the service.

The mobility of residents—their ability to access employment, education, and healthcare—is necessary for southeast Michigan’s long-term economic health. NEI

will continue exploring ways to promote equitable access to jobs and hasten Detroit’s transition from Motor City to Mobility City.

\$7 Lyft Credit for the last leg of your trip.

Ride



11pm-5am M-F

Text



"DDOT" to 313.456.9328

Request



5 minutes before you get off the bus

Home



Quick & Easy!

*Terms and conditions apply. Visit www.detroitmi.gov/nightshift for details and restrictions. Program limited to first 2000 rides.

Text "DDOT" to 313.456.9328
For \$7 off the last leg of your trip

11pm - 5am M-F



Detroit Mobility Initiative

*Terms and conditions apply. Visit www.detroitmi.gov/nightshift for details and restrictions. Program limited to first 2000 rides.

PROJECTS & PROGRAMS



Neighborhood businesses provide communities with the things they need – services, jobs, and places to come together. The NEIdeas challenge honors the neighborhood businesses of Detroit, Hamtramck, and Highland Park by rewarding them with cash for their ideas for growth.

In the fifth and final year of the NEIdeas small business grants challenge, more than 600 applicants submitted ideas for a chance to win \$10,000 grants to grow their businesses. In November, NEI awarded 26 grants to a diverse group of businesses across Detroit, Hamtramck, and Highland Park. Winners were celebrated at a private event at the Fisher Building on Thursday, November 8.

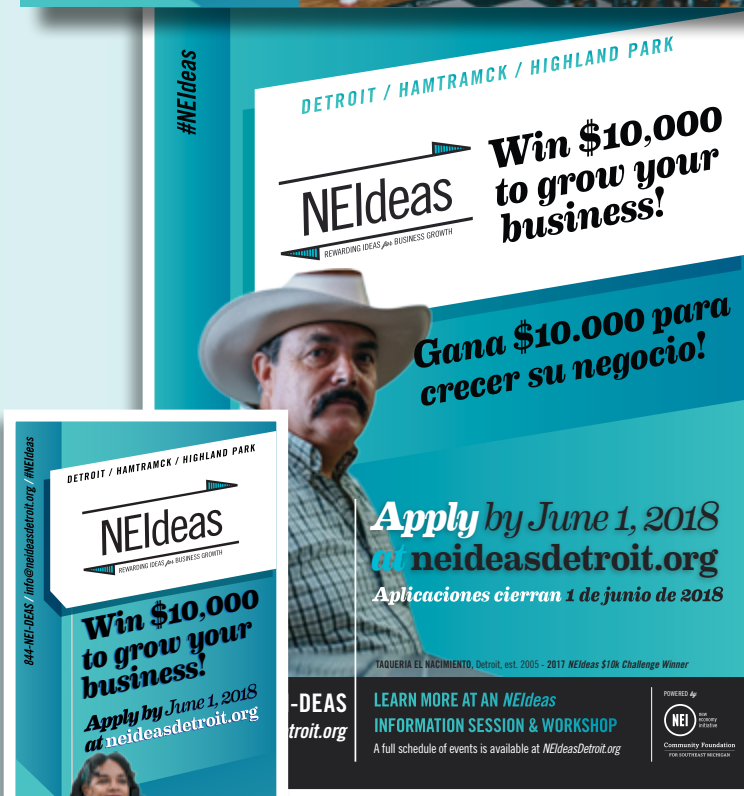
Since 2014, NEI has granted \$2.16 million to 144 businesses—one for every square mile in Detroit, Hamtramck, and Highland Park—through the NEIdeas challenge. In 2019, NEI will shift its focus from grantmaking to connecting the more than 2,200 businesses that have applied to the NEIdeas challenge since it launched with other resources to help them strengthen and grow.



How did NEI attract more than 600 applicants in 2018?

By meeting business owners where they are through...

- Ads featuring past winners in local print media and on city buses and billboards at key intersections across Detroit, Hamtramck, and Highland Park
- Radio spots on local stations
- A network of 30 NEIdeas ambassador organizations across Detroit, Hamtramck, & Highland Park
- Seven information sessions hosted in neighborhoods across town (one bilingual Spanish-English info session)
- Print informational materials in four languages: English, Spanish, Arabic, & Bangla



NEIdeas 2018 Results:

26
Winners

REPRESENTING

9+
INDUSTRIES

RANGING IN AGE

3-33
Years in
Business

77%

MINORITY OWNED
BUSINESSES

65%

WOMEN OWNED
BUSINESSES

PROJECTS & PROGRAMS

2018 NEIdeas WINNERS



6301 MICHIGAN AVE.
Detroit, Southwest
Idea: Create a co-working space in Southwest Detroit.

ACCENT UPHOLSTERY
Detroit, East Side
Idea: Renovate interior of upholstery business showroom.

BASKIN TAX SERVICE & INSURANCE GROUP
Detroit, Southwest
Idea: Execute marketing campaign and purchase office equipment for better service to bilingual clientele.

CORIANDER
Detroit, Jefferson Chalmers
Idea: Expand catering business to sit-down farm-to-table restaurant.

DENSON CONSTRUCTION SERVICES
Detroit, Islandview
Idea: Purchase a pick-up truck for faster delivery of construction materials to customers.

DETROIT GREASE
Detroit, NW Goldberg
Idea: Expand cooking oil recycling business with purchase of 60 new waste collection containers.

DETROIT MARTIAL ARTS INSTITUTE
Detroit, Bagley
Idea: Purchase a van, STEM programming, and other instructional materials to offer comprehensive programming for students.

ENACT YOUR FUTURE
Detroit, New Center
Idea: Create a video marketing campaign to raise awareness of ACT test prep courses.

FLO BOUTIQUE
Detroit, Midtown
Idea: Redesign interior retail space to increase capacity for inventory and grow sales.

FRED & SON RECYCLE
Highland Park
Idea: Purchase a used covered van to increase delivery capacity in inclement weather.

GADDIS GAMING
Detroit, Northwest
Idea: Expand line of historical board game figurines to meet growing demand.

HALL OF FAME DRIVING SCHOOL
Detroit, Krainz Woods
Idea: Purchase a second vehicle to be able to pickup students without reliable transportation.

HOLLINGSWORTH FACILITY MAINTENANCE
Detroit, Northwest
Idea: Purchase used truck and new commercial cleaning equipment to increase capacity and service more customers.

HOME SWEET HOME SPECIALTY BAKED GOODS
Detroit, Morningside
Idea: Purchase cooking equipment to meet demand for baked goods and scale business.

LA CUSCATLECA
Detroit, Southwest
Idea: Revamp interior and expand current offerings to turn Latin-American grocery store into a community hub.

THE MUSHROOM FACTORY
Detroit, Campau/Banglatown
Idea: Purchase humidification and fruiting chamber to increase production capacity.

MUTUAL ADORATION
Detroit, East Side
Idea: Build out camper into a mobile retail shop.

NAIL-RITE CONSTRUCTION CO.
Detroit, Osborn
Idea: Bring on and train an estimator to utilize new bidding software and purchase a used vehicle for mobile trade school.

NATURAL RED
Detroit, Downtown
Idea: Purchase commercial filling and labeling machines to increase productivity.

RIVERFRONT BUILDING SUPPLY & HARDWARE
Detroit, Jeff Chalmers
Idea: Invest in showroom renovation and office space buildout.

SOAPSTONE SOAPS
Detroit, Grandmont Rosedale
Idea: Purchase ingredients and equipment to increase production and scale up to wholesale customers.

SOURCE BOOKSELLERS
Detroit, Midtown
Idea: Revamp interior and launch marketing campaign to reinvigorate store for 30th anniversary.

SWINT LOGISTICS GROUP
Detroit, Downtown
Idea: Development of dump truck operation training program.

TOWN CENTER COIN LAUNDRY
Hamtramck
Idea: Purchase additional washing machines to serve more customers.

UMI'S COMFORT
Detroit, Russell Woods
Idea: Purchase design software and heavy-duty sewing equipment for growth of quilt sales.

WILLIAM & BONNIE
Detroit, New Center
Idea: Invest in industrial sewing machines and apprenticeship training program.

PROJECTS & PROGRAMS



Winners of the 2018 NEIdeas celebrating at a special event on Nov. 8 at Detroit's iconic Fisher Building.

PROJECTS & PROGRAMS



HIGH GROWTH happy hour



2018 HIGH GROWTH HAPPY HOUR EVENTS:

FEB 27	A Stake in Our City @The Griot
MAR 28	Homegrown Food Brands Taking the Country by Storm @McClure's Pickles
APR 25	Building a Community-Minded Sports Team @Ghost Light Bar
JUN 20	Growing a Strong User Base From Scratch @Bamboo Detroit
SEP 26	Creating Our Own Tech Talent @Eastern Market Brewing Co.



Technical assistance is critical to entrepreneurs' success, but so is learning from peers who've been there. That's why NEI believes it's important to create opportunities for entrepreneurs to get together in informal settings and have candid conversations about entrepreneurship in southeast Michigan. Through its High Growth Happy Hour event series, NEI invites experienced entrepreneurs who are scaling companies to give short talks about their work and network with the region's emerging entrepreneurs.

In 2018, NEI hosted five High Growth Happy Hour events at locations around Detroit featuring entrepreneurs growing companies in various sectors. More than 230 people attended these events.

PROJECTS & PROGRAMS



Startup
Story Night
2018



a. Kim Gamez, *Mi Padrino* b. Hamissi Mamba, *Baobab Fare*
c. Marlin Williams, *Sisters Code* d. Jeanette Pierce, *Detroit Experience Factory*

There's a lot more to entrepreneurs than their business pitch. NEI's second annual Startup Story Night event, held February 16, 2018, at the Charles H. Wright Museum of African American History, allowed four local entrepreneurs to share personal stories of why they love what they do to a diverse audience, with the goal of humanizing entrepreneurship and inspiring others to follow their passion.

WATCH VIDEO OF
2018 STARTUP
STORY NIGHT
PERFORMANCES
HERE:



<https://vimeo.com/album/5002471>

Leading up to the event, NEI put out a call to its network asking entrepreneurs of all types to share entrepreneurship love stories for a chance to perform them on stage. More than 80 people submitted stories, and four were selected by NEI staff and a few local storytelling experts to perform live on-stage.

NEI partnered with **Satori Shakoor**, the host and producer of the *Secret Society of Twisted Storytellers*, to coach the performers and to emcee the main event, which was attended by more than 300 guests.

STARTUP
STORY
NIGHT



February 16, 2018

@ The Charles H. Wright
Museum of African
American History

Hosted by
Satori Shakoor



NEI

NEI Governance

The New Economy Initiative is a special project housed within the Community Foundation for Southeast Michigan (CFSEM). Since its inception in 2007, 13 national and local foundations have committed a total of \$159 million in support of NEI. The CFSEM board of trustees officially approves NEI grants, which are recommended by the NEI grant review committee, a sub-group of the NEI steering committee.

The NEI steering committee, chaired by Steven Hamp, is responsible for the strategic direction of NEI. The committee consists of local entrepreneurs, representatives of NEI funder organizations, and civic and corporate leaders immersed in regional economic development in southeast Michigan. These committed volunteers participated in two full committee meetings and several sub-committee meetings in 2018.

NEI STEERING COMMITTEE MEMBERS:

Steven Hamp, chair*

Pamela Lewis, director, New Economy Initiative*

Lizabeth Ardisana, CEO, ASG Renaissance†

Lavea Brachman, vice president of programs, Ralph C. Wilson, Jr. Foundation*

Ed Egnatios, program officer, W.K. Kellogg Foundation†

Ralph J. Gerson, board member, William Davidson Foundation*

Paul Glomski, CEO and co-founder, Detroit Labs‡

Lydia Gutierrez, president, Hacienda Foods‡

Benjamin S. Kennedy, director, American Cities Practice, Kresge Foundation*

Katy Locker, program director, Knight Foundation^

Mariam C. Noland, president, Community Foundation for Southeast Michigan*

Chris Rizik, CEO, Renaissance Venture Capital Fund‡

Kevin Ryan, program officer, Ford Foundation†

Veronika Scott, founder, The Empowerment Plan^

*Ecosystem Sustainability sub-committee

‡High-Growth and Inclusion sub-committee

†Neighborhood sub-committee

^Storytelling sub-committee



Grants



NEI 2018 GRANTS

Accounting Aid Society

\$100,000.00

support for accounting and tax assistance services to small business owners in Detroit, Hamtramck, and Highland Park to develop sound business practices to grow and maintain their revenue

Accounting Aid Society

\$2,500.00

support for investing in professional development activities for staff in order to better serve their entrepreneur clients

Allied Media Projects Inc.

\$50,000.00

support for buildout of office and co-workings space for Detroit based social enterprises

Ann Arbor Center for Independent Living Inc.

\$30,000.00

support for expansion of a small business program for low-income women and disabled entrepreneurs in Washtenaw, Livingston and Monroe counties

Arab Community Center for Economic and Social Services (ACCESS)

\$175,000.00

support for the Entrepreneurial Growth Program to provide training and technical assistance for immigrant and non-English speaking populations to develop and grow businesses

Aspen Institute

\$50,000.00

support to increase access to venture capital for women and people of color and to strengthen the social entrepreneurship ecosystem in southeast Michigan

Automation Alley Fund

\$96,646.00

support for a minority business enterprise growth program that enables minority-owned businesses to transition to Industry 4.0 technologies

Bridgespan Group

\$65,000.00

support for strategic guidance and stakeholder analysis that supports future planning to sustain the inclusive entrepreneurial ecosystem

Central Detroit Christian Community Development Corp.

\$90,000.00

support for start-up and growth businesses in Detroit's Central Woodward/North End neighborhood

College for Creative Studies.

\$115,000.00

support for Design Core Detroit to strengthen Detroit's creative businesses and generate awareness of Detroit's creative economy as a tool for regional economic growth

Community Foundation for Southeast Michigan \$24,000.00 Support for co-learning and strategy development regarding the city of Pontiac
Community Foundation for Southeast Michigan \$60,600.00 Support for the Youth Entrepreneurship Learning Initiative
Creative Many Michigan Inc. \$21,740.00 support to sponsor Detroit social entrepreneurs to attend Michigan House at SXSW and participate in the panel on neighborhood innovation
Curators of the University of Missouri-Kansas City \$31,200.00 support to SourceLink for implementation of the research and documentation of an asset scan of entrepreneurial and business support services across the southeast Michigan region
Curators of the University of Missouri-Kansas City \$8,350.00 Additional support to SourceLink for implementation of the research, documentation and asset scan listed above
Detroit Area Pre-College Engineering Program \$20,700.00 support for a youth entrepreneurship pilot program to create a local pipeline of minority entrepreneurs and innovators
Detroit Development Fund \$120,000.00 support to operate the BizLoan Fund that will provide capital and technical assistance to assist underestimated businesses in Detroit, Hamtramck, and Highland Park

Detroit Economic Growth Association \$150,000.00 support to launch the Michigan Mobility Institute to advance the development of talent in the mobility ecosystem
Detroit Food & Entrepreneurship Academy \$20,700.00 support to expand and deepen youth entrepreneurship programming
Detroit Innovation Grants \$90,000.00 See pgs. 42-43 for the list of the nine social enterprises that were awarded Detroit Innovation Fellowship grants in 2018
Downtown Detroit Partnership Inc. \$165,000.00 support for the Build Institute to support entrepreneur and small business education, the Detroit SOUP microlending program, and the Kiva loan program
Downtown Detroit Partnership Inc. \$50,000.00 support for the Detroit Experience Factory for tours and education that supports local businesses
Downtown Detroit Partnership Inc. \$20,700.00 support to Downtown Detroit Partnership for the Build Institute to support two inaugural Youth SOUP events and entrepreneurship programming for Detroit youth
Eastern Market Corporation \$125,000.00 support for a food business cluster development and accelerator
Eastern Michigan University Foundation \$95,000.00 support for the Michigan Small Business Development Center (MI-SBDC) to offer support services to Detroit area neighborhood businesses

FoodLab Detroit \$120,000.00 support for the development of an accelerator program for food entrepreneurs in Detroit neighborhoods
Give Merit, Inc. \$20,700.00 support to implement entrepreneurship curriculum for 11th-grade students in Detroit
Global Detroit \$150,000.00 support to connect international talent to the Detroit region's innovation community and to enable business growth for immigrant entrepreneurs
Global Detroit \$65,610.00 support for NEIdeas outreach to immigrant and foreign-language communities
Goodwill Industries \$30,000.00 support for the creation of a program to develop and grow community-based enterprises
Grandmont Rosedale Development Corporation \$101,500.00 support for a comprehensive business development and commercial activation strategy on the Grand River corridor in the Grandmont Rosedale community
Henry Ford Learning Institute \$20,700.00 support to develop Youth Leadership x Design, a youth entrepreneurship learning framework
The Henry Ford \$20,000.00 support to increase access to entrepreneurial learning opportunities for youth

Inforum Center for Leadership \$200,000.00 support for comprehensive training programs, capital development and mentorship for emerging high-growth women entrepreneurs
Inforum Center for Leadership \$2,500.00 support for investing in professional development activities for staff in order to better serve their entrepreneur clients
Jefferson East Inc. \$60,000.00 support for the development of mixed-use properties in the Jefferson-Chalmers neighborhood
Lawrence Technological University \$40,000.00 support for an accelerator program to enable growth for small manufacturers and emerging hardware startups
Lawrence Technological University \$20,700.00 support to pilot a region-wide youth entrepreneurship program and pitch competition
Matrix Human Services \$102,500.00 support for the Osborn Neighborhood Alliance to assist new and existing neighborhood businesses to establish and grow by connecting them to support resources and business mentoring and coaching
Miami Foundation Inc. \$79,250.00 support for the Urban Consulate to coordinate and convene the Detroit Innovation Fellowship program
Michigan Community Resources \$112,000.00 support to manage the NEI Neighborhood Business Initiative worktable

<p>Michigan Israel Business Accelerator Foundation \$50,000.00 support to enable regional growth for emerging high-growth technology businesses of Michigan and Israel</p>
<p>The Michigan Women’s Foundation \$210,000.00 support to provide education, capital, technical assistance and mentoring to economically disadvantaged women entrepreneurs in the Detroit region</p>
<p>The Michigan Women’s Foundation \$20,700.00 support to expand youth entrepreneurship programming to include three additional weekend programs</p>
<p>Midtown Detroit Inc. \$125,000.00 support to expand the Small Business Program to businesses in neighborhoods adjacent to Midtown</p>
<p>NEIdeas Grants \$260,000.00 see pg. 50-51 for the list of the 26 small businesses that won NEIdeas grants in 2018</p>
<p>SCORE Foundation \$15,000.00 support for program marketing and volunteer recruitment for small business coaching</p>
<p>Southwest Detroit Business Association Inc. \$60,000.00 support for real estate advocacy program that will increase brick-and-mortar businesses in southwest Detroit</p>

<p>Southwest Detroit Business Association Inc. \$2,500.00 support for investing in professional development activities for staff in order to better serve their entrepreneur clients</p>
<p>Southwest Economic Solutions \$145,000.00 support for ProsperUS for training, education, capital access for neighborhood entrepreneurs in the city of Detroit</p>
<p>United Community Housing Coalition \$100,000.00 support for tax foreclosure prevention, counseling, and services for Detroit residents</p>
<p>University of Michigan \$60,000.00 support to UM Detroit Neighborhood Entrepreneurs Project to offer technical assistance programming to past NEIdeas winners</p>
<p>University of Michigan \$50,000.00 support for a survey of Detroit residents to capture their perceptions of entrepreneurship and economic opportunity in the city and region</p>
<p>University of Michigan \$25,000.00 support to the University of Michigan Economic Growth Institute to support the research and documentation of an asset scan of entrepreneurial and business support services across southeast Michigan region</p>
<p>Venture for America \$50,000.00 support to provide training for an entrepreneurship-focused fellowship program in Detroit</p>

<p>Wayne State University Research & Technology Park (TechTown) \$278,000.00 support for a Detroit-based high-tech business incubator and accelerator, a neighborhood business support program, and a regional MedHealth Innovation Cluster</p>
<p>Wayne State University Research & Technology Park (TechTown) \$58,000.00 support for the TechTown SWOT program to provide individualized technical assistance to NEIdeas winners</p>
<p>Wayne State University Research & Technology Park (TechTown) \$20,700.00 support to provide entrepreneurial training to a network of Detroit Public School Community District high school teachers</p>



NEI's annual grantee convening was held on October 23 at the Detroit Branch of the Federal Reserve Bank of Chicago. Ninety representatives of NEI grantee organizations attended.

NEI Staff



Pam Lewis
Director



Donald Jones
Associate Director



Maria LaLonde
Senior Program Officer



Matthew Lewis
Senior Communications
Officer



Paula Gonzalez
Program Officer



Mary Fulmer
Program Associate



Angelina Starceski
NEI Assistant



Carol Davis
NEI Assistant





NEI staff and partners who have supported the *NEIdeas* challenge over the years gathered at Detroit's Fisher Building for the 2018 *NEIdeas* Awards Gala.

Partners & Consultants

NEI engaged the following partners & consultants in 2018 to strengthen and inform its work:

313 CREATIVE

Provided strategic counsel to the NEI team.

ALI LAPETINA PHOTOGRAPHY

Developed and captured images of the NEIdeas Challenge and its participants; provided photographic content for NEI's Annual Report.

AMANDA LEWAN

Assisted with social media strategy and account management for NEI and Pamela Lewis; organized High Growth Happy Hour event series.

BUILD CREATE STUDIOS

Provided technical support to NEI's digital communications efforts, including its website and e-newsletters.

ECKBLAD GROUP

Provided training and support to align NEI partner technical assistance programs to industry best practices.

GROWTH CAPITAL NETWORK

Worked on behalf of NEI to construct milestones and benchmarks for all grants awarded, capture grantee metrics, and support staff in further development of the NEI Grant Progress Network database.

GYRO CREATIVE

Developed a storytelling campaign framework that will guide and inspire a storytelling campaign funded by the Knight Foundation.

ISSUE MEDIA GROUP

Published stories of local social entrepreneurs; conducted community listening sessions across Detroit, Hamtramck, and Highland Park; supported the production of Startup Story Night.

LOVIO GEORGE

Provided strategic council, design, public relations, and media support to NEI leadership and staff.

MASS ECONOMICS

Provided research support to NEI's scan of southeast Michigan entrepreneurship assets.

MICHIGAN COMMUNITY RESOURCES

Managed the NEI Neighborhood Business Initiative worktable and its subcommittees.

NICK HAGEN PHOTOGRAPHY

Developed and captured images of NEI events; provided photographic content for NEI's Annual Report.

PRICEWATERHOUSECOOPERS LLP

Volunteered five staff members to conduct financial assessments related to the NEIdeas Challenge.

PROJECTS + PEOPLE

Led the community outreach efforts of the NEIdeas Challenge.

THE SECRET SOCIETY OF TWISTED STORYTELLERS/ SATORI SHAKOOR

Served as host of Startup Story Night; led storytelling workshops to prepare entrepreneur performers for the event.

SOURCELINK

Provided research support to NEI's scan of southeast Michigan entrepreneurship assets.

SPRING MANAGEMENT SYSTEMS

Supported the NEI Grant Progress Network database and expanded its reporting functionality.

UNIVERSITY OF MICHIGAN ECONOMIC GROWTH INSTITUTE

Provided research support to NEI's scan of southeast Michigan entrepreneurship assets.

URBAN CONSULATE

Coordinated and convened the Detroit Innovation Fellowship program.

WHO'S THAT?

Provided graphic design and consultant services for NEI and the NEIdeas Challenge.

WORKFORCE INTELLIGENCE NETWORK

Provided research support to NEI's scan of southeast Michigan entrepreneurship assets.

Contributors

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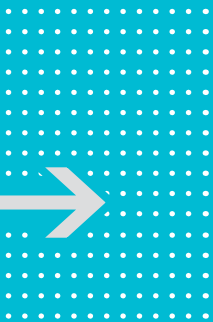
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*The New Economy Initiative is a
special project of the Community
Foundation for Southeast Michigan*

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