



# Detroit Regional Partnership

THE DETROIT REGION – WHERE TECH COMPANIES LAUNCH & SCALE



QUALITY TECH TALENT, MARKET CONNECTIONS & SUPPORT  
**ACCESS IT ALL WITH THE PARTNERSHIP.**



# Detroit Regional Partnership

The DRP is a non-profit economic development 501(C)(3) organization offering confidential, no-cost assistance to domestic and international companies seeking to explore and invest in the Detroit Region.

## GUIDING PRINCIPLES

- Robust Growth
- Jobs for All
- Deep Prosperity
- Regional Impact
- Collaborative Ecosystem

## DRP SERVICES

- A Single Point of Contact
- Regional Data
- Connections to Key Partners
- Incentives and Talent Assistance
- Building and Site Analysis

## THE DETROIT REGION IS MADE UP OF

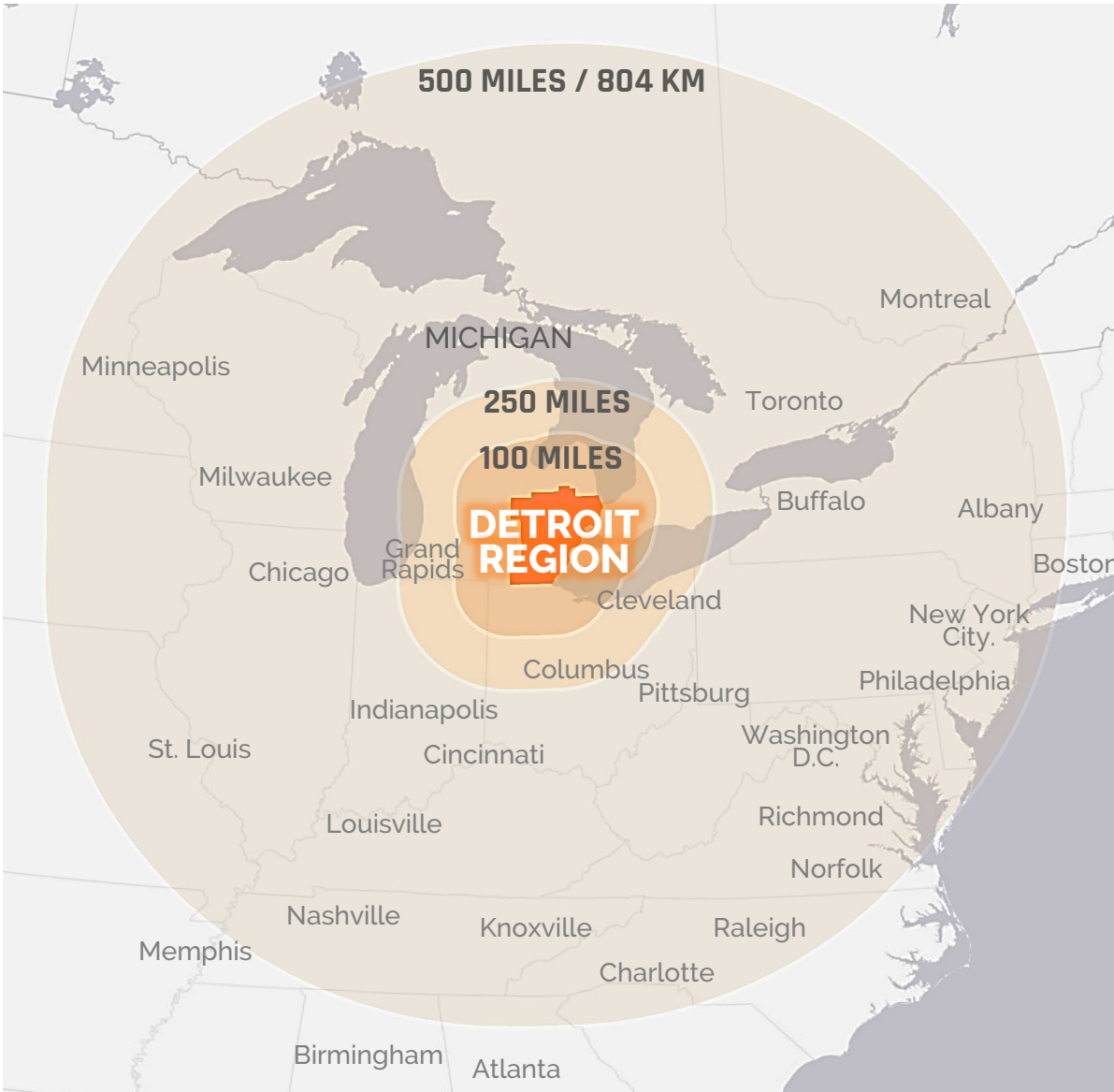
**11**  
COUNTIES

**348**  
COMMUNITIES

**5.4** Million  
POPULATION

**2.6** Million  
WORKFORCE

**1 DETROIT REGION**





# THE SOLUTION FOR SCALING YOUR TECH OPERATION IS HERE

Are you looking for an affordable, sizable region with the talent, partners, flexible work solutions & diverse quality of life to grow your tech operation?

The Detroit Region is one of the top, nationally recognized tech hubs in the U.S. with a vibrant, collaborative ecosystem and leading talent to easily launch or scale your team.



## 📍 OUR FRAMEWORK TO HELP YOU QUICKLY LAUNCH & SCALE IN THE DETROIT REGION

### EXPLORE

#### Timeline: Week 1 to 3

- Meet with the Detroit Regional Partnership, your single-point-of-contact for the Detroit Region
- Access regional market data intelligence on our region's talent availability, costs & skills, tech ecosystem, business climate & operational costs
- Virtually tour the region's tech ecosystem

### CONNECT

#### Timeline: Week 4 to 8

- Connect with market experts to gain insights on the business case for growing in our region
- Find partners to help you launch your operation
- Speak with HR/Talent Professionals on your talent plans
- Learn about local Tech Ambassadors' stories

### ACTIVATE

#### Timeline: Week 9 to 13

- Conduct in person or virtual site tours of flexible work-place solutions
- Select your virtual, remote or physical office space
- Engage talent partners for hiring support
- Access complimentary workforce recruitment at state & local level
- Explore relevant state/local incentives and/or funding support

### GROW

#### Timeline: Week 14 to 20

- Launch your operations with your local team
- Increase your market share, customer base & visibility
- Connect with resource partners & the supply chain
- Expand and grow your team
- Officially join the growing, vibrant Detroit Region tech ecosystem

# DRP AG-TECH STARTUP, SAVORMETRICS, LAUNCHES 1<sup>st</sup> US OPERATION

## Tech Investment in the Detroit Region

2021

115 JOBS PLANNED OVER 5 YEARS

Why Here: Talent, Customer Base, Collaboration

### OVERVIEW:

- Canadian-based Ag-Tech Startup, **Savormetrics**, chooses **Southfield, MI as its first location** to launch an R&D & Sales Operation in the USA.
- Michigan was selected over competing sites in the country because of the **market size, business & industry partners, talent and local support and resources provided**.
- DRP worked with partners at the Centrepolis Accelerator to ultimately land the company here.



"Our award-winning AI technology predicts food spoilage and out-of-spec products and helps grocery stores, food processors, and producers eliminate waste throughout the entire supply chain," says Harjeet Bajaj, founder and CEO of Savormetrics. "We needed a location that offered access to high quality technical talent, a strong customer base, and a collaborative ecosystem, and found that in the Detroit Region."

For more information article links below:

[Dbusiness Press Release](#)

[DRP Press Release](#)

### EXPLORE

- Met with the Detroit Regional Partnership
- Provided proposal of regional market data intelligence on our region's talent availability, costs & skills, agriculture and tech ecosystem, business climate & operational costs

### CONNECT

- Connected with local ecosystem partners including the Centrepolis Accelerator, MDARD, local universities, talent providers like Purpose.jobs
- Company spoke with HR/Talent Professionals regarding their hiring plans and to gain understanding of regional talent pipeline

### ACTIVATE

- Applied for and received acceptance into the C3 Accelerator Program at the Centrepolis Accelerator of Lawrence Tech University
- Signed agreement for membership at Centrepolis Accelerator
- Savormetrics commits to hiring 115 team members in engineering, sales and business development over next 3-5 years

### GROW

- Centrepolis Accelerator team connected Savormetrics with various B2B customer and partnership opportunities
- The Detroit Regional Partnership worked with Centrepolis, Savormetrics & public partners to draft & release press release for company's launch in the US
- News gets featured in [Dbusiness](#)



# FCR FINDS DIVERSE TALENT TO GROW REMOTE OPERATION HERE

Tech Investment in the Detroit Region

2021

300 New Regional Jobs Created

Why Here: Diverse Tech Talent & Workforce Support

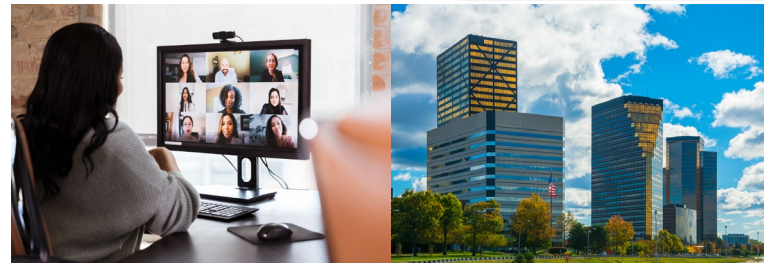
## OVERVIEW:

- Oregon-based BPO firm **FCR** recently expanded a new work from home model to Romulus and Southfield, as **its first locations in Michigan**.
- Michigan was selected over competing sites in the Northeast United States for the **diversity and large tech talent base available**.
- DRP worked together with the cities of Southfield and Romulus, Wayne County and Michigan Works.



"We are very excited to expand our operations further into Michigan. Since we announced our move into Romulus and Southfield, we've had substantial interest from both our clients and the local communities to push further and faster into the region."

- FCR President and Founder, Matthew Achak



For more information article links below:

[FCR Press Release](#)

[DRP Press Release](#)

## EXPLORE

- Met with the Detroit Regional Partnership, your single-point-of-contact for the Detroit Region
- Accessed regional market data intelligence on our region's talent availability, costs & skills, tech ecosystem, business climate & operational costs

## CONNECT

- Found local partners at the City of Southfield and City of Romulus to help them launch their operation
- Spoke with HR/Talent Professionals at SEMCA about their talent plans

## ACTIVATE

- Engaged talent partners for hiring support
- Hosted recruitment events with local and talent partners
- Worked with DRP on finding language support for bilingual talent
- Connected with bilingual talent resources through DRP

## GROW

- Launched their operations with local team
- Hired a local H.R. Manager
- Expanded and grew team from originally a pilot of 10-15 people to over 318 employees within a 5-month period
- Officially joined the growing, vibrant Detroit Region tech ecosystem



### #3 for Tech Talent Score Growth

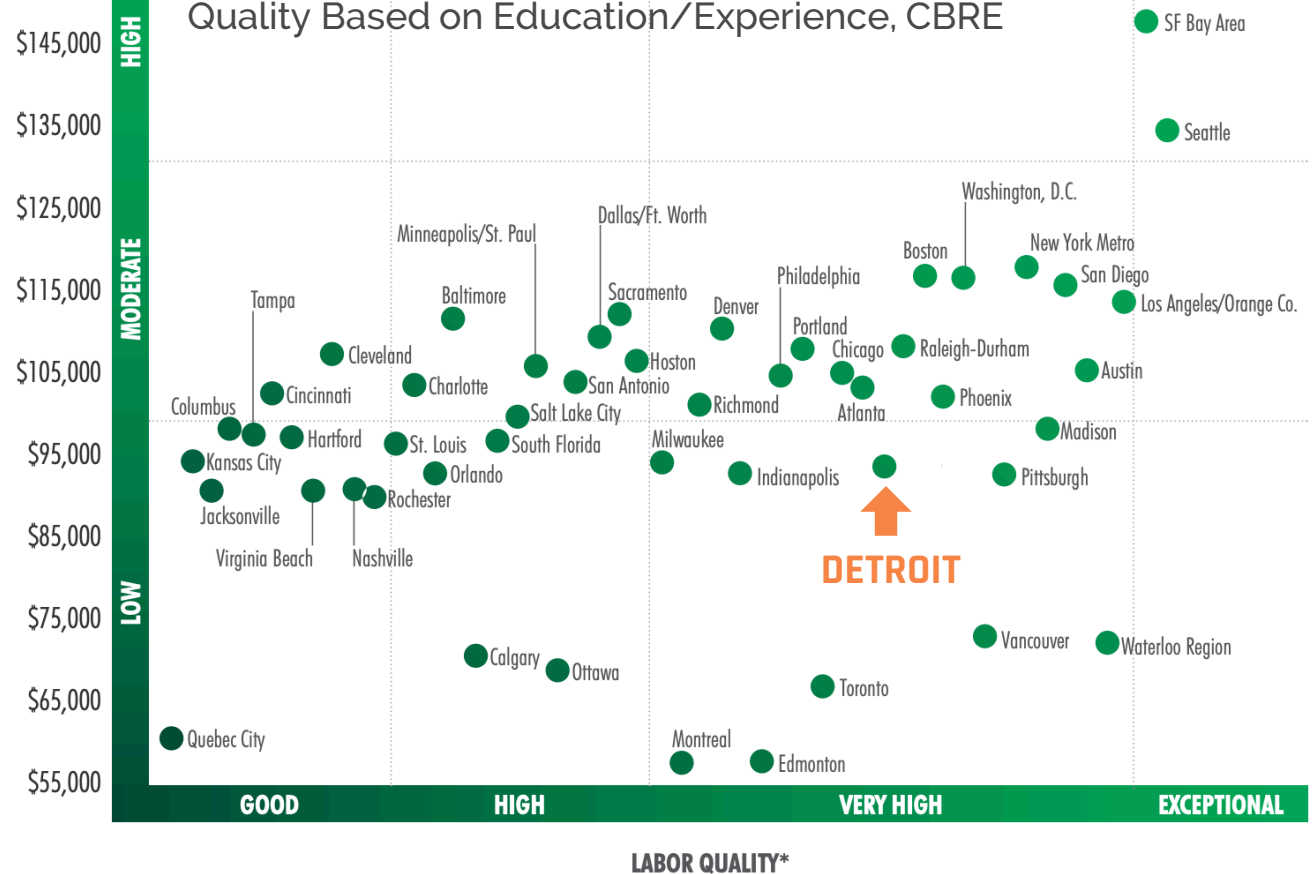
## #8 for Total Tech Degree Completions

## #10 for Software Developers Density

## LABOR COST

## TECH TALENT QUALITY VS. COST ANALYSIS

## Average Annual Salary of Software Engineers vs. Quality Based on Education/Experience, CBRE



**"We chose Detroit because it's a city with amazing talent. There is a proven spirit of greatness and innovation, and these are the types of people with whom we want to work."**  
- Mike Gamson, Senior Vice President of Global Solutions at LinkedIn



# MICHIGAN #1 FASTEST GROWING STATE FOR VC FUNDING

## +886% Growth in VC Investments

#1 State for VC Investment Growth from 2016-2020, CrunchBase

## 165 Venture Backed Companies in the State

23 Venture Capital Firms throughout the State, MVCA 2021 report

## 15% Michigan VC-backed Startups Led by Persons of Color

2x more than CEOs of Fortune 500 Companies in U.S. in 2019, MVCA

## \$49.5 Million in Angel Investments

102 Michigan Startups Received Angel Investments in 2020  
& 1,053 Angel Investors in the State, MVCA 2021 report

## 44% of Angel Investments in IT Sector

IT Companies made up almost half of Angel Investments, MVCA 2021

## 1,700 Startups Launched

Through the [Build Institute](#) in the Region, Forbes 2019

## Home to 4 Unicorn Companies

Rivian, Duo Security, OneStream, StockX

A2 Tech 360 Week by SPARK



Eastern Michigan University

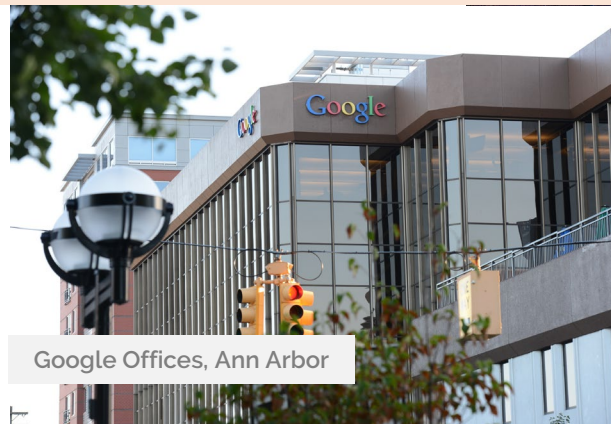


Quicken Loans HQ



**"We are seeing incredible deal flow and have for more than two years,"**

Martin Dober, Senior Vice President at Invest Detroit.



Google Offices, Ann Arbor



A2 Tech Trek- Ann Arbor



# A HIGH QUALITY OF LIFE FOR TALENT TO LIVE, WORK & PLAY

The Detroit Region and Michigan consistently ranks as one of the nation's top locations for affordable cost of living and access to a diverse quality of life.

## Detroit is #3 Lowest Cost of Living Index

Ranking of Metros with more than 2 Million People, 2020  
Lower than: New York, San Francisco, Chicago, Philadelphia

## Top 10 Best Metro for Tech Wages vs. Rent

Tech Wages of \$88,000 Annually & Rent of \$1,200/month  
Detroit Compared to the Top 30 Tech Markets by CBRE, 2020

## \$178,081 Median Regional Home Value

& Average Regional Commute Time of Only 27 Minutes, 2019

## Michigan Ranks #2 for the Most Coastline

3,300 miles of Coastline, Only State with more is Alaska  
11,000 Inland Lakes & Access to Four Great Lakes in Michigan

## More than 200,000 Acres of Public Parks

Throughout Southeast Michigan's 2,600 Parks by SEMCOG, 2019



#1 State for Most Public Golf Courses



Mt. Bohemia Ski Resort

## DETROIT REGION - A FOUR SEASON RECREATION PLAYGROUND



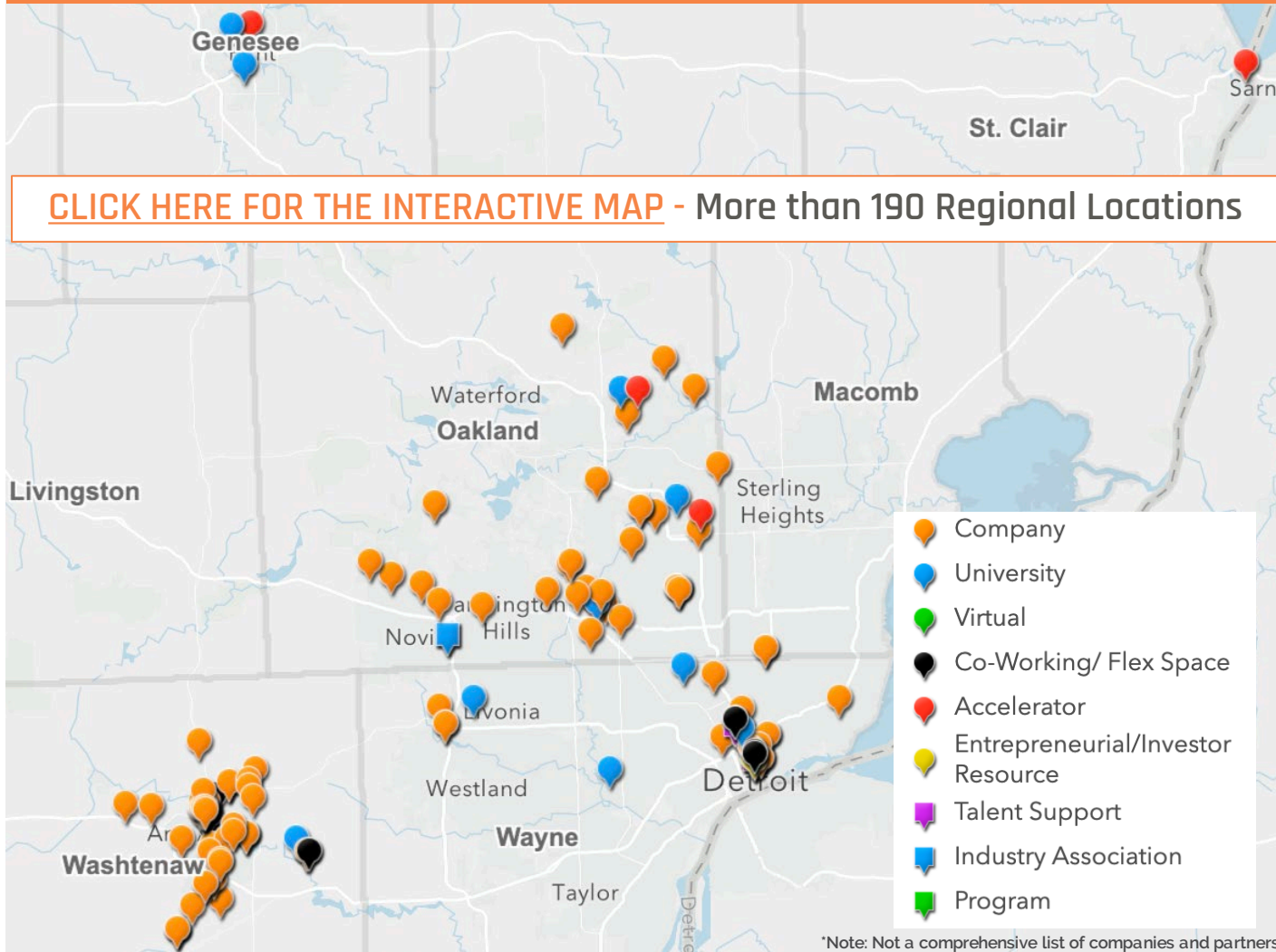
Downtown Detroit - Riverwalk



"The region provides an excellent quality of life for employees - people who live and work here. The growth of the city of Detroit creates a fantastic opportunity for businesses with young talent interested in Detroit."  
- Charles Scrase, Google Ann Arbor Global Director of Tech Customer Experience



# EXPLORE THE REGION'S TECH ECOSYSTEM BY MAP



**"Detroit is an ecosystem that wants to see everyone succeed.** I love the culture, diversity, and hard work ethic here. It's affordable and full of great people. The area has had quite a few recent successes in the tech community, garnering a reputation for investors and high- quality innovative tech talent."- Bamboo CEO & Co-Founder, Amanda Lewan (DRP Tech Ambassador)

## SNAPSHOT OF OUR TECH ECOSYSTEM

### UNICORN COMPANIES

- Duo Security
- StockX
- OneStream
- Rivian

### LARGE TECH COMPANIES

- Google
- Microsoft
- Amazon Tech Hub
- LinkedIn
- Quicken Loans
- IBM

### COWORKING & ACCELERATORS

- Centrepolis Accelerator
- TechTown Detroit
- Ann Arbor Spark
- Bamboo
- Cahoots
- Prentice4M

### VC INVESTORS & NETWORKING

- ID Ventures
- Michigan Venture Capital Association
- VY Venture Group
- Shine & Rise
- Tech Inclusive

### TECH TALENT SUPPORT PARTNERS

- Purpose Jobs
- Detroit Labs
- Wayne State
- Tech Elevator



# DETROIT REGION'S GROWING TECH HUB MAKES HEADLINES

Michigan Top State for Venture Capital Growth

– [Crunchbase, 2021](#)

Ann Arbor Ranked #3 for “New Top Tech Hub” in the U.S.

– [Bloomberg's Brain Drain Concentration Index 2019](#)

Detroit Attracts Rise of the Rest Tech Talent Tour

– [Revolution Fund, 2021](#)

The Midwest is New Hotbed for StartUps

– [Startup Nation, 2021](#)

Detroit is Top 10 Most Lucrative City for Tech Workers to Work & Play– [CNBC, 2017](#)

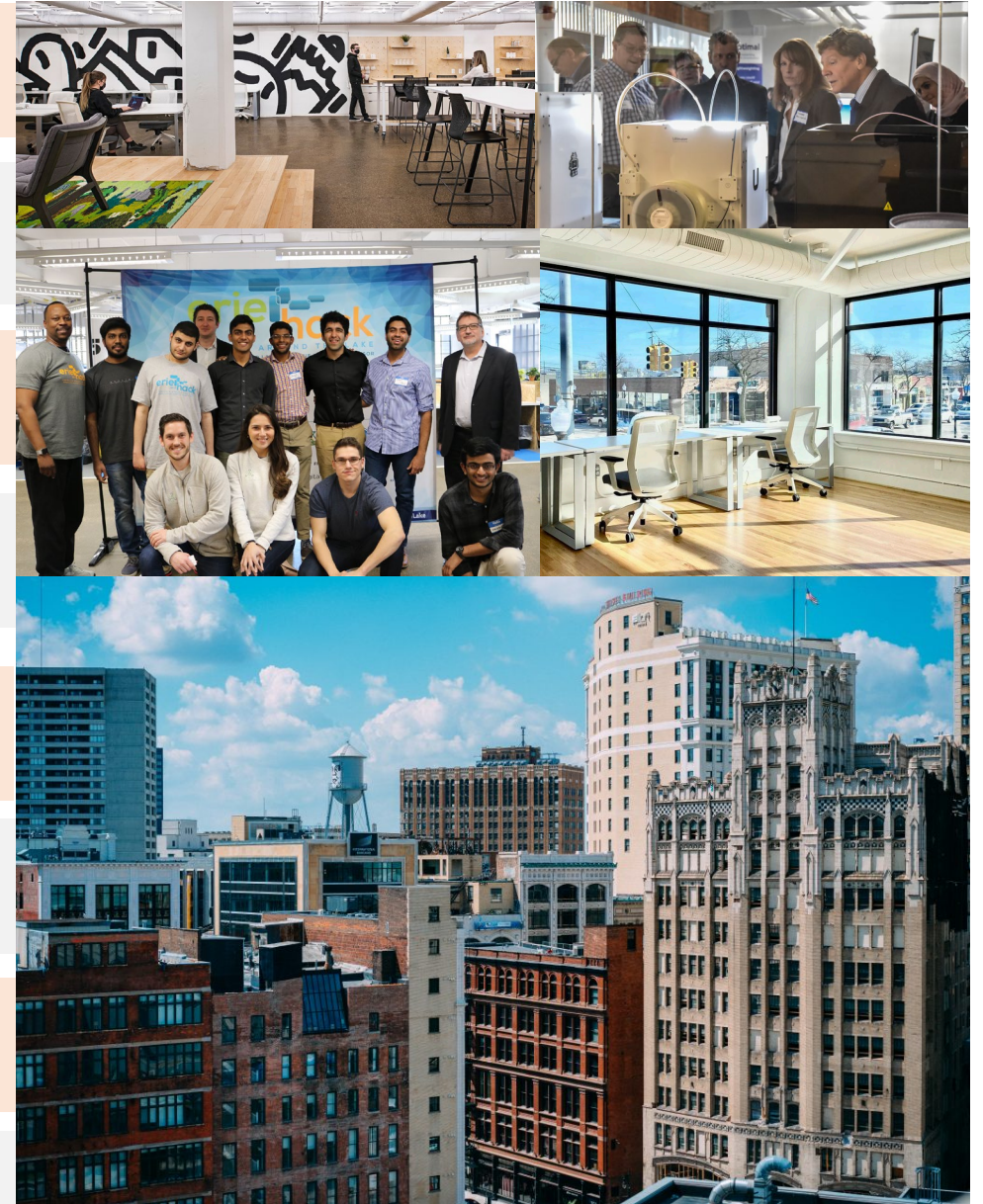
Michigan No Longer a Flyover State for Venture Capital

– [Crain's Business Detroit, 2017](#)

Why Detroit Should be Top of Mind for Founders

– [Tech Crunch, 2021](#)

Detroit: America's Next Tech Hub – [Forbes, 2017](#)





# AMAZON - Downtown Detroit Technology Hub Expansion

2020 | **\$1.5 Billion Investment** *at Six U.S. Tech Hubs*

100+ Locational Jobs

25,000+ Sq. Ft. Additions

## OVERVIEW:

- The tech hub opened in 2016 and **expanded the hub in 2020** for an additional 25,000 sq. ft. at 150 West Jefferson office tower in Detroit.
- Amazon **invested \$1.5 billion in six tech hubs across the U.S.**, including **Detroit being selected as a top site** with Dallas, Denver, New York, Phoenix, & San Diego
- Along with adding an additional **100+ high-tech jobs to the current 400 employees** at the hub.
- The new 100+ downtown hires would support several areas of Amazon's business including; **operations, finance, retail, marketing and its AWS cloud-computing subsidiary.**

## WHY THE REGION:

- Amazon has invested an estimated **\$2.5+ billion into the state of Michigan** and has **employed more than 13,000 residents**, from 2010-2020.
- Recently, the company announced a **\$400 million plan** for a **3.8 million sq. ft. distribution center** on 78 acres of the former State Fairgrounds site in Detroit.

"We have focused on hiring in the state and look forward to being a part of the community, professionally and personally. Michigan is a rapidly growing technology corridor and we're eager to bring the incredible local Detroit talent to Amazon."

– Peter Faricy, Vice President for Amazon Marketplace



Jefferson Office Tower

"From our Detroit Tech Hub and the recent rollout of Amazon Electric Delivery Vehicle testing in Metro Detroit, we continue to invest in this state, its people, and its communities."

– Mike Saponsky, Director of Regional Operations at Amazon

FOR MORE INFORMATION:

[Amazon Press Release Link](#)

[Detroit Free Press Article Link](#)

[Dbuisness Article Link](#)

[Crain's Business Detroit Article Link](#)

# MICROSOFT – Downtown Detroit Tech Center & Regional HQ

2018 | \$10 Million Investment in "Tech Studio" | 500+ Regional Jobs | 1.1 Million Sq. Ft. Footprint

## OVERVIEW:

- Microsoft opened a **45,000 sq. ft. technology center** at One Campus Martius, encompassing a **1.1 million sq. ft. footprint**
- The technology center has **more than 500 employees**.
- The company also has announced regional collaboration with other local companies and a **\$2 million grant** to Detroit based nonprofit Southwest Solutions

## LOCATION FEATURES:

- Microsoft's new office, outfitted with its latest technology, composed one-third employee space and **two-thirds technology innovations space**.
- The office's focal point and main investment is the **\$10 million Microsoft Envision Studio**, where customers bring in their tech problems and employees "hack" away at it using cutting-edge data services, **machine learning and other artificial intelligence** to find a solution.
- There's also eight different collaboration rooms and design spaces with smart boards that transcribe content onto computers, along with integrated virtual reality technology.

"The spirit, the vibe, the innovation, the creative and the culture down here has been a completely different experience just in three weeks. We want to be a part of that technology revitalization that's happening in Detroit. There's lots of startups and fun companies here. We're able to come together and look how to solve problems together using technology." - **Tracy Galloway, Microsoft Regional Vice President**

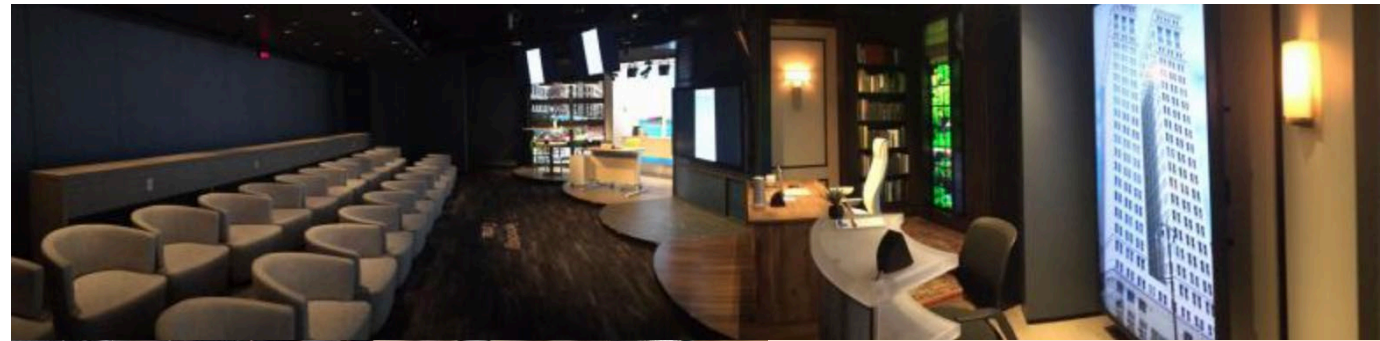


Photo Credit & Source: Bedrock Detroit & Microsoft

"Microsoft is committed and excited to be a part of Detroit's thriving and growing tech hub."

- **Phil Sorgen, U.S. Corporate VP of Microsoft Enterprise**

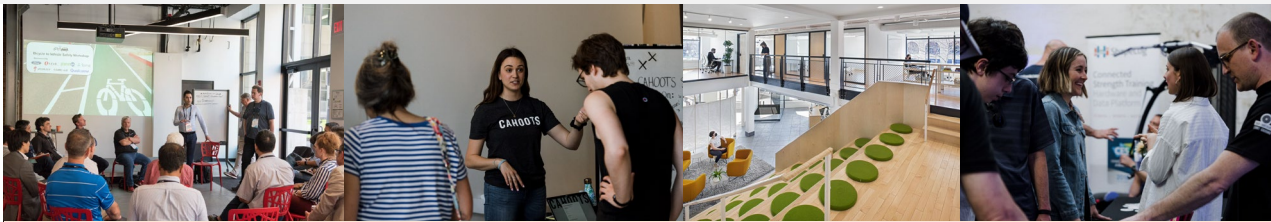
FOR MORE INFORMATION:

[\*\*Crain's Detroit Business Article Link\*\*](#)



# DETROIT REGION TECH AMBASSADORS OVERVIEW

The Detroit Region's tech ambassadors welcome you to explore our tech hub to launch and scale your tech operation. The companies here represent a diverse set of stakeholders across our tech ecosystem including university partners, co-working spaces, accelerators and incubators, tech companies, start ups and other entrepreneurial support providers.



**Visit the Detroit Region Tech Ambassador's Page to:**

- Gain a local's perspective on their organization's growth & success in our tech ecosystem
- Learn what role they play in cultivating the nation's most vibrant, collaborative & innovative tech hub
- See what they have to say about living, working and playing here in the Detroit Region!

## OUR TECH AMBASSADORS

Click Logos to Access Tech Ambassador Spotlights





# AMBASSADOR INSIGHTS ON OUR TECH ECOSYSTEM

"Any real developer or engineer would tell you that tech development is gritty, bare-knuckled, nose-to-the-grindstone and takes hard work and perseverance. **And those are the elements Detroit was built on, and thrives on, and that's what makes it a strong (and growing) tech hub.**" – Quantum Signal AI, LLC; CEO, Mitch Rohde, PhD



**"In Detroit, you can contribute to the future of business and innovation.** It offers unparalleled access to a vibrant community, infrastructure, diverse talent, and resources to fuel everyone from emerging startups to large-scale operations."  
– Detroit Labs, Creative Director, David Klawitter

"The positive environment for investment and startup growth in the Greater Detroit area is driven primarily by the large amount of **tech talent along with lower costs for startup resources and there's a strong support network that exist here.**"  
– Tech Elevator Campus Director, Rita Stall



**"Many tech companies are choosing Southeast Michigan as their home base in part because of the work force that already exists here** - the tech community is established and being a part of one tech company means you're automatically part of a larger community."  
– Bamboo CEO & Co-Founder, Amanda Lewan



# Detroit Regional Partnership

## LAUNCH & SCALE YOUR NEXT OPERATION HERE.

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### OUR SERVICES

- A Single Point of Contact
- Regional Data
- Connections to Key Partners
- Incentives and Talent Assistance
- Building and Site Analysis

### YOUR PARTNER IN THE REGION

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