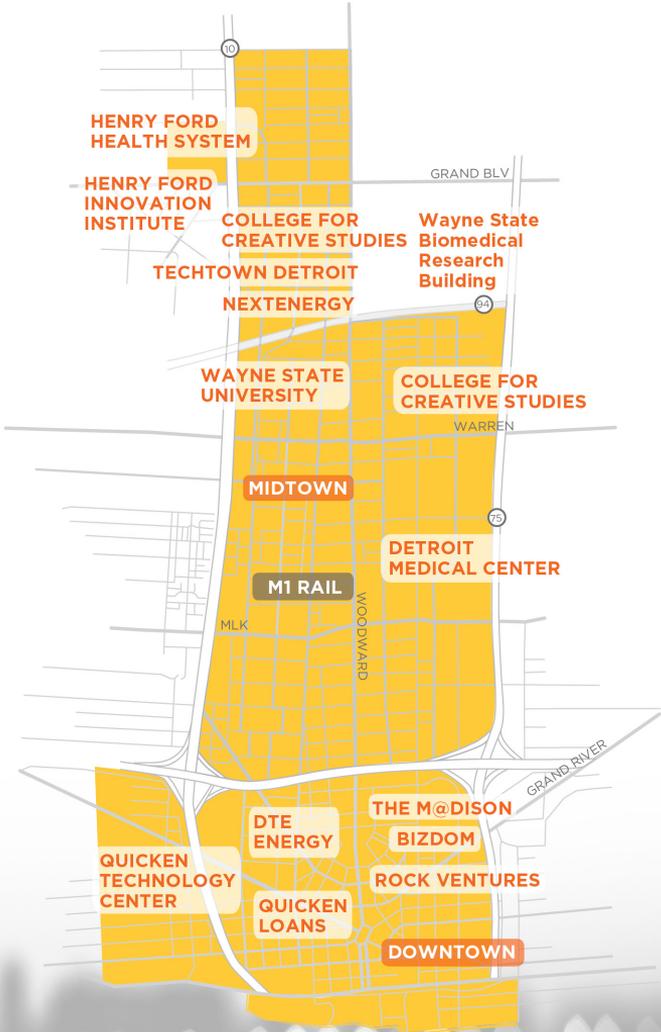


LAUNCHING AND BUILDING AN INNOVATION ECONOMY



DETROIT'S INNOVATION DISTRICT



An aerial, isometric view of a city street grid, likely Detroit's Innovation District. The buildings are rendered in light colors with some blue and yellow accents. A central street is highlighted in orange. Various urban features are labeled with yellow callout boxes: 'ENERGY' on a building facade, 'FOOD TRUCKS' on a street corner, 'DIGITAL INFORMATION CENTER' in a central block, 'THINK TANK' on a building, 'CLIMBING WALL' on a building facade, 'SHORT CIRCUIT CAFE' on a building, 'SEAT WALL' on a street corner, 'THE GROVE' near a green space, and 'COLLABORATION CUBES' near a cluster of small structures. The overall scene depicts a vibrant, multi-functional urban environment.

Evolution of Detroit's Innovation District

- Connecting Midtown's original "TechTown District" to other Midtown and Downtown assets
 - Expansion builds on momentum, connects a broader set of stakeholders
- District development, differences

NEIGHBORING DISTRICT ASSETS





Why build an Innovation District?

- Connection to industry assets and resulting market pull of talent and technologies – answering real-world questions asked by industry
- Innovators thrive in close proximity
- Stakeholder partnerships around shared goals accelerate impact, eliminate waste
- Investments from public, private and philanthropic sources are leveraged for maximum impact
- Resulting development creates density – walkable neighborhoods where housing, jobs and amenities intermix

An aerial, isometric view of a city street scene. The street is paved with yellow and orange sections. On the left, a building has 'ENERGY' and 'LEXIA' written on its facade. A yellow callout box labeled 'FOOD TRUCKS' points to a cluster of people. In the center, a blue structure is labeled 'PROJECT DISPLAY AND SCREENINGS'. To the right, a pink structure is labeled 'CLIMBING WALL'. Further right, a green area is labeled 'THE GROVE'. At the bottom right, a yellow callout box labeled 'COLLABORATION CUBES' points to a group of people. Other labels include 'LIVE/WORK' at the top right and 'SEAT WALL' near the bottom right. The overall scene depicts a vibrant, multi-functional urban environment.

Opportunities are not equal

- Detroit neighborhood snapshot: decades of disinvestment
- Connect innovation assets and opportunities to neighborhoods to enhance quality of life beyond district borders
 - Offer neighborhood-based business acceleration and incubation
 - Stabilize and grow existing businesses
 - Launch new businesses to meet neighborhood needs
 - Groom young residents for entrepreneurship
- Use innovation to address major neighborhood challenges
- Connect residents to city-wide employment opportunities

An aerial, isometric view of a city district with various urban features and labels. The scene includes buildings, streets, and public spaces. Labels include 'ENERGY', 'LEXIA', 'FOOD TRUCKS', 'PROJECT DISPLAY AND SCREENINGS', 'CLIMBING WALL', 'SHORT CREDIT CAFE', 'THE GROVE', 'SEAT WALL', 'COLLABORATION CUBES', and 'LIVE/WORK'. The background is a light, semi-transparent white circle containing the text and list.

Lessons learned: In the district

- Stakeholder partnerships and use of existing resources accelerates impact, eliminates waste
- Pipeline development takes time, commitment and creativity
- Geographic boundaries should unify stakeholders, not limit reach
- Industry engagement directs research and commercialization opportunities
- IT jobs and the multiplier effect – multiplied jobs are service sector jobs

An aerial, isometric view of a city street scene. The street is paved with yellow and orange sections. On the left, a building has 'ENERGY' and 'LEXIA' written on its facade. A yellow callout box labeled 'FOOD TRUCKS' points to a cluster of people. In the center, a blue canopy structure is visible. On the right, a building has 'LIVE/WORK' written on its facade. Further down the street, a yellow callout box labeled 'THE GROVE' points to a green area with trees. At the bottom right, a yellow callout box labeled 'COLLABORATION CUBES' points to a cluster of people and small structures. Other callouts include 'BEST DISPLAY SEMINARS', 'CLIMBING WALL', 'SEAT WALL', and 'FOOD TRUCKS'.

Lessons learned: In the neighborhoods

- There is no victory without inclusion – challenge institutional perspectives
- Connect people and potential in district with the excluded and untapped
- Innovation and scale are achieved through linkage to district-based stakeholders
- Understand and address tenants of an enabling environment
- Core urban challenges can be solved through innovation
- Innovations can become companies, seated in markets served
- Sincere community engagement is critical to success