Detroit Regional Partnership

THE DETROIT REGION IS A HUB FOR DIGITAL TECHNOLOGY

Link to Interactive Business Case

Market. Grow. Support.

DRP: Digital Technology Cluster, Table of Contents

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The DRP is an economic development 501(C)(3) nonprofit that offers confidential, no-cost assistance to domestic and international companies seeking to explore and invest in the 11-county Detroit Region.

DRP SERVICES

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

GUIDING PRINCIPLES

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

THE DETROIT REGION SNAPSHOT:

11	348	5.5 Million (2022)	2.6 Million (2022)
COUNTIES	COMMUNITIES	POPULATION	WORKFORCE

1 DETROIT REGION

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DIGITAL TECHNOLOGY CLUSTER & ECOSYSTEM

DIGITAL TECHNOLOGY

SUBCLUSTERS: Software Development, Systems Design, & Data Storage

36,350
Industry Jobs
2022

+5.0%
Job Growth
2017-2022

2,715
Businesses
2022

$7.8B
Gross Regional Product
2022

$110.0K
Annual Wages, Below U.S. Avg.
2022

Source: Lightcast– DRP Industry Cluster Definition by NAICS

DETROIT REGION - AMERICA'S PREMIER TECHNOLOGY HUB

The Detroit Region is one of the top recognized technology hubs in the nation with a vibrant, collaborative ecosystem and leading talent that supports from established big thinkers to innovative startups.

#1 U.S. Location for Fastest Growing Startups is Detroit

With More than 690 Deals Valued at $4 Billion Amongst 34 Firms in 2023

Top Global Location for Emerging Startup Ecosystem

Detroit Ranking in 2022, Increased 13 Spots in One-Year

More than 93,000 Technology Related Regional Talent

Including More than 32,000 Software Engineers in the Detroit Metro in 2022

Detroit Ranks #3 Metro for Tech. Talent Quality vs. Costs

Compared to the Top National Technology Markets in 2022

$1.4 Billion Venture Capital Investments in the State

Michigan Ranks #1 for Venture Capital Investment Growth from 2016-2021

Sources: PitchBook, Startup Gnome, CBRE, & Michigan Venture Capital Association

LEADING DETROIT REGION TECHNOLOGY COMPANIES

stockX, amazon, DUO SECURITY, ARGO AI, TATA TECHNOLOGIES, Google, Microsoft, IBM, ORACLE, LinkedIn, cisco, ONESTREAM, Compuware, autobooks, Domino's, Secure 24, GENIUS, LLamasoft, NOKIA, Barracuda, RIVIAN, stefanini, SIEMENS, 123NET

Note: Not a Comprehensive List

DETROIT REGION'S GROWING TECH HUB MAKES HEADLINES

Detroit is a Top Location Attracting Startups and Technology Talent from Silicon Valley in 2024 – Hosting Advice

Fastest Growing Spot for Startups is Detroit Due to Having What is Needed For A Thriving Startup – PitchBook, 2023

Detroit Metro Ranks as the Top Global Location for Emerging Startup Ecosystems – Startup Genome, 2022

One of the Fastest Growing Tech Hubs for IT Talent – CIO, 2022

Michigan Ranks a Top Ten State for Artificial Intelligence, with Nearly 1,000 AI Patents Issued Annually – Automotive News, 2022

#1 State for VC Growth, +886% from 2016-2020 – Crunchbase, 2021

Detroit Should be Top of Mind for Founders – Tech Crunch, 2021

Michigan has Four Unicorn Companies (Private Company with a $1 Billion Valuation), Only One of Ten States with More than One – CB Insights 2021

Nearly $10 Billion in Value for OneStream & StockX, Shows Michigan is Not a Flyover State for Deals – Crain's Business Detroit, 2021

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DETROIT REGION'S
LEADING TECH TALENT

DETROIT RANKS AS A TOP SPOT FOR QUALITY TECH TALENT

Detroit consistently ranks as a smart choice for innovative technology companies, due to being a hub for quality and skilled talent along with being affordable to scale.

#3 for Tech Talent Quality vs. Cost

Detroit Metro Ranking of Top U.S. Tech Markets

93,000+ Tech Talent Workforce

Tech Talent Grew 5.0% from 2017-2022

#1 for Manufacturing Tech Talent

Nearly 20% of Tech Talent in Manufacturing

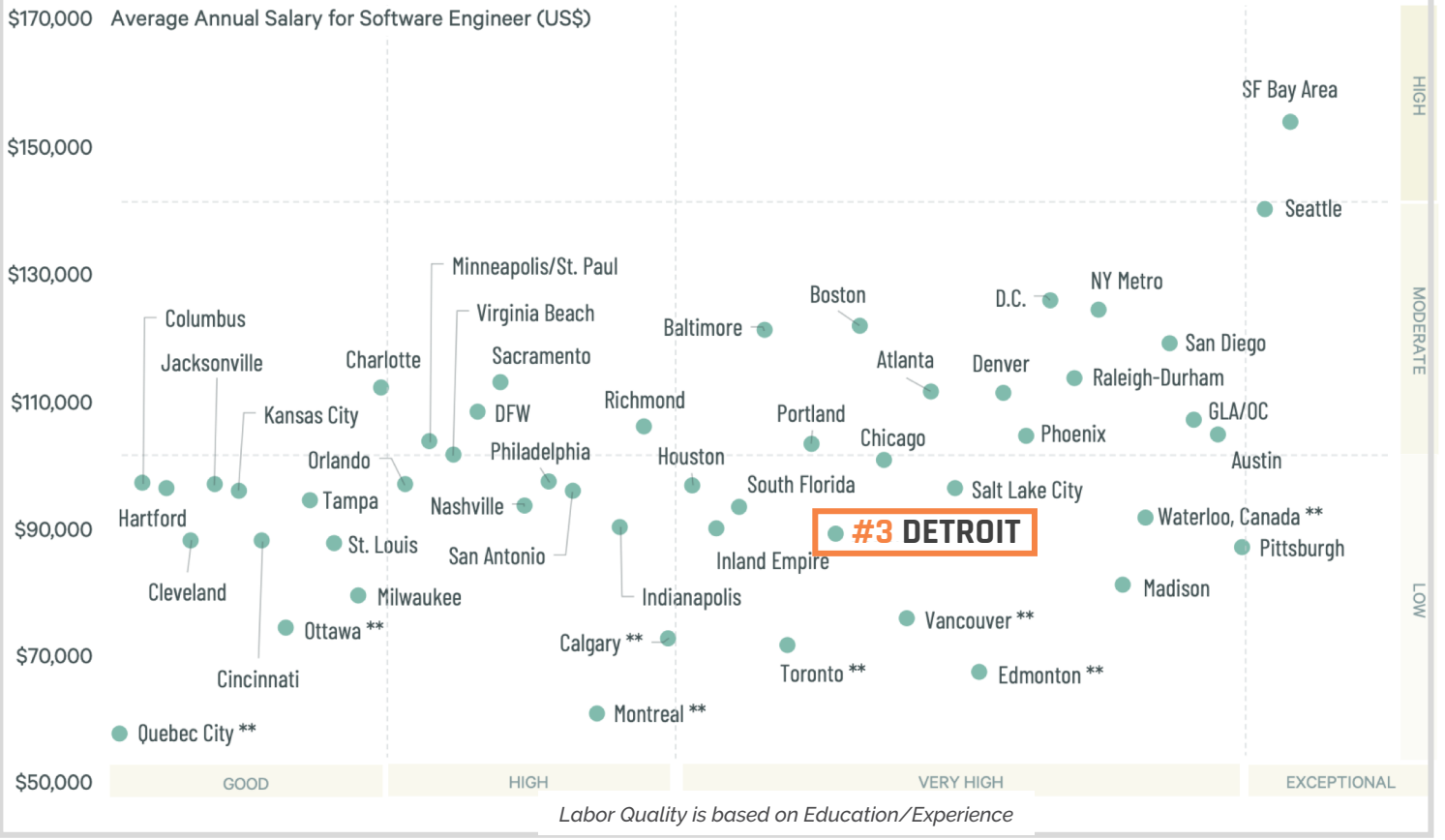
Top Market for Diverse Talent

Nearly One-Third of Talent by Gender & Race

Third Most Affordable Office Rent

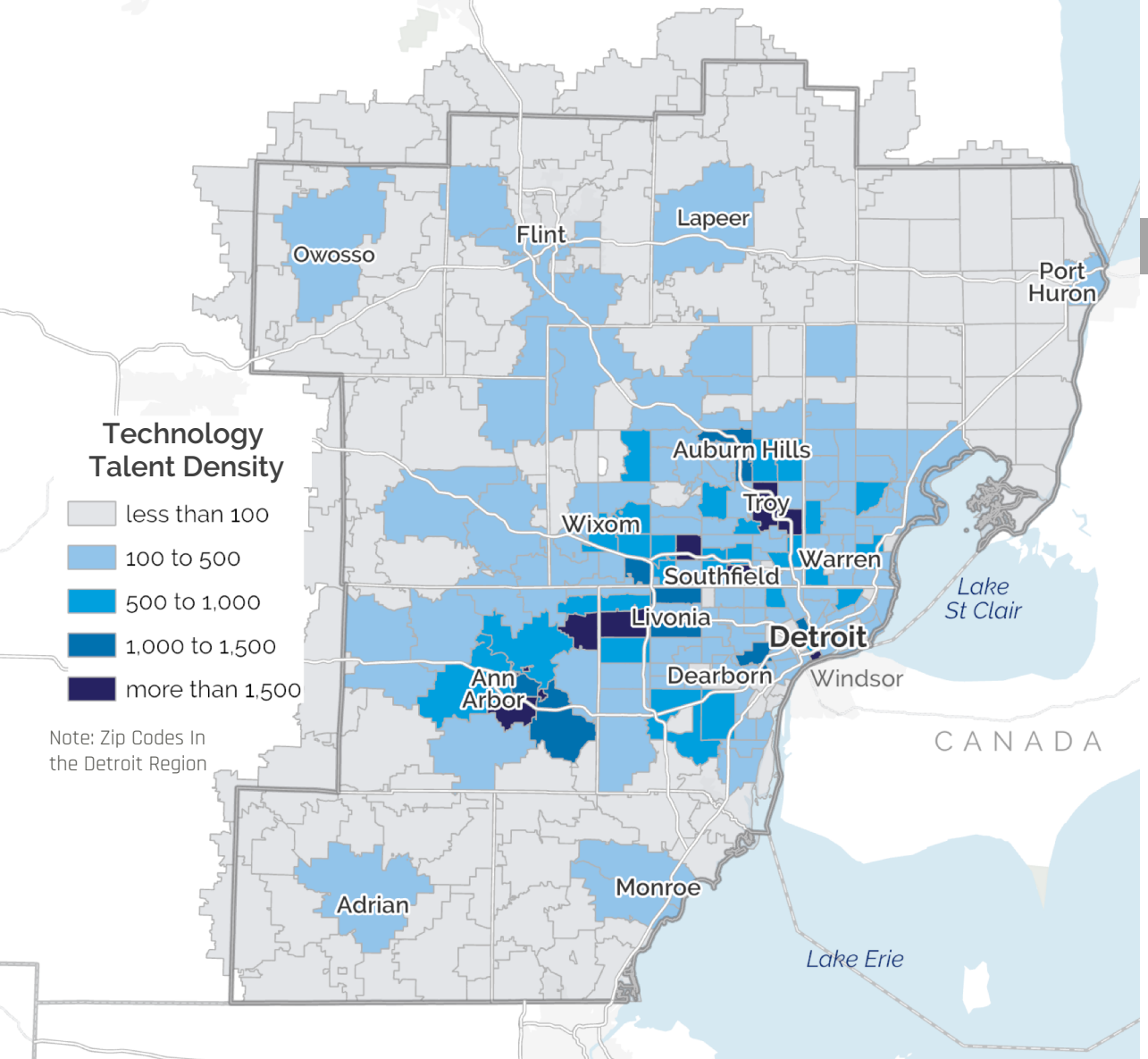
Detroit Metro Avg. $19.51 Per Square Foot

TECHNOLOGY TALENT QUALITY VS. COST ANALYSIS, 2022



Source: CBRE Research – Scoring Tech Talent Report 2022 Note: Data is for the 6-County Detroit MSA

DETROIT REGION'S AFFORDABLE TECHNOLOGY TALENT



83,195 TECHNOLOGY TALENT

Technology talent is three times more than the U.S. average & wages are more affordable here in 2022.

DETROIT REGION TOP TECHNOLOGY OCCUPATIONS, 2022:

25,758 Software Developers
Two Times More Talent & More Affordable Wages

12,949 Computer Specialists
Jobs Have Increased 10% in the Past Five-Years

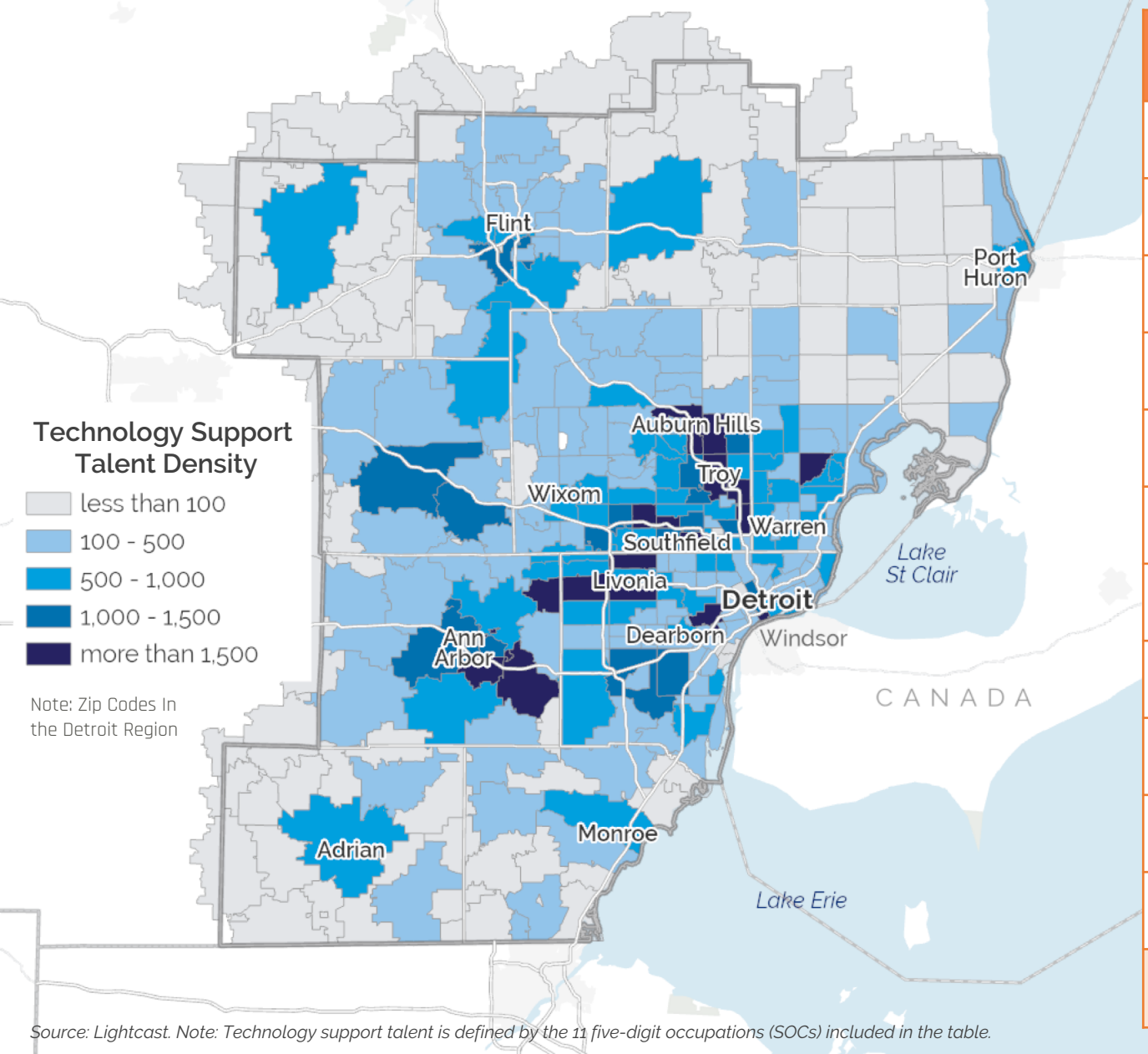
10,813 Computer Analysts
Two Times More Talent & More Affordable Wages

7,837 Computer & IT Managers
Jobs Have Increased 26% in the Past Five-Years

3,991 Other Computer Occupations
Two Times More Talent & More Affordable Wages

Source: Lightcast. Note: Technology definition defined under the U.S. Bureau of Labor Statistics CyberState 2022.

DETROIT REGION'S TOP TECH SUPPORT OCCUPATIONS

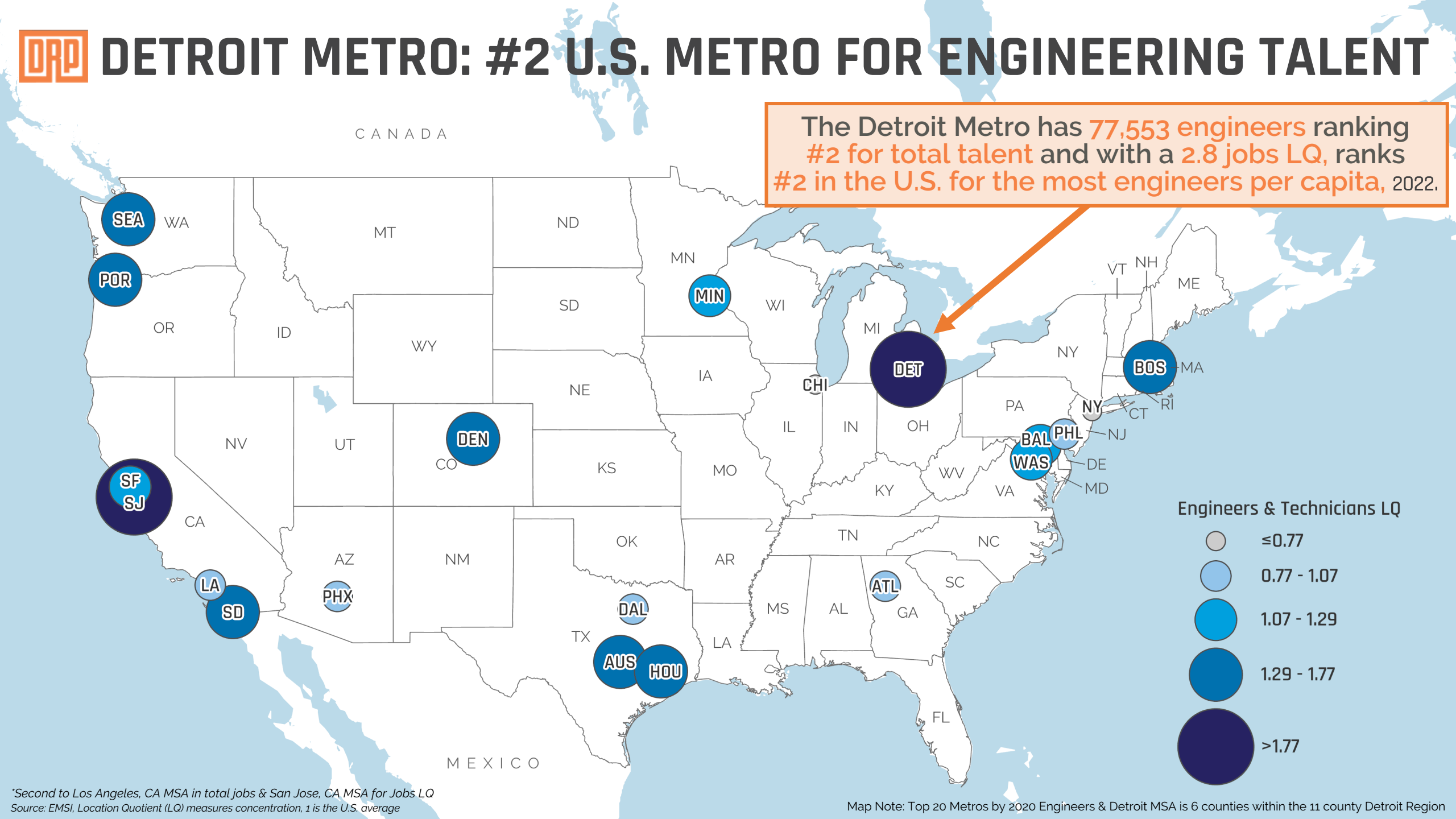


Tech Support Occupations, 2022	Total Jobs	Avg. Hourly Wage
Office Clerks, General	54,677	$19.52
Customer Service Representatives	43,253	$19.07
Receptionists and Information Clerks	15,575	$15.90
Human Resources Specialists	11,861	$32.48
Sales Representatives; Mfg., Technical & Scientific	2,853	$52.72
Human Resources Managers	2,780	$60.91
Telecommunications Equipment Installers	2,315	$28.74
Sales and Related Workers, All Other	1,774	$15.20
Data Entry Keyers	1,735	$17.39
Office and Admin. Support Workers, All Other	1,326	$20.37
Telemarketers	952	$14.44
Regional Total/Avg. Select Occupations	**139,101**	**$21.60**

Source: Lightcast. Note: Technology support talent is defined by the 11 five-digit occupations (SOCs) included in the table.

DETROIT METRO: #2 U.S. METRO FOR ENGINEERING TALENT

The Detroit Metro has 77,553 engineers ranking #2 for total talent and with a 2.8 jobs LQ, ranks #2 in the U.S. for the most engineers per capita, 2022.

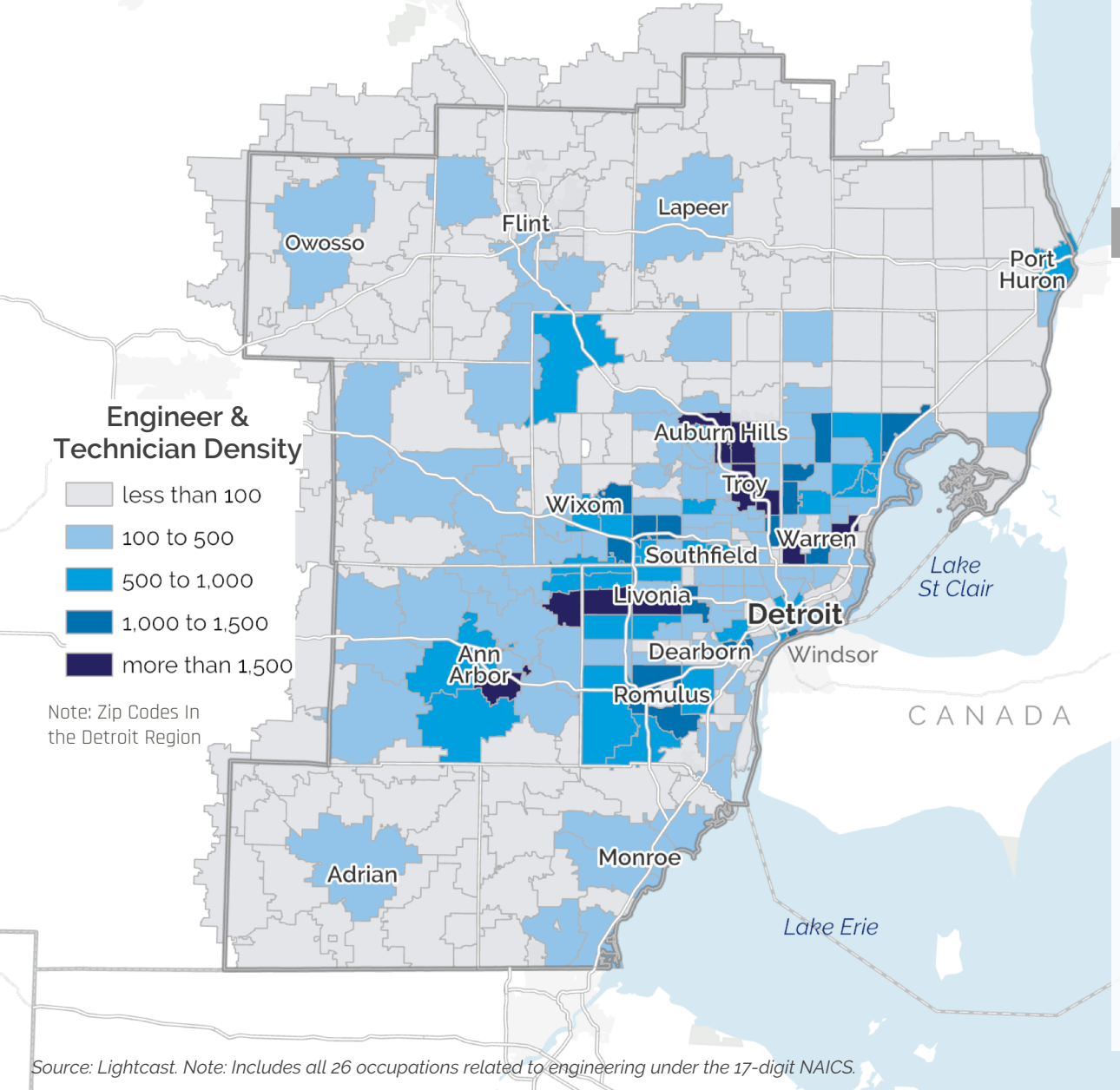


*Second to Los Angeles, CA MSA in total jobs & San Jose, CA MSA for Jobs LQ

Source: EMSI, Location Quotient (LQ) measures concentration, 1 is the U.S. average

Map Note: Top 20 Metros by 2020 Engineers & Detroit MSA is 6 counties within the 11 county Detroit Region

DETROIT REGION'S SUPREME ENGINEERING TALENT



86,544 ENGINEERS & TECHNICIANS

Detroit Ranks #2 for Total Engineers & Technicians, along with Ranking #2 for Talent Density in 2022

DETROIT REGION TOP ENGINEERING OCCUPATIONS, 2022:

26,264 Mechanical Engineers
#1 Location Nationally for Mechanical Engineers

16,193 Industrial Engineers
#1 Location Nationally for Industrial Engineers

7,882 Other Engineers
#3 Location Nationally Engineers All Other

8,052 Engineering Managers
#2 Location Nationally for Engineering Managers

6,863 Electrical Engineers
#4 Location Nationally Electrical Engineers

Source: Lightcast. Note: Includes all 26 occupations related to engineering under the 17-digit NAICS.

Note: Location ranking is based MSA, using the 6-County Detroit MSA within the Detroit Region

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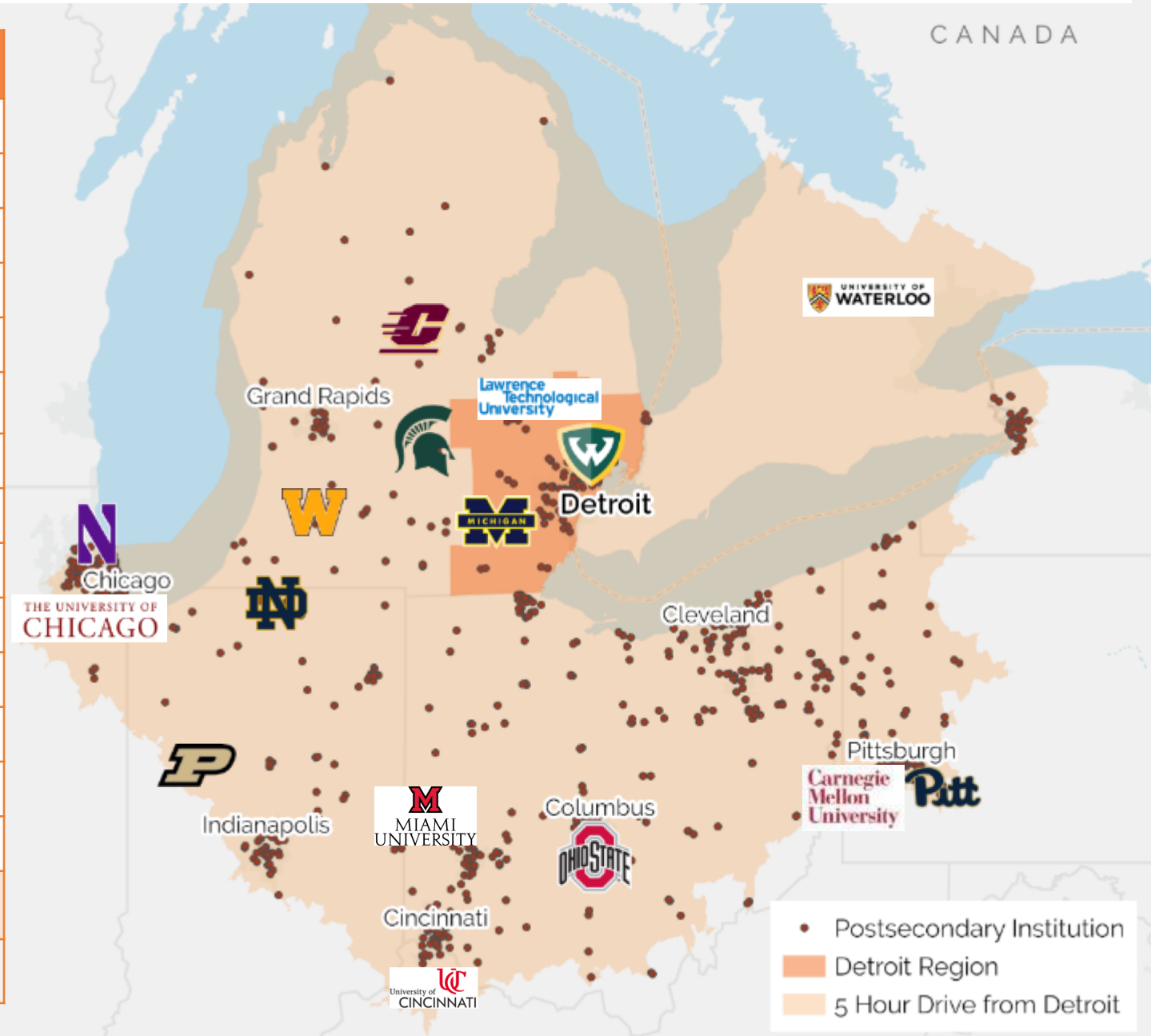
TECHNOLOGY TALENT EDUCATION & PRGORAMS

DETROIT REGION'S LARGE NETWORK OF TECH TALENT PIPELINE

2022 PROGRAM COMPLETIONS, ALL INSTITUTIONS	DETROIT REGION	5-HOUR DRIVETIME
Computer and Information Sciences, General	1,966	8,914
Computer Programming	425	622
Information Science/Studies	430	1,882
Computer Science	230	5,270
Computer Software and Media Applications	140	882
Computer Systems Networking and Telecommunications	268	601
Computer/IT Administration and Management	434	2,317
Computer Engineering	439	2,560
Electrical and Communications Engineering	654	3,761
Mechanical Engineering	1,360	6,515
Systems Engineering	144	300
Mechatronics, Robotics, and Automation Engineering	145	258
Mathematics	360	2,754
Multi/Interdisciplinary Studies, Other	306	2,025
Technology Related Programs	**7,301**	**38,661**
Total of All Available Programs	**66,957**	**413,022**

Note: Completions include certificates and degrees *Source: Emsi Economic Modeling*



DETROIT REGION'S KEY TECHNOLOGY EDUCATION PROGRAMS

UNIVERSITY OF MICHIGAN – One of the oldest and most respected programs in computation in the world. $29 million in research funding for the computer science and engineering department and nationally ranked programs; 5th for data analytics, 6th for computer engineering, 6th for entrepreneurship, 9th for artificial intelligence, 11th for cybersecurity, and 11th for computer science (U.S. News, 2020). Ann Arbor is the main campus, with campuses in Flint and Dearborn.

LAWRENCE TECHNOLOGICAL UNIVERSITY – Annually more than 3,000 students at the Southfield campus, each is provided a personal high-end laptop loaded with industry-standard software – worth an avg. of $75,000. The Brookings Institution has ranked the university 5th in the U.S. for preparing graduates for well-paying occupations.

WAYNE STATE UNIVERSITY (WSU) – Offers bachelor's, master's, and PhD degrees in 5 computer programs and ranked #28 best computer school (Computer Science Schools, 2020). WSU is a top university for research expenditures at $222.7 million National Science Fund, 2019) and is one of only 10 public universities that holds the Carnegie Foundation for Advancement of Teaching designation.

MICHIGAN STATE UNIVERSITY – Located in Lansing, the College of Engineering has more than 6,000 undergraduate and 800 graduate students annually in ten undergraduate and ten MS and PhD degree programs. Offers a 24-week coding boot camp, that's teaching in-demand software development skills.

DETROIT LABS – Software Developer Apprenticeship Program a three-month paid immersive training experience in software development, mobile development, and quality assurance engineering. Apprentices receive hands-on training, work side-by-side with Detroit Labs team members and gain experience in all aspects of software creation.

REGIONAL UNIVERSITIES COLLABORATE IN TECHNOLOGY PROGRAMS

APPLE DEVELOPER ACADEMY - DETROIT

- Apple partnered with the Michigan State University (MSU) to open a developer academy in downtown Detroit, first national building.
- The academy teaches 1,000 students each year free of tuition, with a focus on coding, design, entrepreneurship, and essential professional skills..
- Four Metro Detroit companies have been accepted for the first Accelerator class designed to provide opportunities for minority-owned businesses.
- **"At Apple, we are thrilled to open the first Apple Developer Academy in the U.S. in downtown Detroit, a city full of resilience, creativity, and entrepreneurship,"** - Lisa Jackson, Apple's Vice President of Environment, Policy & Social Initiatives.

Apple Developer Academy – First Cohort, 2021

University of Detroit Mercy

METRO-DETROIT REGIONAL VEHICLE CYBERSECURITY INSTITUTE

- $1.12 million grant from the U.S. Department of Defense for the Cybersecurity Institute includes degrees and certificates from the high school to the graduate level.
- Aims to expand and **enhance the number of cybersecurity engineers in the region by supporting upskilling and reskilling for vehicle cybersecurity** and prioritizing underrepresented populations, military personnel and veterans.
- The Institute includes; University of Detroit Mercy, University of Michigan, Washtenaw Community College, Oakland Community College, Macomb Community College, Henry Ford Community College, and University of Arizona.

Source: Crain's Detroit Business, Detroit Free Press, & Apple

THE REGION'S ROBUST TECH START-UP RESOURCES & ASSETS

LOCAL COMMUNITY ORGANIZATIONS, NETWORKING, & EVENTS FOR STARTUPS

ANN ARBOR SPARK – For more than 15 years has helped tech companies navigate VC funding, with multiple programs, resources, and co-working space.

TECHTOWN - More than 4,500 companies at the Midtown hub and across all the sites in Detroit, Hamtramck and Highland Park, have leveraged +$172 million in start-up capital from 2007-2020.

CENTREPOLIS - Accelerating the growth of Detroit Region's advanced manufacturing, innovative hardware entrepreneurs and small manufacturers by providing access to funding experts, key business and product development resources.

BAMBOO DETROIT – Founded by four local entrepreneurs that created a business hub. Through inclusive community, flexible modern offices, classes and networking events to help entrepreneurs and innovative companies launch, land, or expand.

UNDERGROUND PORT HURON - Focuses on business incubation, co-working & office leases and training programs.

FLINT FERRIS WHEEL - Promote the exchange of information, ideas and resources within an accessible and high-energy workspace. Also engaging in grassroots outreach efforts to promote entrepreneurial education in the community. In 2019, Ferris Wheel achieved 92% occupancy.

PROFESSIONAL TECHNOLOGY EDUCATION PROGRAMS

GRAND CIRCUS – The apprenticeship program is building a strong pipeline of tech talent for Detroit's fast-growing tech sector. In 2018, they trained more locally hired entry level software developers than any other program in any other state. The coding boot camps are designed to teach technical skills to become software engineers.

TECH ELEVATOR – Located in Detroit, is a software development program that offers individuals and companies in-demand technology skills through a full-time 14-week coding boot camp that's a part of a nationally recognized Pathway Program. More than 2,000 professionals have graduated, 90% of whom secured a job in software development roles at 400+ companies.

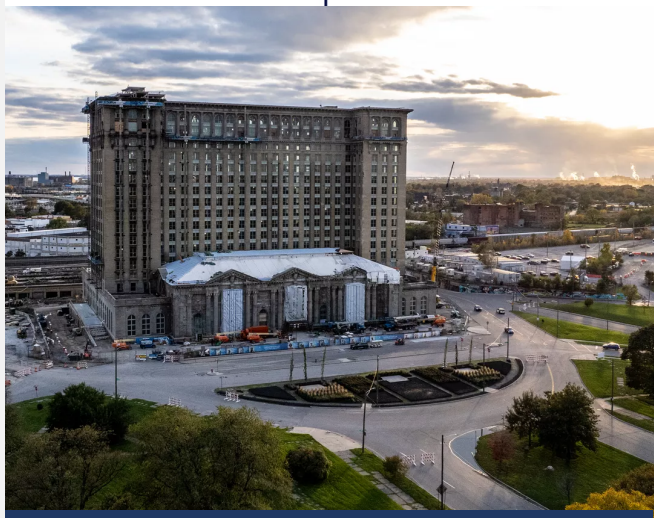
INNOVATIVE TECH TALENT TRAINING PROGRAMS IN DETROIT

AMAZON & GRAND CIRCUS – LEARNING INSTITUTE, LINK TO MORE INFORMATION

- The full-stack programing boot camp was formed out of a partnership between Grand Circus in Detroit and Amazon, the first cohort was in March 2022 and made up of diverse applicants.
- Utilizing the programming language Java as an introductory lens, the 28-week program will end with all graduates having the opportunity to interview for entry-level developer roles at Amazon's Detroit Tech Hub.
- "Grand Circus is a results-oriented, trusted organization, and we are proud to be the latest local employer to help them expand their reach to prepare even more interested students for exciting, well-paying, and in-demand technical roles." - Garret Gaw, Director of Software Development at Amazon

GOOGLE & FORD MOTOR COMPANY – CODE LAB NEXT, LINK TO MORE INFORMATION

- Google, a founding member of the Michigan Central Mobility Innovation District, elevated technical training with the Google Career Certificate and a coding lab at the new Ford Mobility Train Station.
- Ford Motor Company has given existing employees access to the Google reskilling certificate programs and graduates are are considered for technical jobs at Ford plants / research hub.
- Code Next, an immersive computer science education program for local Detroit high school offers live coaches to build digital skills, state-of-the-art technical equipment, content ranging from Javascript to UX design, and more.
- "This partnership will expand our work in Michigan and help a substantial number of people gain the skills and tools they need to succeed. By offering digital skills training, mentoring to high schoolers learning to code, and Google Cloud technology for Michigan Central projects and research on the future of mobility, we look forward to contributing to Michigan Central's mission and all that it will accomplish." - Ruth Porat, SVP and CFO at Google



Ford Mobility Train Station, Corktown Detroit

REGIONAL PROGRAMS SUPPORTING DIVERSE TECH TALENT

BUILD INSTITUTE has graduated 1,800 diverse entrepreneurs, many who have launched successful startups,, which of that total 63% was led by a person of color and 83% female (2012-2020). The institute started in 2012, offering classes and is a resource center.

FEMOLOGY, located in Detroit is a shared women's only coworking and networking space, that first opened a 500 sq. ft. space in Detroit in 2019 and will be expanding to 3,000 sq. ft., which hosts 100+ female entrepreneurs, about 50% identifies as Arab American.

BLACK GIRLS CODE the Detroit Chapter has been an active in the local community since 2016 and is one of fifteen locations. Annually hosts workshops, summer camps, and afternoon code clubs. Has a partnership with General Motors and goal is to build pathways for young women of color to embrace the tech industry as builders and creators by introducing skills in computer programming and tech. "It's one of the reasons that it's our mission to help build the next generation of STEM leaders, with an emphasis on expanding opportunities to women and other underrepresented groups." - Mary Barra, General Motors CEO to TechCrunch

SHINE & RISE TECH INCLUSIVE is a network for all that support women and gender non-binary individuals working in tech and startups in Michigan, hosting events virtually along with select in-person in the cities of Ann Arbor and Detroit.

GROW WITH GOOGLE PROGRAM provides local partners with the latest resources and materials to teach digital skills, with more than 200 Michigan-based organizations. In Taylor, leaders use resources from the Partner Program to train Michiganders in digital skills. The SCORE Detroit Chapter, has mentored small businesses and entrepreneurs throughout 40 years, making it one of Google's most active partners, that has conducted dozens of trainings to for local businesses to increase their presence online.

DETROIT LABS - DIVERSITY INITIATIVE, the custom software development company has a diverse team; 40% women, non-binary or gender nonconforming, and 35% identifies as non-white, credited to mindful hiring practices and a JEDI (Justice Equity Diversity & Inclusion) coach. "Bringing in diverse candidates is the first place then, it becomes about building an inclusive environment where people want to stay and be a part of." - Erika Languirand, VP of People Development at Detroit Labs.

BACKSTAGE CAPITAL, which is a venture capital fund dedicated to local underrepresented founders, that has invested over $7 million into 180+ startups (led by an underrepresented founder) in the Detroit Region.

HACKING WITH THE HOMIES, annual conference in Detroit organized by Detroit Black Tech (DBT) for programmers, developers, and techies for two days of networking and learning new technical concepts.

*Note: Not a comprehensive list of diversity and inclusive programs

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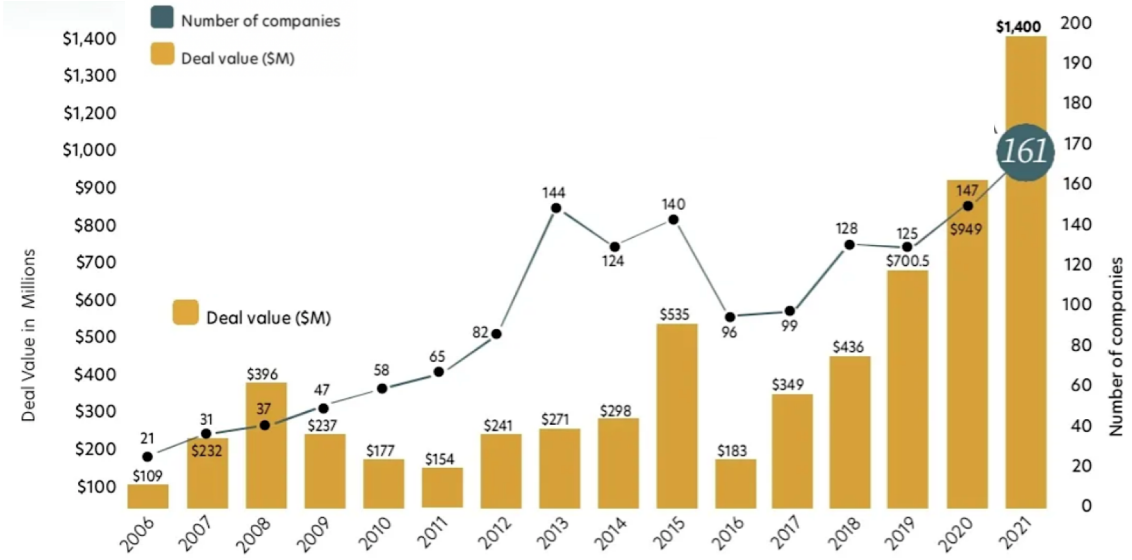
REGIONAL TECHNOLOGY ECOSYSTEM

DETROIT & MICHIGAN ARE TOP LOCATIONS FOR VENTURE CAPITAL

VENTURE INVESTMENTS & TOTAL COMPANIES IN MICHIGAN



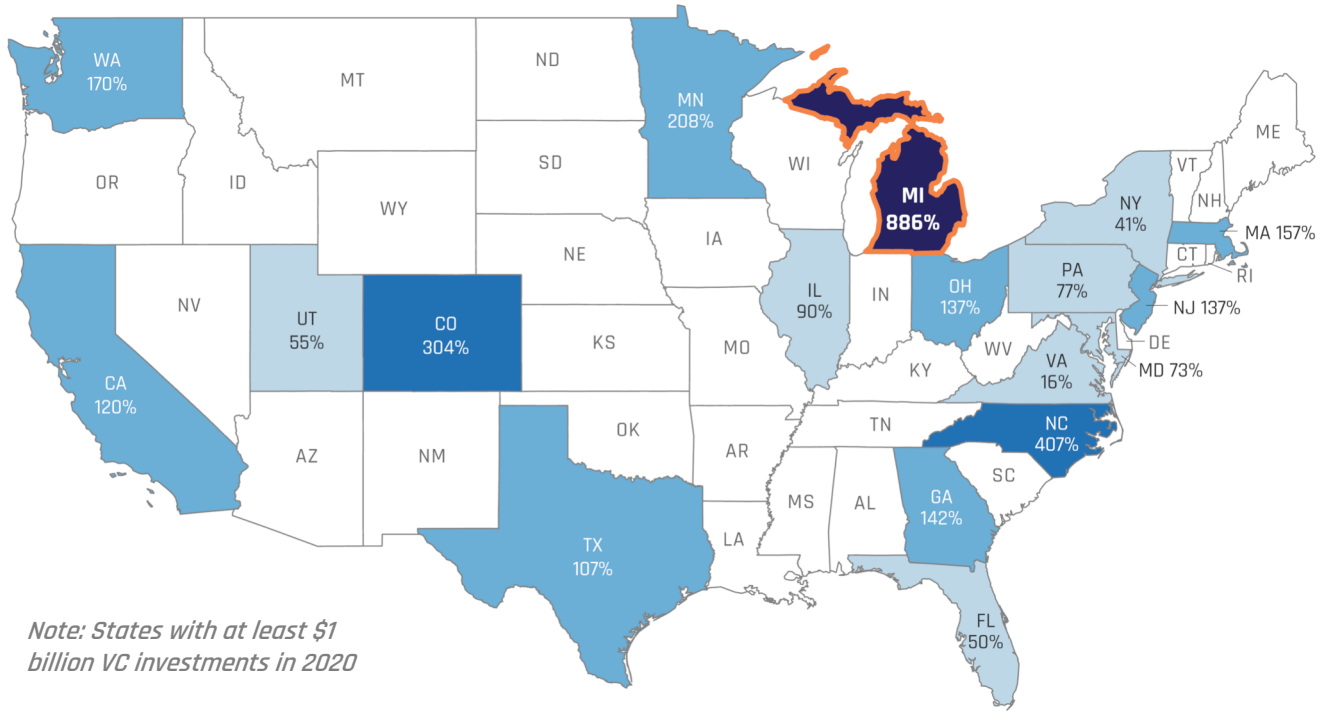
$1.4 Billion in Venture Capital Investment

With More than $5.4 Billion Under Management in Michigan, 2022

154 Venture Backed Companies in Michigan

Along with 34 Venture Capital Firms HQ Here in 2022

HEATMAP OF STATES BY VC INVESTMENT GROWTH FROM 2016-2020



Note: States with at least $1 billion VC investments in 2020

Top Spot Emerging Startup Ecosystem

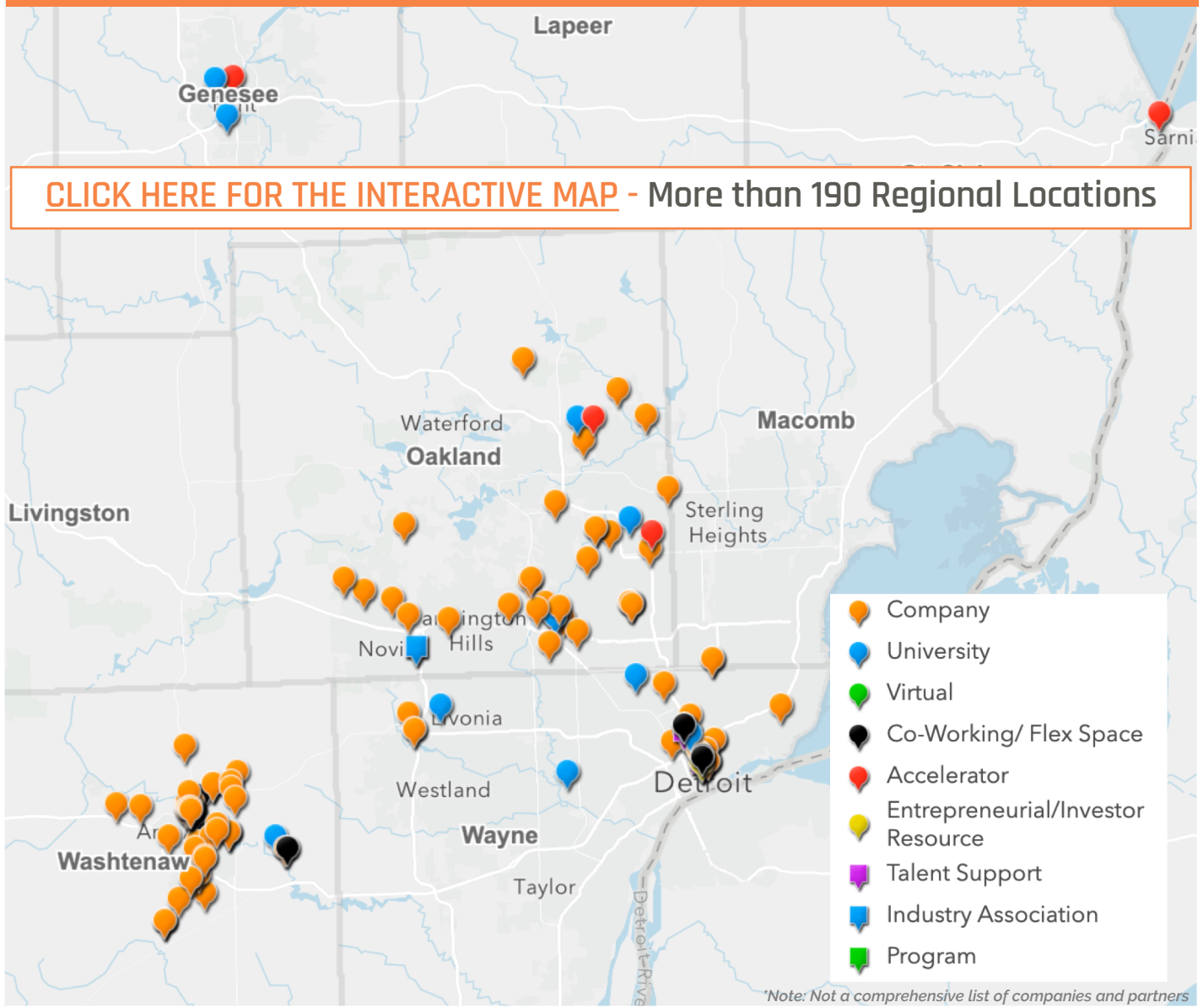
Global Ranking for Detroit, Increased 13 Spots One-Year

#1 State for VC Investment Growth

More than 855% Investment Increase from 2016-2021

Source: Michigan Venture Capital Association (MVCA) & Michigan Office of Mobility and Electrification (OFME)

EXPLORE THE REGION'S TECH ECOSYSTEM MAP



SNAPSHOT OF THE TECH ECOSYSTEM

UNICORN COMPANIES

- Duo Security
- StockX
- OneStream
- Rivian

LARGE TECH COMPANIES

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

CO-WORKING & ACCELERATORS

- Centrepolis
- Tech Town
- Ann Arbor SPARK
- Bamboo
- Cahoots
- Prentice4M

VENTURE CAPITAL 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

REGIONAL AMBASSADORS: INSIGHTS ON THE TECH HUB

"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 two elements Detroit was built on, and thrives on, and that's what makes it a strong (and growing) tech hub."** – Quantum Signal AI, CEO, Mitch Rohde, PhD

"Detroit is helping to redefine the future of business, innovation, and culture. 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

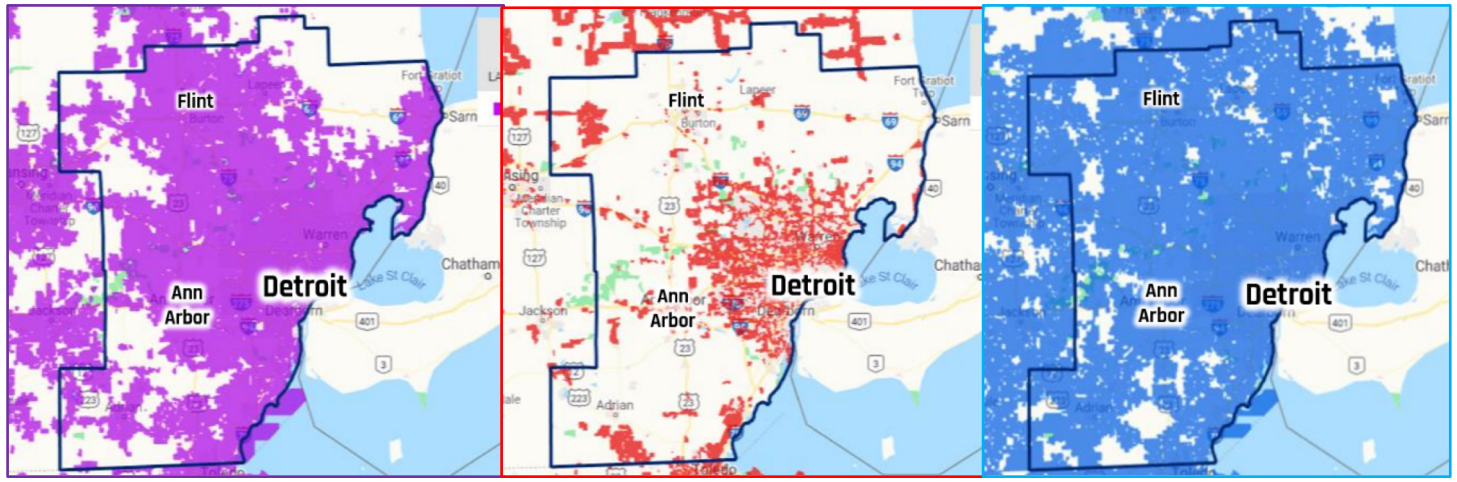
"The positive environment for investment and startup growth in the Greater Detroit area is driven primarily by the large amount of **tech talent along with lower costs for startup resources and there's a strong support network that exist here**."
– Tech Elevator Campus Director, Rita Stall

"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

SMART REGION WITH SUPPORTIVE INFRASTRUCTURE

The Detroit Region and state is equipped with the technology infrastructure to support the increasing demand of connected technology and businesses. Residents have a higher than national average access rate to the internet with robust carrier options and a variety of speeds to suit all capabilities.

CABLE Network **FIBER Network** **DSL Network**



- More than 93% of households have access to internet in the Detroit Metro in 2022, which access to internet has increased in the past two years.
- Michigan was awarded $1.5 billion in federal grants in 2023 to set up high-speed internet access in communities that need it.
- IDC Governmental Insights recognized both Ann Arbor and Detroit in their Smart Cities Awards in 2019 - designed to recognize progress cities have made in various areas, including civic engagement, smart water and sustainable infrastructure.

Note; Not a comprehensive list of internet carriers. Sources: U.S. Bureau of the Census, GIS Planning & Broadband Search

Provider:	Type:	Download Speeds:
Xfinity	Cable	1200 Mbps
WOW!	Cable	1244 Mbps
HughesNet	Geo Satellite	50 Mbps
Viasat	Satellite	100 Mbps

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INVESTMENT SPOTLIGHTS & BUSINESS CLIMATE

NEL HYDROGEN – New Electrolyser Technology Production Facility

2023	$400 Million Investment	517 New Jobs	625,000 Sq. Ft. Facility

OVERVIEW:

- Headquartered in Oslo, Norway the company is a global provider of provider of solutions to produce, store and distribute hydrogen.
- The new 625,000 square foot, build-to-suit tech facility in the Detroit Region will be the largest electrolyze manufacturing facility in the U.S.
- The company is the world's largest electrolyser manufacturer with approximately 3,500 units delivered in 80+ countries since 1927, and leading manufacturer of hydrogen fueling stations approximately 120 stations across 14 countries.

WHY THE DETROIT REGION? :

- Talent & Labor
- Manufacturing prowess
- State-level engagement and support
- Tax and Business climate

Source & Photo Credit: Michigan Economic Development Corporation & NEL Hydrogen

"The choice of Michigan is based on an overall assessment of what the state can offer in terms of financial incentives, access to a highly skilled workforce, and cooperation with universities, research institutions and strategic partners... and personal engagement from the governor and her team."

– Håkon Volldal, CEO of NEL Hydrogen

Supporting hydrogen development and winning the Nel investment, proves that Michigan still leads the world in advanced manufacturing technology.

For More Information:

Nel Hydrogen Press Release

MEDC Press Release

Business Wire Article Link

PR Newswire Article Link

ARCSTONE - New Digital Manufacturing Industry 4.0 Hub

2023	$2.5 Million Investment	15+ New Jobs	2,000 Sq. Ft. Facility

OVERVIEW:

- Arcstone and SK International is a full-service manufacturing company and opened its first digital manufacturing center in Wixom in April 2023
- This digitally integrated facility serves as a collaborative research and development hub, showcasing independent and integrated software solutions that optimize the manufacturing value chain.
- The facility is committed to being a hub for collaborative industry 4.0, manufacturers can leverage this space to run proof of concepts, trial integrations and training sessions for the adoption of digital and automation tools.

WHY THE REGION:

- With this new location, the firm is building success already seen at their two other Michigan locations.
- Training courses will also be offered here in areas such as toolset deployment methods, data analytics and insights, sensorization and mechanical automation.
- The center will work with educational institutes around the region to drive the next generation of talent to join the digital manufacturing ecosystem.

"Arcstone has a host of tool sets designed to help the smallest mom-and-pop shops all the way up to multi-billion-dollar Fortune 500 companies. What you see here is a successful showcase deployed in Detroit."

- Willison Deng, CEO of Arcstone

For More Information:

Arcstone Press Release

Automation Alley Article Link

OUR NEXT ENERGY (ONE) - First Battery Cell Gigafactory

2022	$1.6 Billion Investment	2,112 New Jobs	659,589 Sq. Ft. Facility	$236 Million Incentives

OVERVIEW:

- ONE, a Novi based start-up, will build ONE Circle, a battery manufacturing campus in Van Buren Twp. in Wayne County.
- ONE's dual-chemistry batteries combine two types of cells to allow the battery pack a 600-mile range and using fewer hard-to-source materials.
- The campus plans to scale to 20 GWh capacity, equates to 200,000 EV battery packs, within five years, along with including raw material refinement and cathode materials production.

WHY THE REGION:

- ONE conducted a competitive site selection process, evaluating 12 states and a Canadian province.
- Ultimately selected Michigan because of the commitment by the state and partners to making Michigan a key part in the electric vehicle future.
- ONE's inclusive workforce development program has partnered with Focus: HOPE and Walker-Miller Energy Services, to re-train residents for high-skilled green manufacturing and transition the talented workforce..

INCENTIVES:

- $236.6 million from the Michigan Strategic Fund Board:
  - $200 million performance-based grant through the Strategic Outreach and Attraction Reserve ("SOAR") Fund
  - $15 million for a Michigan Investment Fund Loan
  - $21.6 million for a State Essential Services Assessment Exemption

one
our next energy

For More Information:

MEDC Press Release

Crain's Detroit Article

"ONE is thrilled to select Michigan for our first cell factory, due to the state's unique combination of battery talent, proximity to material supply and access to low-cost energy. We applaud the leadership and strategic partnerships in the State of Michigan that've helped ONE build a strong foundation for clean tech manufacturing in Michigan."

- Mujeeb Ijaz, Founder and CEO of ONE

ONE'S TESTED BATTERY PACK LONG RANGE – Drove to the Upper Peninsula of Michigan & back to the Region on only one-charge, which is more than 700 miles.

Source & Photo Credit: Our Next Energy (ONE)

DANA LIMITED – Electric Vehicle Technology / R&D Center

2022	$9 Million Investment	150 New Jobs	50,000 Sq. Ft. Facility	$1.5+ Million Incentives

OVERVIEW:

- Dana Limited is a global supplier of fully integrated drivetrain and electrified propulsion systems for all passenger vehicles, serving primarily automotive OEMs that manufacture light vehicles, off-highway vehicles and commercial vehicles.
- The new Electric Vehicle technology center in Novi, Michigan (Oakland County) will house electrification R&D and engineering high-wage jobs.

WHY THE REGION:

- Michigan was chosen over competing sites in North America and Europe, with one key factor of the competitive incentives offered.
- Dana already has approximately 1,600 employees in Michigan that are in two corporate offices in Novi and Plymouth along with three manufacturing locations in Auburn Hills, St. Clair and Warren.

INCENTIVES:

- $1.5 million Michigan Business Development Program performance-based grant.
- The city of Novi also has offered a tax abatement.

For more information:

MEDC Press Release

Detroit News Article

Automotive News Article

"Dana Incorporated has a long history of driving innovation in the Detroit Region and continues to be a globally recognized leader in vehicle electrification. We are excited about this latest investment and expansion as it reinforces a simple fact – to be on the cutting-edge of next-generation mobility, companies must have a presence in the Detroit Region."

– Maureen Donohue Krauss, CEO and President, Detroit Regional Partnership

Dana Limited's Novi Corporate Office

Source & Photo Credit: Dana Limited

FLO – EV Charging Stations Manufacturing Facility

2022	$3 Million Investment	133 Jobs Created	44,700 Sq. Ft.	$800,000 Incentives

OVERVIEW:

- FLO, a brand of AddEnergie, an EV charging manufacturer for single and multi-unit residential buildings, as well as public stations, invested in a new electric vehicle charger manufacturing facility in Auburn Hills (Oakland County).
- The company expects to produce 250,000 EV chargers by 2028 for the U.S. market and the facility is expected to create a total of 730 direct, indirect and induced jobs by 2028.

INCENTIVES:

- Awarded an $800,000 Michigan Business Development Program (MBDP) grant.
- Michigan's several initiatives to advance EV infrastructure was a factor cited by the company for selecting to locate in the state, including;
  - The Michigan Revolution for the Electrification of Vehicles (MiREV), which works directly with employers to ensure programs and resources fill current and future talent gaps for in-demand and emerging jobs in the mobility and electrification industry.

"Our team brings over a decade of experience at all levels in the EV charging industry to the U.S. market. We look forward to getting to work here in Michigan and continuing our mission of fighting climate change by accelerating EV adoption."

– Louis Tremblay, FLO president and CEO

FOR MORE INFORMATION:

FLO Press Release Link

State of Michigan Press Release Link

Source & Photo Credit: FLO

ONESTREAM SOFTWARE – Regional Unicorn Company New HQ

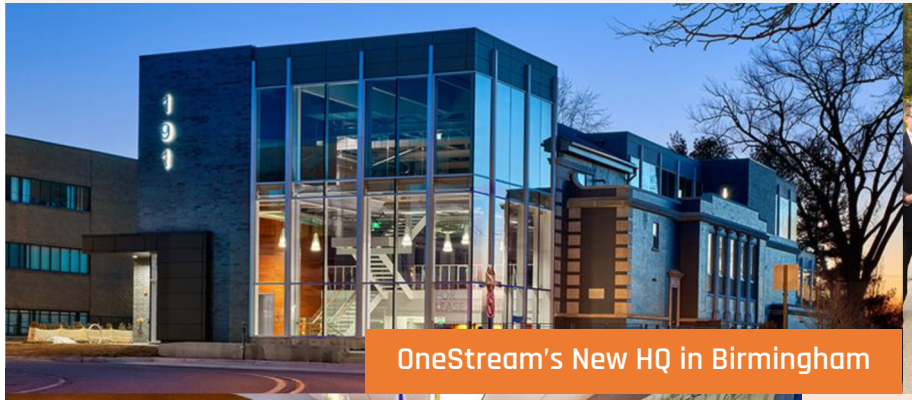
2021	$3+ Million Investment	New Headquarters Expansion 23,000 Sq. Ft.	150+ Jobs

OVERVIEW:

- OneStream Software is a leader in corporate performance management (CPM) solutions for top global enterprises and founded in the Detroit Region.
- Achieved unicorn status in 2019 (privately owned and valued at more than $1 billion) and in 2020 was valued at more than $6 billion.
- The new 23,000 sq. ft. headquarters in Birmingham houses 150 employees and opened in 2022.
    - "We designed this to be a world-class tech hub with cutting edge designed sustainable features when renovating this historic building downtown Birmingham" - Bill Koefoed, CFO at OneStream
    - This is the third location in the Region, started in Rochester with two office facilities there along with employing 230 people in the state.
- OneStream Software has Landed on Inc. 5000 List of Fastest Growing Companies for a Sixth Consecutive Year in 2021 & Won the Economic Bright Spot Award from Corp! Magazine in 2020.

"We are excited to expand our Michigan roots with a new, cutting-edge facility designed with an intentional focus on sustainability while enabling collaboration and innovation across teams. "

- Bill Koefoed, CFO at OneStream



OneStream's New HQ in Birmingham

Photo Credit & Source: OneStream Software LLC

FOR MORE INFORMATION:

[Bloomberg Article Link]

[Crain's Business Detroit Article Link]

[Business Wire Article Link]

AGP eGLASS – North American Technology Innovation Center

2021	$15 Million Investment	70+ Jobs Created	42,000 Sq. Ft.	$550,000+ Incentives

OVERVIEW:

- American Glass Products (AGP) eGLASS is a global leader in state-of-the-art specialty glass production, with a focus on civilian security, defense, and automotive glass that adds next-generation mobility experiences and performance.
- The North American technology center was completed in 2022 in Canton Township (Wayne County).
- The technology center develops and exhibits the latest technologies for clients, partners, suppliers and university officials to see the products in use.

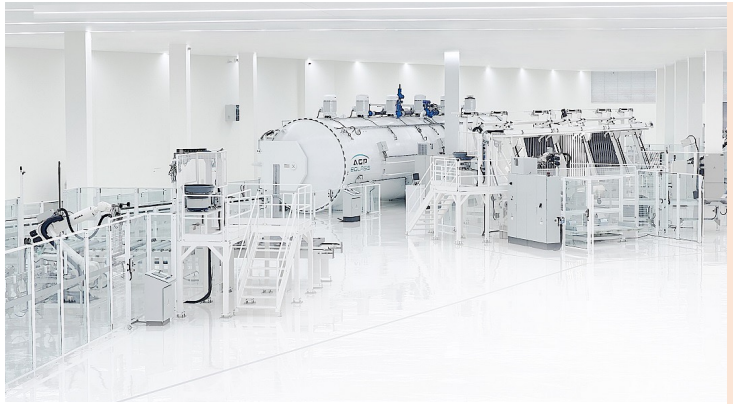
WHY THE REGION:

- Michigan was chosen over alternate sites in California, North Carolina and South Carolina.

INCENTIVES:

- $550,000 Business Development Project Award
- 50% tax abatement from Canton Township

AGP North American Tech Center in Canton



FOR MORE INFORMATION:

MEDC Press Release Link

Crain's Detroit Article Link

Area Development Article

Source & Photo Credit: AGP eGLASS

CLEARCOVER – New Customer Operations Hub in Detroit

2021	$5.0 Million Investment	300+ New Regional Jobs Created	+$7.5 Million Incentives

OVERVIEW:

- Clearcover, a rapidly expanding auto insurance technology company, has hired up to 303 employees at their new customer operations hub in the city of Detroit
- This is the company's first large-scale expansion outside of Chicago, where their headquarters is located.
- Engaged with CBRE for months long site-selection process assisted by DRP, Detroit was selected over multiple Midwest cities.

Incentives:

- Nearly $4 million Michigan Strategic Fund Board, as it expands in the Region with a second office planned.
- $3.5 million Michigan Business Development Program grant
- $400,000 Jobs Ready Michigan Program grant by MEDC

"Detroit and Michigan spent a lot of time helping us understand why we were the right fit for them, and that was really important. We found this sort of gritty, underdog-type attitude that really resonated for us as a startup, and so I think personality-wise we're well aligned. And I liked their approach to helping us understand that."

- Kyle Nakatsuji, Clearcover CEO and Co-Founder

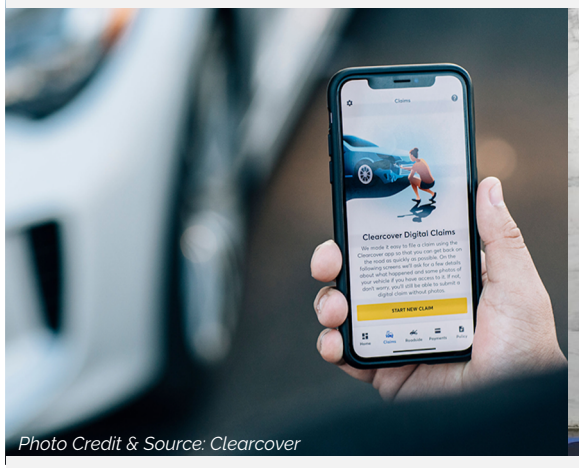


Photo Credit & Source: Clearcover

"Detroit's resiliency and knack for innovation was evident throughout our search. We're excited about the opportunity to build meaningful partnerships in the city it will soon call home and ensure that our new presence provides real opportunity for Detroiters."

- Heidi Craun, Head of Customer Experience at Clearcover

FOR MORE INFORMATION:

Clearcover Detroit Video

DRP Press Release Link

Detroit News Article Link

SAVORMETRICS – Launches 1st U.S. Operation, AgTech Startup

2021	$2+ Million Investment	115+ JOBS *Over 5 Years	Site Selection & Partner Connections Provided

OVERVIEW:

- Canadian-based Ag-Tech Startup, Savormetrics, chooses Southfield, MI as its first location to launch an R&D & Sales Operation in the USA.
- Plans to create 115 jobs in engineering, sales and business development in the next 3-5 years.

WHY THE REGION:

- Michigan was selected over competing sites because of the market size, business & industry partners, talent and local support and resources provided.
- DRP's work with local partners at the Centrepolis Accelerator ultimately landed the company here.
  - In the C3 Accelerator Program of Lawrence Tech University.

REGIONAL SUPPORT:

- DRP provided a proposal of regional market data intelligence on talent availability, costs & skills, agriculture, tech ecosystem, business climate, and operational costs.
- Connected with local ecosystem partners including the Centrepolis Accelerator, MDARD, local universities, talent providers like Purpose.jobs

"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. 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."

- Harjeet Bajaj, CEO & Founder of Savormetrics

Lawrence Tech University in Southfield

FOR MORE INFORMATION:

DRP Press Release Link

Dbusiness Article Link

FCR – FINDS DIVERSE TALENT TO GROW REMOTE OPERATION

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.
- Expanded and grew team from originally a pilot of 10-15 people to over 318 employees within a 5-month period.

REGIONAL SUPPORT:

- DRP worked together with the cities of Southfield and Romulus, Wayne County and Michigan Works.
  - Support included; engaged local talent partners on finding language support for bilingual talent, connections to requirement events, and other needed resources

"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:

FCR Press Release

DRP Press Release

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

MICHIGAN IS ONE OF THE TOP LOCATIONS FOR BUSINESSES

Michigan and the Detroit Region provide a highly-competitive business case for any investment project

#12 TOP STATE FOR BUSINESS

Tax Foundation Business Climate Ranking, 2023

#5 LOW TOP MARGINAL TAX RATE

Lowest Rates at 4.25% (CA is 13.3% & NY is 10.3%)

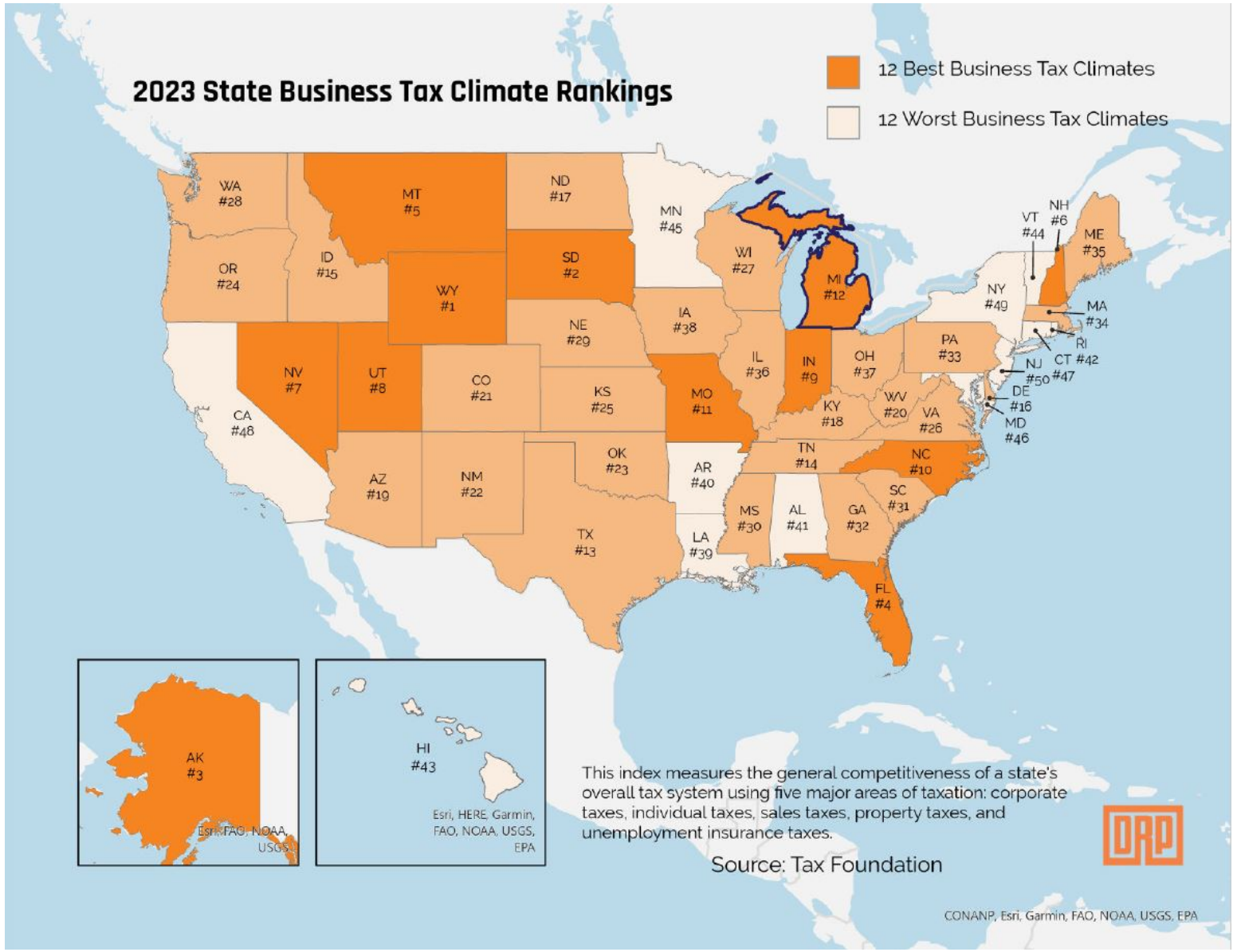
#7 LOWEST UI TAX LIABILITY

Unemployment Insurance (UI) Tax Component

MICHIGAN'S TAX RATES OVERVIEW

Michigan's tax rates are highly competitive and made significant corporate tax reform that eliminated modified gross receipts tax with a standard corporate income tax.6

- 6% Corporate Income Tax
- 6% Flat Sales Tax/Use Tax
- 4.25% Individual Income Tax



DETROIT REGION'S PARAMOUNT INDUSTRY CLUSTERS

DRP has seven targeted industry clusters that was identified to support and diversify the economy, while creating jobs for all in the 11-county Detroit Region.

The story maps contain regional data trends,, local expertise insights, case studies, and has a complimentary downloadable business case PDF.

LINKS TO THE INTERACTIVE INDUSTRY CLUSTER STORY MAP:

- MOBILITY & AUTOMOTIVE
- SMART MANUFACTURING
- CORPORATE & PROFESSIONAL SERVICES
- RESEARCH, ENGINEERING, & DESIGN
- DIGITAL TECHNOLOGY
- LOGISTICS
- FINANCIAL SERVICES

Detroit Regional Partnership

MARKET. GROW. SUPPORT.

The DRP is an economic development 501(C)(3) nonprofit that offers confidential, no-cost assistance to domestic and international companies seeking to explore and invest in the 11-county Detroit Region.

DRP SERVICES

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

DRP CONTACT

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- Reach out for your local project partner!

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