



WAYNE STATE UNIVERSITY RESEARCH & TECHNOLOGY PARK

TECHTOWN

WHERE MINDS AND MEANS CONNECT

What is TechTown?

TechTown is a business incubator and research park providing business development programs, space for lease and services for startup companies in Detroit. A high-energy entrepreneurial community, TechTown brings the resources of Wayne State University to innovative startups.

Our **mission** is to build the best business incubator in the world.

TechTown's **goals** are:

- To create 400 companies over the next three years;
- To act as a business attraction center for mature companies seeking to enter the North American market;
- To build a culture of entrepreneurship in Detroit; and
- To build collaborations with industry and to speed the process of technology transfer and commercialization.

Resources

- The New Economy Initiative, in partnership with the Ewing Marion Kauffman Foundation, recently announced a **\$9.25 million** three-year economic recovery program for Southeast Michigan. With the assistance of TechTown, this aggressive initiative will bring programming development, staffing, materials and expertise to rapidly grow entrepreneurship in the region.
- The New Economy Initiative's three-year economic recovery program features FastTrac, award-winning, hands-on business development programs designed to help entrepreneurs hone the skills needed to create, manage and grow a successful business. Participants work on their own business ideas or ventures throughout the course--moving their ventures to reality or new levels of growth.
- TechOne, the 100,000-square-foot business incubator facility, now hosts more than 120 growing companies.
- International Soft Landings is a nationally accredited program designed to help foreign companies seeking business expansion in North America identify and capitalize on opportunities in Michigan.
- TechTown is creating centers of excellence in biobanking, alternative energy, public health and Great Lakes environmental research.

SmartStart — SmartStart helps companies accelerate growth and manage issues like product development, marketing, funding and basic business operations for each company to maximize revenue growth and profitability. SmartStart offers:

- Coaching to provide one-on-one guidance and direction
- Education that offers a practical focus on business plans, sales pitches, operations and customers
- Mentoring to work with subject-matter professionals on specific projects
- Small business loans

Space for Lease — TechTown offers different levels of tenancy to best accommodate your professional needs, including offices, cubicles and mailboxes. All levels provide tenants with a TechTown address, and a certain amount of access to the building and use of conference rooms.

Conference Facilities — TechTown has six attractive conference rooms, a board room and a training room with internet, plus video and phone conference capabilities available for rent to the public.

TechOne Printing — TechTown's in-house print center offers an array of printing and finishing services at competitive rates, plus discounted pricing on in-stock items with an assortment of more than 15,000 quality products, environmentally preferable solutions, and free direct delivery to customers.

First Fridays — Join the fastest-growing entrepreneurial community in Detroit every month from 4 to 6 p.m.! Each event features networking and a speaker discussing aspects of growing your company like marketing, alternative financing, technology solutions for startups, developing sales and more.

Business Forums — TechTown hosts free business forums and seminars each month featuring local experts discussing topics like trade with China and India, best business practices for non-profits and more.

