



**GLOBAL EPICENTER
OF MOBILITY**

REVOLUTIONIZING THE DETROIT REGION

2024 GEM ANNUAL MEETING



Detroit
Regional
Partnership



**Advanced Mobility
Supply Chain
Transformation Center**
At the **M**ICHIGAN ECONOMIC GROWTH INSTITUTE



by TechTown Detroit



Verified Industrial Properties

**MICHIGAN OFFICE OF
FUTURE MOBILITY
& ELECTRIFICATION**

**SEMCA MICHIGAN
WORKS!**

OCTOBER 21, 2024

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FROM THE EXECUTIVE VICE PRESIDENT

The Global Epicenter of Mobility just celebrated its 2-year anniversary, and it's encouraging to witness the strengthened mobility ecosystem that was merely a concept just a few short years ago. GEM is connecting mobility stakeholders, enabling conversations, fostering collaboration, and helping to inform mobility decisions by providing crucial, forward-looking data and insights.

As a result of GEM's financial investments and value-added resources, we're witnessing traditional automotive manufacturers pivoting their businesses to meet rising demand for clean energy solutions. Small and mid-sized suppliers diversifying their portfolios into other mobility sectors like aerospace and maritime. Employees with ICE experience utilizing upskilling and reskilling opportunities to create new career pathways and opportunities for growth and the building

of wealth. These are just a few examples of the transformational change we are helping to drive in our region.

As a coalition, we've centered our efforts around listening to and elevating diverse voices; crucial for expanding opportunities for inclusion within a regional, place-based economy like the Detroit Region's advanced mobility industry. This progress and the resulting successes outlined here have been made possible through the investment and support of the U.S. Economic Development Administration and the leadership of the Detroit Regional Partnership. We are immensely grateful to both and look forward to further strengthening our region's advanced mobility ecosystem in the years and decades to come.

CHRISTINE ROEDER
EXECUTIVE VICE PRESIDENT, GEM
DETROIT REGIONAL PARTNERSHIP



“The message is clear for entrepreneurs in Michigan. There are a lot of opportunities to have a business and to learn something new. We can do anything here, and there's a lot of support to do it.”

MARCO SANTANA
CO-FOUNDER OF SMT AUTOMATION

SOUTHEAST MICHIGAN GRANTS COALITION BOARD OF DIRECTORS

Kristin Dziczek, Policy Advisor, Federal Reserve Bank of Chicago - Detroit Branch

Liz Keen, Chief Strategy Officer, Newlab

Zachary Kolodin, Chief Infrastructure Officer, State of Michigan

Maureen Donohue Krauss, President and CEO, Detroit Regional Partnership

Dr. Robert McMahan, President and Professor of Physics, Kettering University

Michelle Sourie Robinson, President and CEO, Michigan Minority Supplier Development Council

Dave Schweitert, Chief Policy Officer, Alliance for Automotive Innovation

Jonathan Smith, Chief Deputy Director, Labor & Economic Opportunity, State of Michigan

Cheryl Thompson, Founder and CEO, Center for Automotive Diversity, Inclusion and Advancement

2024/YEAR 2 ACHIEVEMENTS

Highlights of the past year from each of GEM's six pillar initiatives.



- More than 30 new industrial sites in the VIP program in 2024, more than 10 sites moving forward in the program for physical site studies, and four active projects currently on VIP sites
- The VIP team was able to completely transform and launch a new program strategy that is successfully underway in 2024, including two new site readiness stages to further invest in the sites



- \$331,425,000 in Venture Capital investment in mobility so far, well over our goal of \$140,000,000 in VC by the end of the grant period
- MAIN has engaged with 473 companies, 312 of which have received direct and intensive support including one-on-one coaching
- 46 products commercialized
- MAIN has engaged 4,330 people through MAIN events and MI Tech Week



- Initiated and completed the Future Mobility Technology Study, which identifies the seven future mobility technologies positioned to have the most impact in the region by 2030
- Finalized and disseminated the first round of the Social Networking Analysis (SNA) results and began the second-round survey. Results will help inform the level of connectedness of mobility entities in the region and the impact of the GEM initiative
- Completed seven Immersive Innovation Lab engagements, exercises designed to increase engagement between well-connected and lesser-connected mobility stakeholders
- Executed equity-based community outreach through 28 stakeholder interviews and eight small group reflective listening sessions with diverse community connectors across the region and industry
- Convened the GEM coalition, SEMGC Board of Directors, DEIJ and Research Workgroups consistently throughout the year, fostering collaboration and communication among the GEM ecosystem



- Detroit Regional Chamber/MICHauto held multiple work-based learning events across the region reaching more than 1,500 high school students while their "You Drive The Future" program has 14 influencers creating content to promote careers in mobility on TikTok, Instagram, and YouTube
- The six Michigan Works Agencies covering the 11-county GEM Region have conducted more than 300 mobility career consultations and have enrolled 139 job seekers in training
- The 11 organizations in the Talent Transformation pillar have provided GEM program support information to more than 240 businesses in the region.



- Admitted 76 companies, completed 57 company assessments and have successfully delivered 20 out of 80 transformative technical assistance projects
- 57% of the admitted companies with technical assistance projects report HEC designation status.
- Hosted 2 manufacturing roadshows: American Manufacturing Communities Collaborative Roadshow (Apr. 2024), and Making Michigan Technology Showcase (Oct. 2024)
- Serving companies in 10/11 counties

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- Two companies, OptimizeEV and Gridlink have started testing at Detroit Smart Parking Lab (DSPL) with support from Michigan Mobility Funding Platform grants and Testing & Proving team facilitation
- Test sites have employed investments to build up capacity around testing safety and feasibility of future mobility technologies in areas such as bi-directional charging, autonomous vehicles, and V2X communication

LOOKING AHEAD TO 2025

High-level priorities for the upcoming year include the following efforts:



- Successfully land mobility and advanced manufacturing projects on VIP sites for job creation and investment
- Add an additional 50+ properties to the VIP program for desktop due diligence with 28 of those sites moving on to receive physical sites studies
- Launch new marketing and educational materials, including the development of a site readiness playbook for the Detroit Region to help communities and stakeholders prepare sites to compete for next generation mobility projects



- Increasing top of funnel activity to increase amount of mobility founders in MAIN
- Improving user experience of the founder journey through MAIN
- Invest Detroit Ventures is developing a Mobility-specific Venture



- Continued research work including policy benchmarking and workforce studies
- Use insights from community listening sessions to develop onboarding strategies and messaging for historically excluded communities to connect to the advanced mobility ecosystem
- Regular cadence of storytelling around the positive impact GEM is having on mobility companies, entrepreneurs, and job seekers



- Increase the number of job seekers served via career consultations, training, and placements as they achieve their mobility ready credentials
- Fully serve mobility employers by connecting them with talent service providers through the Mobility Talent Resource Network
- Commission a research study that builds off of the recent GEM research on the 7 key future technologies for mobility that will help guide how the region will prepare for the talent needs of these upcoming technologies



- Recruiting and assessing remaining companies to meet the goal of 100 companies assessed
- Allocate remaining funding and complete the majority of technical assistance projects
- Finalizing several case studies to highlight company transformation

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- Expanding opportunities for GEM test sites and potential test site users to connect
- Upcoming opportunities include test site participation in a "Testing Plaza" at the inaugural Michigan Future Mobility Conference in Detroit in October, as well as a 'Test Site Reverse Pitch' virtual session

“We are so grateful to the EDA and the GEM program for investing in the future of manufacturers here in the Detroit Region.”

SHARON GOODMAN
CEO, C&N MANUFACTURING

