

DTX

DETROIT TECHNOLOGY EXCHANGE

LAUNCH DETROIT



BIZDOM
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 **DETROIT
CREATIVE
CORRIDOR
CENTER**



Launch Detroit is a highly competitive, 10-week summer accelerator for college students and recent graduates aspiring to launch a technology startup. Those accepted to participate receive an entrepreneurial stipend of \$2,500 per individual (up to \$7,500 per venture team).

Launch Detroit is a Detroit Technology Exchange (DTX) program, a partnership between TechTown Detroit, Bizdom, Invest Detroit, the Detroit Creative Corridor Center, NextEnergy, Techstars and Henry Ford Innovation Institute. It is supported by the Michigan Economic Development Corp.'s Michigan Strategic Fund and the New Economy Initiative for Southeast Michigan.

STRUCTURE

- Curriculum based on *The Startup Owner's Manual*, a step-by-step business development guide written by famed serial entrepreneurs Steve Blank and Bob Dorf
- Enrolled teams will be given access to co-working space at TechTown
- Weekly workshops and one-on-one coaching
- Time outside of workshops will be spent pursuing customer validation and acceptance
- Program culminates with a showcase, where startups pitch to industry experts, local stakeholders, and potential partners and investors
- Teams have the option to pursue project ideas from some of Michigan's top companies, gaining the advantage of working on projects of known significance and interacting with their industry sponsors throughout the course of the program.

PROGRAM WILL COVER

- Searching for a business model
- Finding the right product/market fit
- Acquisition of necessary resources
- Obtaining first customers
- Developing a funding strategy

ELIGIBILITY REQUIREMENTS

- Undergraduate and graduate students, or recent graduates from any Michigan university, seeking to launch a technology-based business
- Teams of at least two are required. Individual applicants may be accepted to form or join a team
- Full-time commitment for 10 weeks

CURRICULUM

- Value propositions
- Customer segments
- Distribution channels
- Customer relationships
- Revenue streams
- Partnerships
- Resources
- Activities and costs
- Pitch practice

IMPORTANT DATES

- March 20: Application period opens
- May 1: Application periods ends
- May 22: Launch Detroit begins
- July 30: Showcase

INFORMATION SESSION

Tuesday, April 14 2015:

After a brief presentation about the program and a highlighting of several projects offered by industry, you will be able to ask questions of the teaching team and former participants. Pizza will be provided.



Apply today!



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techtowndetroit.org/launchdetroit