



**Event Program – Urban Entrepreneurship Symposium 2015**

Friday, October 23, 2015, 8:00 am to 4:30 pm

(networking reception 5:00 pm to 8:00 pm)

College for Creative Studies – A. Alfred Taubman Center for Design Education

6400 Cass Avenue – 11<sup>th</sup> Floor, Detroit, MI 48202

This event will provide concrete information, resources, and connections that will enable actual and aspiring entrepreneurs to create scalable, profit-making businesses that address important urban community needs. Attendees will include entrepreneurs, students, community leaders, business leaders, government representatives, community service organization members, and more. The event will both inform and inspire, and will yield a set of findings that will guide further development of an urban entrepreneurship ecosystem.

**Note regarding event parking:**

FREE parking is available in the CCS surface lot located at Baltimore & Cass Avenue. Press the call button and let them know you are attending the Urban Entrepreneurship Symposium. Additional parking is available directly across the street in the parking structure for a fee of \$5.

<b>8:00 am to 8:40 am</b>	<b>Registration, Reception and Continental Breakfast</b>
<b>8:45 am to 9:00 am</b>	<p><b>Welcome and Overview</b>  <b>W. David Tarver</b>, President and Founder, Urban Entrepreneurship Initiative, Inc.</p> <p>Mr. Tarver will define the purpose and goals of the Urban Entrepreneurship Initiative and the Symposium, and will acknowledge program participants, sponsors, and organizers.</p>
<b>9:00 am to 9:45 am</b>	<p><b>Session 1: Urban Problem Mining</b>  Moderator:  <b>Tifani Jones Sadek</b>, Partner, Sadek Bonahoon PLC</p> <p>Panelists:  <b>Maggie DeSantis</b>, Founder, Eastside Community Network  <b>James Feagin</b>, Outreach Manager, Detroit Economic Growth Corp.  <b>Lauren Hood</b>, Founder, DeepDiveDetroit Inc.  <b>Chad Rochkind</b>, Founder, Human Scale Studio</p> <p>Panelists will each advocate passionately for the solution of a significant problem the community faces. Each presenter will illustrate why the problem is important, and how the community will benefit from solving the problem. Brief (&lt;5 min.) presentations followed by Q&amp;A panel.</p>
<b>9:45 am to 9:50 am</b>	<p><b>Introduction of Keynote Speaker</b>  W. David Tarver, Founder and President, Urban Entrepreneurship</p>

	Initiative
<b>9:50 am to 10:20 am</b>	<p><b>Keynote Address</b>  <b>Miguel McKelvey</b>, co-founder and chief creative officer at WeWork, Inc., New York</p>
<b>10:20 am to 10:30 am</b>	<b>Break</b>
<b>10:30 am to 11:15 am</b>	<p><b>Session 2: Community Engagement Strategies</b>  Moderator:  <b>Rishi Moudgil</b>, Managing Director, U-M Center for Social Impact</p> <p>Panelists:  <b>Garlin Gilchrist</b>, Deputy Technology Director for Civic Community Engagement, City of Detroit  <b>Cornetta Lane</b>, Founder, Detroit Dialogs  <b>Dan Pitera</b>, Executive Director, University of Detroit Mercy School of Architecture Collaborative Design Center  <b>Lyneir Richardson</b>, Executive Director, Rutgers University Business School Center for Urban Entrepreneurship and Economic Development</p> <p>Panelists will discuss the strategies and methods they have employed for community engagement. Each participant has a track record of effective community engagement, and have utilized different engagement methods. For example, community immersion, community action research, data analytics, etc. Brief presentations (&lt;5 min.) followed by Q&amp;A panel.</p>
<b>11:20 am to 12:05 pm</b>	<p><b>Session 3: Scalable Urban Business Models</b>  Moderator:  <b>Forrest Carter</b>, Faculty Director – Institute of Entrepreneurship &amp; Associate Professor of Marketing, Michigan State University</p> <p>Panelists:  <b>David Anderson</b>, Co-Founder, Bamboo Detroit  <b>Ralph Clark</b>, President &amp; CEO Shotspotter, Inc.  <b>Anya Babbitt</b>, Founder &amp; CEO, Splitting Fares (SPLT)  <b>Leslie Horn</b>, CEO, Three Squared, Inc.</p> <p>These business founders will each discuss how they managed to create a business that solves an important urban problem, and the pitfalls they experienced along the way. How did they identify the problem that their business solves? How did they arrive at their solution? How does the business sustain itself, i.e., make money? How was the business financed? What are the opportunities for scaling the business? Brief presentations (&lt;5 min. each) followed by Q&amp;A panel.</p>
<b>12:05 pm to 12:15 pm</b>	<b>Break</b>

<p><b>12:15 pm to 1:30 pm</b></p>	<p><b>Luncheon Program</b>  <b>The University’s Role in Urban Innovation</b></p> <p>Program Host:  <b>Ned Staebler</b>, Vice-President for Economic Development, Wayne State University and President and CEO, TechTown Detroit</p> <p>Program Guests:  <b>Lou Anna K. Simon</b>, President, Michigan State University  <b>Cynthia Wilbanks</b>, Vice-President for Government Relations, University of Michigan  <b>Antoine Garibaldi</b>, President, University of Detroit Mercy</p> <p>University leaders will discuss their institution’s role and effectiveness in driving and assisting urban innovation and business development. What are universities doing to advance urban quality of life? Where have their efforts succeeded, and where have they fallen short? How can these universities nurture, support, and enhance the kind of innovation needed to enhance urban communities?</p>
<p><b>1:30 pm to 1:40 pm</b></p>	<p><b>Break</b></p>
<p><b>1:40 pm to 2:25 pm</b></p>	<p><b>Session 4: Business models for entry-level employment</b></p> <p>Moderator:  <b>Malinda Jensen</b>, VP Business Development, Detroit Economic Growth Corporation (DEGC)</p> <p>Panelists:  <b>Heath Carr</b>, COO, Bedrock Manufacturing (Shinola)  <b>Paul M. Hickman</b>, Owner, Urban Ashes  <b>Calvin Evans</b>, HR/Operations Manager, Urban Ashes  <b>Don Reimer</b>, Director – Entrepreneurship Programs, Lawrence Technological University  <b>Jim Robinson</b>, Founder, Metro EZ Ride</p> <p>Business leaders will discuss prospects and business models for employing significant numbers of low-to-medium skill level urban workers. For example, the “gig economy” is often cited as a collection of business models (witness Uber, for example) for employing large numbers of people. Also, some companies are “on-shoring” manufacturing jobs. What are the prospects for this, and what types of manufacturing businesses are most amenable to the practice? Each business leader will advocate a different approach for employing urban workers. Brief presentations (&lt;5 min. each) followed by Q&amp;A panel.</p>
<p><b>2:25 pm to 2:35 pm</b></p>	<p><b>Break</b></p>

<b>2:35 pm to 3:20 pm</b>	<b>Seminar period 1</b>
<p>Location 1 – Financing the Urban Startup</p> <p><b>General Motors Auditorium</b></p>	<p>Seminar Leaders:  <b>Patricia Glaza</b>, VP &amp; Managing Director, Invest Detroit  <b>Julie Lein</b>, Co-Founder, Tumml (San Francisco)</p> <p>Contributor:  <b>Doug Neal</b>, Managing Partner, Michigan eLab Capital Partners  <b>Ray Waters</b>, President, Detroit Development Fund</p> <p>What are the financing methods available to urban startups? Which have proven most effective? What are some examples of successfully financed urban-focused startups? What are the gaps in the availability of financing? What about crowd-funding? How do angels and venture capitalists view the prospects for investing in urban-focused startups?</p> <p><b>Objective: Identify the financing methods available to urban startups, and how to choose the most appropriate method for a given business. Also, identify and explore the feasibility of crowd-funding, micro-finance, and other non-traditional methods.</b></p>
<p>Location 2 – Conceiving and Developing an Urban-Focused Business</p> <p><b>Knight Gallery</b></p>	<p>Seminar Leader:  <b>W. David Tarver</b>, Founder and President, Urban Entrepreneurship Initiative</p> <p>Contributors:  <b>Aubrey Agee</b>, Senior Program Administrator, Blackstone Launchpad  <b>Kate Bordine</b>, Local Partner, Our/Detroit  <b>April Boyle</b>, Executive Director, Build Institute  <b>Marcus Harris</b>, Operations Officer, ARISE Detroit!</p> <p>An overview of the end-to-end process of urban-focused business creation will be followed by an interactive discussion of participant experiences, pitfalls, and suggestions. What are the biggest stumbling blocks for urban-focused startups, and how can they be overcome? How do you design a business to scale – i.e., solve the same basic problem for many people in many different places?</p> <p><b>Objective: Define a high level “curriculum” that can be used to instruct entrepreneurs who wish to create urban-focused businesses. The curriculum should reflect the actual experiences and needs of aspiring urban entrepreneurs.</b></p>
<b>3:20 pm to 3:30 pm</b>	<b>Break</b>
<b>3:30 pm to 4:15 pm</b>	<b>Seminar period 2</b>
<p>Location 1 – Community Engagement and “Human-Centered”</p>	<p>Seminar Leaders:  <b>Hajj Flemings</b>, CEO/Founder of Brand Camp University  <b>Deborah Parizek</b>, Executive Director, Henry Ford Learning Institute</p>

<p>Design</p> <p><b>General Motors Auditorium</b></p>	<p>You've decided that your mission is to improve the quality of life in your community by starting a profit-making business. Where do you begin? How do you assess what the community needs? How do you focus on an important need and convert that into a business opportunity? How do you design the business, and the product, in a way that is most attractive to the community members?</p> <p><b>Objective: Define the tools and methods available to urban entrepreneurs to perform effective community engagement and "human-centered" design.</b></p>
<p>Location 2 - Finding Innovative Tech for Urban-Focused Businesses</p> <p><b>Knight Gallery</b></p>	<p>Seminar Leader: <b>Kelly Burris</b>, Patent Attorney, Brinks, Gilson and Lione</p> <p>Many businesses are fueled by innovative technology that yields a competitive advantage. How can urban-focused businesses create/access/protect such innovations?</p> <p><b>Objective: Outline the ways urban entrepreneurs can gain access to licensable intellectual property to fuel their businesses. Explore how a clearinghouse might be created to match defined urban needs with existing inventions and inventors.</b></p>
<p>4:30 pm to 5:15 pm</p> <p><b>Harley Earle Conference Room</b></p>	<p><b>VIP Reception/General Networking (Invitation Only)</b></p>
<p>5:00 pm to 8:00 pm</p> <p><b>Northern Lights Lounge</b></p> <p><b>660 W. Baltimore St. (short walk from event venue)</b></p>	<p><b>Networking Reception</b></p> <p>A relaxed, collegial networking event that will facilitate both social and business connections.</p> <p>Light hors d'oeuvres</p> <p><b>Live music by Al McKenzie Trio!</b></p>