Strategic Planning (Working Version)

AA/YP LDFA
July 06, 2018
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<td>82</td>
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Model: Strategic Planning (Working Version)

Description: Active Version - Available for Changes
Number of Projects: 15
Budget Allocated ($): 700,000 / 3,600,000
Number of Experts: 20
Number of Project Owners: 7

Budget Allocation

Selected Projects

<table>
<thead>
<tr>
<th>ID</th>
<th>NAME</th>
<th>COST ($)</th>
<th>STRAT</th>
<th>COMPLEX</th>
<th>URGENCY</th>
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<td>Boot Camp</td>
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<tr>
<td></td>
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<td></td>
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<td>59</td>
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<td>43</td>
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<tr>
<td></td>
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<td>30,000</td>
<td>32</td>
<td>80</td>
<td>88</td>
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<tr>
<td></td>
<td>Project Gr Incubator updates, Ypsilanti</td>
<td>60,000</td>
<td>32</td>
<td>33</td>
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</table>
### Projects

<table>
<thead>
<tr>
<th>ID</th>
<th>NAME</th>
<th>COST ($)</th>
<th>STRATEGIC VALUE</th>
<th>COMPLEXITY</th>
<th>URGENCY</th>
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<tbody>
<tr>
<td>LDFA marketing -</td>
<td>Create and Execute a Marketing Plan to Promote Region as Place for Business Growth</td>
<td>300,000</td>
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<td></td>
<td>Increased Reliability of A2I-NET</td>
<td>2,200,000</td>
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<td>11</td>
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<td></td>
<td>Mobility Specialist</td>
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<td>100</td>
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<tr>
<td>project blue</td>
<td>Project Blue</td>
<td>60,000</td>
<td>74</td>
<td>67</td>
<td>83</td>
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<tr>
<td></td>
<td>Talent retention of University Students</td>
<td>200,000</td>
<td>57</td>
<td>66</td>
<td>88</td>
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<tr>
<td>n/a</td>
<td>strategic planning</td>
<td>0</td>
<td>73</td>
<td>67</td>
<td>89</td>
</tr>
</tbody>
</table>
Model: Strategic Planning (Working Version)
Areas of Focus

Summary

AA/YP LDFA has identified 5 strategic priorities that will guide its Strategic Planning (Working Version):

- High-Tech Company
- Connected High-Tech Ecosystem
- Promote Region
- High-Tech Company Creation and Growth
- Talent & Workforce Investment

Strategic Value Scorecard

High-Tech Company
- Support access to
- Encourage and support
- Support efforts to
- Assist in the

Connected High-Tech
- Drive the creation of
- Drive interaction
- Foster tech culture and
- Collaborate to cause

Promote Region
- Develop a marketing
- Attract investment
- Collaborate with other
- Encourage

High-Tech Company
- Support company
- Foster a startup
- Educate

Talent & Workforce
- Develop
- Facilitate and
Summary

We also identified Subject Matter Experts for each one of the Goals that guide AA/YP LDFA's Strategic Planning (Working Version).

The Experts

1. Support access to affordable workspace
   Tom Crawford, Susan Pollay, Beth Ernat

2. Encourage and support smart city initiatives
   Tom Crawford, Susan Pollay, Beth Ernat

3. Support efforts to establish regional Transportation
   Tom Crawford, Susan Pollay, Beth Ernat

4. Assist in the establishment of affordable and reliable fiber/internet access
   Tom Crawford, Susan Pollay, Beth Ernat

5. Drive the creation of sustainable ecosystem
   Komal Doshi, Kelly Sexton

6. Drive interaction that causes connections with other smart zones to enhance regional economy
   Komal Doshi, Kelly Sexton

7. Foster tech culture and Community
   Komal Doshi, Kelly Sexton

8. Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
   Komal Doshi, Kelly Sexton

9. Develop a marketing plan that promotes our entrepreneurial and innovative culture
   Mary Kerr, Elizabeth Parkinson, Paula Sorrell

10. Attract investment capital and talent to region
    Mary Kerr, Elizabeth Parkinson, Paula Sorrell

11. Collaborate with other entities to leverage community message
    Mary Kerr, Elizabeth Parkinson, Paula Sorrell

12. Support company creation/growth/viability
    Mike Psarouthakis, Phil Tepley, Bill Mayer

13. Foster a startup environment
    Mike Psarouthakis, Phil Tepley, Bill Mayer

14. Encourage entrepreneurship
    Mike Psarouthakis, Phil Tepley, Bill Mayer
Summary

Next we performed a pairwise comparison to obtain the relative weights of each priority and objective.

Each strategic priority is compared to every other strategic priority. Within each individual priority all of the strategic objectives are compared to each other to obtain those relative weights.
## Model: Strategic Planning (Working Version)

### Strategic Priorities Comparisons

<table>
<thead>
<tr>
<th>Comparison</th>
<th>High-Tech Company</th>
<th>Connected High-Tech Ecosystem</th>
<th>High-Tech Company</th>
<th>Promote Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly Infrastructure</td>
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<tr>
<th>Comparison</th>
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<th>Talent &amp; Workforce Investment</th>
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<tr>
<td>Creating and Growth</td>
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<td></td>
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<th>Talent &amp; Workforce Investment</th>
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<th>High-Tech Company</th>
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<tbody>
<tr>
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<td></td>
<td></td>
<td>Creation and Growth</td>
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<th>Comparison</th>
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<td></td>
<td></td>
<td>Creation and Growth</td>
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</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>High-Tech Company</td>
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</tr>
<tr>
<td>Connected High-Tech</td>
<td>17%</td>
</tr>
<tr>
<td>Promote Region</td>
<td>17%</td>
</tr>
<tr>
<td>High-Tech Company</td>
<td>30%</td>
</tr>
<tr>
<td>Talent &amp; Workforce</td>
<td>17%</td>
</tr>
</tbody>
</table>
Model: Strategic Planning (Working Version)
High-Tech Company Friendly Infrastructure Comparisons

Comparisons

- Support access to affordable work space
- Support access to affordable work space
- Encourage and support smart city initiatives
- Assist in the establishment of affordable and reliable fiber/internet access
- Support access to affordable work space
- Support efforts to establish regional Transportation
- Encourage and support smart city initiatives
- Support efforts to establish regional Transportation
- Assist in the establishment of affordable and reliable fiber/internet access

- 21% Support access to affordable work space
- 31% Encourage and support smart city
- 11% Support efforts to establish regional
- 37% Assist in the establishment of
Model: Strategic Planning (Working Version)

Connected High-Tech Ecosystem Comparisons

Comparisons

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone

---

25% Drive the creation of sustainable ecosystem

17% Drive interaction that causes connections

27% Foster tech culture and Community

31% Collaborate to cause connections among...
Model: Strategic Planning (Working Version)
Promote Region Comparisons

Comparisons

- Develop a marketing plan that promotes our entrepreneurial and innovative culture
- Attract investment capital and talent to region
- Develop a marketing plan that promotes our entrepreneurial and innovative culture
- Collaborate with other entities to leverage community message

50% Develop a marketing plan that promotes our entrepreneurial
24% Attract investment capital and talent to region
20% Collaborate with other entities to leverage community
Model: Strategic Planning (Working Version)
High-Tech Company Creation and Growth Comparisons

Comparisons

- Support company creation/growth/viability
- Foster a startup environment
- Support company creation/growth/viability
- Encourage entrepreneurship

- Support company creation/growth/viability
- Educate entrepreneurs
- Foster a startup environment
- Encourage entrepreneurship

- Foster a startup environment
- Educate entrepreneurs
- Encourage entrepreneurship
- Educate entrepreneurs

- 38% Support company
- 29% Foster a startup environment
- 11% Encourage entrepreneurship
- 22% Educate entrepreneurs
Model: Strategic Planning (Working Version)
Talent & Workforce Investment Comparisons

Comparisons

Develop and support talent initiatives to meet the needs of high-tech community
Facilitate and communicate employment needs of high-tech ecosystem

30%
Develop and support talent initiatives to meet the needs of high-tech community

70%
Facilitate and communicate employment needs of high-tech ecosystem
Summary

After performing all of the pairwise comparisons, our scorecard now shows the relative weights of each priority and objective. These weights should represent how important each priority/objective is for our organization.

We also see the initials of each expert that has been assigned to each strategic objective.
Model: Strategic Planning (Working Version)
Strategic Value Criterion

Summary

Working with AA/YP LDFA’s subject matter experts, we developed a scoring scale for each of the criteria to be used in assigning a score for each project in each criterion.

Each level will be defined so that a project will be judged to fall in which level and, thus, a score can be obtained for that project in the given criterion.
Support access to affordable workspace

**Description:** Access to affordable workspace means small companies can find and utilize short-term leases (2 years or less) office or workspace to house their company as it manages through an early growth phase towards a scalable, profitable business model.

**Levels of Measurement:**

**Low Desirability**
- Wait times: >6-month wait for space for small growing companies
- Number of companies moving into commercial real estate: >5
- Affordability: Accessible to established companies
- Location: greenfield

**Medium Desirability**
- Wait times: 6-month wait time for space for small growing companies
- Number of companies moving into commercial real estate: >10
- Affordability: Accessible to small-medium companies
- Location: low density center

**High Desirability**
- Wait Times: Readily available space for small growing companies
- Number of companies moving into commercial real estate: >100
Encourage and support smart city initiatives

**Description:** Smart City initiatives generally include the collection of data (from things like sensors or other means) to supply information to manage local assets and resources efficiently. Initiatives may involve other entities, partnerships, and/or direct investments.

**Levels of Measurement:**

**Low Desirability**
- Financial impact: Financially beneficial to private not to public
- Data usage: Data collection
- Beneficiaries: Data benefits a single stakeholder or single use

**Medium Desirability**
- Financial impact: Financially beneficial to private, break-even to public
- Data usage: Data is mined and analyzed
- Beneficiaries: Data benefits multiple stakeholders and can be used for multiple uses

**High Desirability**
- Financial Impact: A mutually financially beneficial (public and private) arrangement
- Data usage: Data is used for predictive analysis, decision making, and promotion/marketing
- Beneficiaries: Data benefits multiple stakeholders, is multi-use and integrated with
Support efforts to establish regional Transportation

**Description:** Regional transportation options are an important quality-of-life attribute for tech worker’s. Regional transportation strategies vary from things such as walking, biking, busing, shared transportation options, rail, etc. Supporting these modes of transportation can vary from direct investment and partnerships to policy advocacy.

**Levels of Measurement:**

**Low Desirability**
- Connection: Intra county connection
- Convenience: •
- Availability: 6am-10pm • Wait times: 30 minutes •
- Affordability: Affordable (cheaper than parking) • User information: Readily available, easy to use information, improved status tracking

**Medium Desirability**
- Connection: Ann Arbor-Detroit connection
- Convenience: • Availability: Expanded hours of service (overnight service) • Wait times: 15-20 minutes •
- Affordability: [Reduced cost to employees in smart zone; reduced overall cost for regional commuters] •
- User information: Readily available, easy to use information, push-pull system
Assist in the establishment of affordable and reliable fiber/internet access

**Description:** Affordable, reliable electronic communication is critical infrastructure for a healthy high-tech industry. Assistance in establishing this infrastructure includes things such as direct investment in fiber/conduit and related technology assets, partnerships with third parties, support for new business models, and advocacy for policies which encourage the development and expansion of affordable & reliable high-speed connectivity and internet access.

**Levels of Measurement:**

**Low Desirability**
- Coverage/quality: Broadly deployed of moderate quality
- Affordability: Clear pricing and services
- Uptime: Reduce number of outages

**Medium Desirability**
- Coverage/quality: High quality in tech districts and moderate quality throughout
- Affordability: Reduce current prices
- Uptime: Minimal outages

**High Desirability**
**Model: Strategic Planning (Working Version)**

**Drive the creation of sustainable ecosystem Criteria**

**Summary**

**Drive the creation of sustainable ecosystem**

**Description:** Two approaches:
1. Help create an ecosystem of stakeholders that recognizes mutual benefit of collaborating and investing in new companies, early stage technology, and talent K-12 and beyond so that the LDFA funds are no longer needed.
2. Identify private sector sources of funding to maintain accelerators, incubators, and other entrepreneur support programs.

**Levels of Measurement:**

**Low Desirability**
- Recruit new private sector companies investing in local programs that support tech company growth: 2xROI
- Amount of additional private sector investment in local programs that support tech company growth: 2XROI
- Culture of valuing give back mentality—successful entrepreneurs supporting new entrepreneurs
- New investment: >$50K
- Mentorship: new volunteer mentors recruited >5
- Startups supported: >5

**Medium Desirability**
- Recruit new private sector companies investing in local programs that support tech company growth: 5xROI
- Amount of additional private sector investment in local programs that support tech company growth: 5XROI
- Culture of valuing give back mentality—successful entrepreneurs supporting new entrepreneurs
- New investment: >$200K
- Mentorship: new volunteer mentors recruited >10
- Startups supported: >10
Model: Strategic Planning (Working Version)

Drive interaction that causes connections with other smart zones to enhance regional economy

Summary

Drive interaction that causes connections with other smart zones to enhance regional economy

Description: Collaboration with Tech Town, Automation Alley, and other Smart Zones will allow us to leverage each other’s assets (Smart Zone programs, businesses and institutions in the regions) to be more efficient with our resources, and establish a larger global presence.

Levels of Measurement:

Low Desirability
- Self-sustaining event that attracts regional tech companies and investors to southeast Michigan - Regional marketing campaign on high tech southeast Michigan companies

Medium Desirability
- Self-sustaining event that attracts national tech companies and investors to southeast Michigan - National marketing campaign on high tech southeast Michigan companies

High Desirability
- Self-sustaining event that attracts global tech companies and investors to southeast Michigan - Global marketing campaign on high tech southeast Michigan companies
Model: Strategic Planning (Working Version)
Foster tech culture and Community Criteria

Summary

Foster tech culture and Community

**Description:** Support an environment that encourages technological innovation and creativity and encourages entrepreneurship, collaboration, risk taking and mentorship.

Levels of Measurement:

**Low Desirability**
- Create/sponsor social events for tech community (push)
- Maintain status quo of networks to retain tech talent as companies start/fail/grow/liquidity
- Tech-focused events in AA/YP area for all ages for local community

**Medium Desirability**
- Partner with tech community to create/execute social events
- Financially support tech talent transition opportunities as companies start/fail/grow/liquidity
- Tech-focused events in AA/YP area for all ages drawing participants from SE Michigan

**High Desirability**
- Participate in tech community-sponsored/created social events
- Tech community-supported talent transition opportunities as companies
Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone

**Description:** Industry, academia, workforce, government, and financing community all have their own interests, needs, and capabilities. A prosperous economic region, while in their best interest, isn’t usually their top priority. The LDFA (possibly through SPARK) can help facilitate productive communication amongst the parties to initiate and maintain synergies that would not occur to the same degree organically - possibly due to insularity, or due to their looking around the world for resources that might be here. This will help our high-tech stakeholders become/maintain industry leadership - resulting in high-margin business, less vulnerability to the benefits of off-shoring, and attraction of other companies, talent, and funding.

**Levels of Measurement:**

**Low Desirability**
- Engagement among regional universities and local tech community (per year)
- Launch of university startups: 1
- University licenses to local tech companies: 1-2
- Sponsorship of university research by local tech companies: $50K
- Hiring of regional university students/graduates: 1-2

**Strategic Value Criterion**

- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

- Strategic Value Score
Develop a marketing plan that promotes our entrepreneurial and innovative culture

**Description:** A guidance structure for the advancement of awareness to outside sources of the current benefits of the regional economy and culture.

**Levels of Measurement:**

**Low Desirability**
- Develop marketing plan and identify execution partners

**Medium Desirability**
- Execute marketing plan

**High Desirability**
- Increase number of high value tech companies in the region from outside the state
Model: Strategic Planning (Working Version)
Attract investment capital and talent to region Criteria

Summary

Attract investment capital and talent to region

Description: A structured plan to promote the assets of the region to other geographical areas as a way to encourage employees, investors, entrepreneurs, and researchers to relocate and make investments in our region.

Levels of Measurement:

Low Desirability
- Maintain status quo

Medium Desirability
- Have capital sources set up operations in the region

High Desirability
- Decrease the number of years for a tech company to reach profitability or attract significant capital
Collaborate with other entities to leverage community message

Description: Create partnerships and collaborations with other agencies currently working within the region to advance the region as a place to invest capital, a place that has strong amenities, and a place that is attractive to high-tech development and employment.

Levels of Measurement:

Low Desirability
- Inventory current materials and campaigns being utilized by the community

Medium Desirability
Leverage and complement existing campaigns

High Desirability
Full high-level collaborative campaign promoting the region (CVB, UM, Real estate, corporations, state)
Support company creation/growth/viability

**Description:** Design, create and gather resources that provide meaningful assistance to entrepreneurs who start high-tech companies and need help commercializing their product or service. This would include identifying key partners and employees, proper work space, capital and education.

**Levels of Measurement:**

**Low Desirability**
- Company creation: Sustainably high volume of vetted high potential new companies created every year (< 25)
- Support Services: Maintain status quo to provide direct resources and intensive services to our companies before they are able to raise capital
- Access to capital: Sustain the status quo of companies raising capital with state assistance
- Talent: Maintain our existing inventory of C-suite skilled talent

**Medium Desirability**
- Company creation: Sustainably high volume of vetted high potential new companies created every year (25-50)
- Support Services: Streamline and increase the delivery of direct resources and intensive services to our companies before they are able to raise capital
Foster a startup environment

Description: Support an environment that encourages technological innovation and creativity and encourages entrepreneurship, collaboration, risk taking and mentorship.

Levels of Measurement:

Low Desirability
- Services provided: General networking for the broad startup community
- Connections created: Access to large companies
- Tech Transfer: passive

Medium Desirability
- Services provided: Start-up support services using high-quality, robust service provider inventory
- Connections created: • Substantive access to large companies so that startups can thoroughly validate their ideas • Other entrepreneurs and business service providers
- Tech Transfer: Better access to the technology developed by the university to our local startup community

High Desirability
- Services provided: Ensuring entrepreneurs can easily and quickly make go/no go decisions
- Connections created: • Large companies proactively supporting startups
- Tech Transfer: More robust access to the technology developed by the university to our local startup community
**Encourage entrepreneurship**

**Description:** Promote the benefits and rewards of starting something new, different, creative that meets social and consumer needs.

**Levels of Measurement:**

**Low Desirability**
- Maintain the status quo of education and encouragement pursuing entrepreneurship

**Medium Desirability**
- Create a conversation and actively take steps to address the Midwest risk adversity and conservatism

**High Desirability**
- Achieve a cultural change embracing the ideals and acceptance of calculated risk taking, entrepreneurship, and failure
**Educate entrepreneurs**

**Description:** Provide programs of various types (classroom, events, panel discussion, symposiums, books, and any other means) that provide guidance in how to create a business from scratch or build a company for commercial success/profitability.

**Levels of Measurement:**

**Low Desirability**
- Provide static resources to enable self-directed learning for our entrepreneurs

**Medium Desirability**
- Classroom/workshops that provide interactive learning experience - Assist and be additive to other educational programs implemented by our partners

**High Desirability**
- Classrooms/workshops paired with one on one direct assistance in critical topical areas - Assist and be additive to other educational programs implemented by our partners - Attraction of world-class educational resources
Model: Strategic Planning (Working Version)
Develop and support talent initiatives to meet the needs of high-tech community Criteria

Summary

Develop and support talent initiatives to meet the needs of high-tech community

Description: Support programs that provide the skills needed to support and grow a high-tech community.

Levels of Measurement:

Low Desirability
Low impact on: • Increase number of tech talent of age 25-34 in the region: • Retain tech related college educated talent (certificates, associate’s, bachelors, masters, etc): • Increase number of students graduating HS going into STEM career

Medium Desirability
Medium impact on: • Increase number of tech talent of age 25-34 in the region: • Retain tech related college educated talent (certificates, associate’s, bachelors, masters, etc): • Increase number of students graduating HS going into STEM career

High Desirability
High impact on • Increase number of tech talent of age 25-34 in the region: • Retain tech related college educated talent (certificates, associate’s, bachelors, masters, etc): • Increase number of students graduating HS going into STEM career
Facilitate and communicate employment needs of high-tech ecosystem

**Description:** Understand the employment needs of the high-tech community. Once those needs are known, help ensure workforce training and employee recruitment programs meet those needs.

Levels of Measurement:

**Low Desirability**
- Identification of needs: Confirms/updates existing information based on project participants submissions
  - Action: analyzes data; creates summary info for users
  - Beneficiaries: participating entities

**Medium Desirability**
- Identification of needs: Compiles information for variety of sources – proactive submissions and broader economic resources
  - Action: analyzes data; generates recommendations for users
  - Beneficiaries: participating entities, local and state stakeholders

**High Desirability**
- Identification of needs: Identifies new/previous unknown information about workforce needs
  - Action: Establishes resource or mechanism for addressing the needs
  - Beneficiaries: participating entities, local and state stakeholders
Model: Strategic Planning (Working Version)

Urgency Criteria

Summary

Urgency

Description:

Levels of Measurement:

Low Desirability
- Needs to be started 6-12+ months

Medium Desirability
- Needs to be started 1-6 months

High Desirability
- Needs to be started <1 month - Risk of missing an opportunity - Right service at the right time for supported companies
Model: Strategic Planning (Working Version)

Complexity Criteria

Summary

Complexity
Description:

Levels of Measurement:

Low Desirability
- Relatively easy to do with limited number of partners and stakeholders

Medium Desirability
- Multiple variables and partners (2~4 partners involved)

High Desirability
- High number of variables and partners (>4 partners) - Regulatory, infrastructure, political, and zoning compounding factors
## Model: Strategic Planning (Working Version)

### All Projects

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<td>28</td>
<td>99</td>
<td>96</td>
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<td>Business Acceleration Grants to Entrepreneurs</td>
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<td>Quality of Place Student Retention Program</td>
<td>30,000</td>
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<td>Talent retention of University Students</td>
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### Projects

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<tr>
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<th>NAME</th>
<th>COST ($)</th>
<th>STRATEGIC VALUE</th>
<th>COMPLEXITY</th>
<th>URGENCY</th>
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Model: Strategic Planning (Working Version)
Project: Digital Engagement Center program for company growth

Summary

Project Name:
Digital Engagement Center program for company growth

Project Description:
Led by a qualified teaching team, this program provides a team of two interns to assist a startup with the marketing/digital engagement efforts. The goal is to take screened students and provide them with on-the-job training to give them enough skill to be employable by our regional tech companies.

Internal Project ID

Project Cost ($):
$600000

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<tr>
<th>Project Scores</th>
<th>Encourage and support smart city initiatives</th>
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<tr>
<td>Support access to affordable work space</td>
<td>Assist in the establishment of affordable and reliable fiber/internet access</td>
</tr>
<tr>
<td>Drive the creation of sustainable ecosystem</td>
<td>Drive interaction that causes connections with other smart zones to enhance regional economy</td>
</tr>
<tr>
<td>Foster tech culture and Community</td>
<td>Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone</td>
</tr>
</tbody>
</table>
**Project Name:**
Digital Engagement Center program for company growth

**Project Description:**
Led by a qualified teaching team, this program provides a team of two interns to assist a startup with the marketing/digital engagement efforts. The goal is to take screened students and provide them with on-the-job training to give them enough skill to be employable by our regional tech companies.

**Internal Project ID**

**Project Cost ($):**
$60000
Model: Strategic Planning (Working Version)

Project: Digital Engagement Center program for company growth (cont.)

Summary

Project Name:
Digital Engagement Center program for company growth

Project Description:
Led by a qualified teaching team, this program provides a team of two interns to assist a startup with the marketing/digital engagement efforts. The goal is to take screened students and provide them with on-the-job training to give them enough skill to be employable by our regional tech companies.

Internal Project ID

Project Cost ($):
$600,000
Model: Strategic Planning (Working Version)
Project: Internship Match Program

Summary

Project Name: Internship Match Program

Project Description: Provide a 50% cost share to startups to encourage companies to take interns or allow them to take 1-2 interns beyond what they otherwise would be able to afford.

Internal Project ID

Project Cost ($): $200000

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Model: Strategic Planning (Working Version)
Project: Internship Match Program (cont.)

Summary

Project Name:
Internship Match Program

Project Description:
Provide a 50% cost share to startups to encourage companies to take interns or allow them to take 1-2 interns beyond what they otherwise would be able to afford.

Internal Project ID

Project Cost ($):
$200000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
Project: Internship Match Program (cont.)

Summary

Project Name:
Internship Match Program

Project Description:
Provide a 50% cost share to startups to encourage companies to take interns or allow them to take 1-2 interns beyond what they otherwise would be able to afford.

Internal Project ID

Project Cost ($): $200000
**Model: Strategic Planning (Working Version)**

**Project: Entrepreneur-in-Residence Program**

**Summary**

**Project Name:** Entrepreneur-in-Residence Program

**Project Description:**
Retain and attract skilled C-Suite talent with the appropriate skill set to support early stage company growth to the region.

**Internal Project ID**

**Project Cost ($):** $250000

---

**Project Scores**

- **Support access to affordable work space**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Support efforts to establish regional Transportation**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Drive the creation of sustainable ecosystem**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Foster tech culture and Community**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Encourage and support smart city Initiatives**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Assist in the establishment of affordable and reliable fiber/internet access**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Drive interaction that causes connections with other smart zones to enhance regional economy**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone**

  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability
**Summary**

**Project Name:**
Entrepreneur-in-Residence Program

**Project Description:**
Retain and attract skilled C-Suite talent with the appropriate skill set to support early stage company growth to the region.

**Internal Project ID**

**Project Cost ($):**
$250000

---

**Project Scores**

1. **Develop a marketing plan that promotes our entrepreneurial and innovative culture**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

2. **Attract investment capital and talent to region**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

3. **Collaborate with other entities to leverage community message**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

4. **Support company creation/growth/viability**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

5. **Foster a startup environment**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

6. **Encourage entrepreneurship**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

7. **Educate entrepreneurs**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

8. **Develop and support talent initiatives to meet the needs of high-tech community**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability
Model: Strategic Planning (Working Version)
Project: Entrepreneur-in-Residence Program (cont.)

Summary

Project Name:
Entrepreneur-in-Residence Program

Project Description:
Retain and attract skilled C-Suite talent with the appropriate skill set to support early stage company growth to the region.

Internal Project ID

Project Cost ($): $250000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

No Urgency, Low Urgency, Medium Urgency, High Urgency

Complexity

No Complexity, Low Complexity, Medium Complexity, High Complexity

18% High-Tech Company Friendly Infrastructure
0 17% Connected High-Tech Ecosystem
17% Promote Region
11% High-Tech Company Creation and Growth
99% Talent & Workforce Investment

21% Support access to affordable
0 25% Drive the creation of
100 30% Develop a marketing plan
3 35% Support company
100 30% Develop and support talent
99

31% Encourage and support smart
0 23% Drive interaction that causes
99 24% Attract investment
30 29% Foster a startup environment
98 70% Facilitate and communicate
99

11% Support efforts to establish
0 17% Foster tech culture and
89 26% Collaborate with other entities to
9 11% Encourage entrepreneurship
99
Model: Strategic Planning (Working Version)
Project: Business Acceleration Grants to Entrepreneurs

Summary

**Project Name:**
Business Acceleration Grants to Entrepreneurs

**Project Description:**
Grants made to third party service providers to perform work for the benefit of the startup company.

**Internal Project ID**

**Project Cost ($):**
$970500

---

**Project Scores**

- **Support access to affordable work space**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Encourage and support smart city initiatives**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Support efforts to establish regional Transportation**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Assist in the establishment of affordable and reliable fiber/internet access**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Drive the creation of sustainable ecosystem**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Drive interaction that causes connections with other smart zones to enhance regional economy**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Foster tech culture and Community**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability

- **Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone**
  - No Desirability
  - Low Desirability
  - Medium Desirability
  - High Desirability
Model: Strategic Planning (Working Version)
Project: Business Acceleration Grants to Entrepreneurs (cont.)

Summary

Project Name:
Business Acceleration Grants to Entrepreneurs

Project Description:
Grants made to third party service providers to perform work for the benefit of the startup company.

Internal Project ID

Project Cost ($):
$970500

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
Model: Strategic Planning (Working Version)
Project: Business Acceleration Grants to Entrepreneurs (cont.)

Summary

Project Name:
Business Acceleration Grants to Entrepreneurs

Project Description:
Grants made to third party service providers to perform work for the benefit of the startup company.

Internal Project ID

Project Cost ($):
$970500

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

Complexity

No Desirability | Low Desirability | Medium Desirability | High Desirability

No Urgency | Low Urgency | Medium Urgency | High Urgency

No Complexity | Low Complexity | Medium Complexity | High Complexity

---

10% High-Tech Company Friendly Infrastructure
17% Connected High-Tech Ecosystem
71% Promote Region
24% High-Tech Company Creation and Growth
81% Talent & Workforce Investment

21% Support access to affordable
25% Drive the creation of
99% Develop a marketing plan
0% Support company
30% Develop and support talent

31% Encourage and support smart
17% Drive interaction that causes
12% Attract investment
29% Foster a startup environment
70% Facilitate and communicate

11% Support efforts to establish
27% Foster tech culture and
50% Collaborate with other entities to
11% Encourage entrepreneurship
0% 0% 0%
Model: Strategic Planning (Working Version)
Project: Incubator updates, Ypsilanti

Summary

Project Name:
Incubator updates, Ypsilanti

Project Description:
Renovation of SPARK East

Internal Project ID
Project Green

Project Cost ($):
$600000

Project Scores

Support access to affordable work space

Support efforts to establish regional Transportation

Drive the creation of sustainable ecosystem

Foster tech culture and Community

Encourage and support smart city initiatives

Assist in the establishment of affordable and reliable fiber/internet access

Drive interaction that causes connections with other smart zones to enhance regional economy

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Summary

Project Name: Incubator updates, Ypsilanti

Project Description: Renovation of SPARK East

Internal Project ID: Project Green

Project Cost ($): $60000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
Model: Strategic Planning (Working Version)
Project: Incubator updates, Ypsilanti (cont.)

Summary

Project Name:
Incubator updates, Ypsilanti

Project Description:
Renovation of SPARK East

Internal Project ID
Project Green

Project Cost ($):
$60000

Project Scores
Facilitate and communicate employment needs of high-tech ecosystem

Complexity

Urgency
Model: Strategic Planning (Working Version)
Project: Classes for startups

Summary

Project Name:
Classes for startups

Project Description:
educational opportunities

Internal Project ID
sparked

Project Cost ($):
$75000

Project Scores

Support access to affordable work space
Encourage and support smart city initiatives

Support efforts to establish regional Transportation
Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem
Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community
Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Model: Strategic Planning (Working Version)
Project: Classes for startups (cont.)

Summary

Project Name: Classes for startups
Project Description: educational opportunities
Internal Project ID: sparked
Project Cost ($): $75000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture
Attract investment capital and talent to region

Collaborate with other entities to leverage community message
Support company creation/growth/viability

Foster a startup environment
Encourage entrepreneurship

Educate entrepreneurs
Develop and support talent initiatives to meet the needs of high-tech community
Summary

Project Name: Classes for startups

Project Description: educational opportunities

Internal Project ID: sparked

Project Cost ($): $75000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

No Desirability Low Desirability Medium Desirability High Desirability

Urgency

No Urgency Low Urgency Medium Urgency High Urgency

Complexity

No Complexity Low Complexity Medium Complexity High Complexity

10% High-Tech Company Friendly Infrastructure
5 17% Connected High-Tech Ecosystem
34 17% Promote Region
21 30% High-Tech Company Creation and Growth
99 17% Talent & Workforce Investment
66

21% Support access to affordable
5 22% Drive the creation of
30 25% Develop a marketing plan
11 30% Support company
100

31% Encourage and support smart
11 17% Drive interaction that causes
22 24% Attract investment
29 29% Foster a startup environment
98

11% Support efforts to establish
1 27% Foster tech culture and
100 26% Collaborate with other entities to
33 11% Encourage entrepreneurship
100
Model: Strategic Planning (Working Version)
Project: Quality of Place Student Retention Program

Summary

Project Name:
Quality of Place Student Retention Program

Project Description:
Provide an after work program to expose summer interns to the quality of life aspects Ann Arbor has to offer. The goal being to increase the probability of retaining the intern in the region.

Internal Project ID

Project Cost ($): $30000

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional Transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Summary

Project Name:
Quality of Place Student Retention Program

Project Description:
Provide an after work program to expose summer interns to the quality of life aspects Ann Arbor has to offer. The goal being to increase the probability of retaining the intern in the region.

Internal Project ID

Project Cost ($):
$30000

<table>
<thead>
<tr>
<th>Project Scores</th>
<th>Project Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a marketing plan that promotes our entrepreneurial and innovative culture</td>
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<tr>
<td>Attract investment capital and talent to region</td>
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<tr>
<td>Collaborate with other entities to leverage community message</td>
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<tr>
<td>Support company creation/growth/viability</td>
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<tr>
<td>Foster a startup environment</td>
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<td>Encourage entrepreneurship</td>
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<td>Educate entrepreneurs</td>
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<tr>
<td>Develop and support talent initiatives to meet the needs of high-tech community</td>
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Project Name:
Quality of Place Student Retention Program

Project Description:
Provide an after work program to expose summer interns to the quality of life aspects Ann Arbor has to offer. The goal being to increase the probability of retaining the intern in the region.

Internal Project ID

Project Cost ($):
$30000

Summary

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

No Urgency  Low Urgency  Medium Urgency  High Urgency

Complexity

No Complexity  Low Complexity  Medium Complexity  High Complexity
Model: Strategic Planning (Working Version)
Project: Entrepreneur Boot Camp

Summary

Project Name:
Entrepreneur Boot Camp

Project Description:
Education program to help businesses get off the ground and scale

Internal Project ID
Boot Camp

Project Cost ($):
$25000

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional Transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Summary

Project Name: Entrepreneur Boot Camp

Project Description: Education program to help businesses get off the ground and scale

Internal Project ID: Boot Camp

Project Cost ($): $25000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
Model: Strategic Planning (Working Version)
Project: Entrepreneur Boot Camp (cont.)

Summary

Project Name: Entrepreneur Boot Camp
Project Description: Education program to help businesses get off the ground and scale
Internal Project ID: Boot Camp
Project Cost ($): $25000

Project Scores
Facilitate and communicate employment needs of high-tech ecosystem
Urgency

Complexity
No Complexity Low Complexity Medium Complexity High Complexity

10% High-Tech Company Friendly Infrastructure
17% Connected High-Tech Ecosystem
17% Promote Region
30% High-Tech Company Creation and Growth
17% Talent & Workforce Investment

21% Support access to affordable
22% Drive the creation of
23% Develop a marketing plan
29% Support company
30% Develop and support talent

31% Encourage and support smart
17% Drive interaction that causes
24% Atract investment
11% Foster a startup environment
70% Facilitate and communicate

11% Support efforts to establish
27% Foster tech culture and
26% Collaborate with other entities to
11% Encourage entrepreneurship
Model: Strategic Planning (Working Version)

Project: Create and Execute a Marketing Plan to Promote Region as Place for Startups

Summary

**Project Name:**
Create and Execute a Marketing Plan to Promote Region as Place for Startups

**Project Description:**
Create a plan to promote the region as a desirable location for entrepreneurs to start an innovation-based business using integrated marketing tactics.

**Internal Project ID**
LDFA marketing - startups

**Project Cost ($):**
$300000

**Project Scores**

1. Support access to affordable work space
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

2. Support efforts to establish regional Transportation
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

3. Drive the creation of sustainable ecosystem
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

4. Foster tech culture and Community
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

5. Encourage and support smart city Initiatives
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

6. Assist in the establishment of affordable and reliable fiber/internet access
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

7. Drive interaction that causes connections with other smart zones to enhance regional economy
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

8. Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability
Model: Strategic Planning (Working Version)
Project: Create and Execute a Marketing Plan to Promote Region as Place for Startups (cont.)

Summary

Project Name:
Create and Execute a Marketing Plan to Promote Region as Place for Startups

Project Description:
Create a plan to promote the region as a desirable location for entrepreneurs to start an innovation-based business using integrated marketing tactics.

Internal Project ID
LDFA marketing - startups

Project Cost ($):
$300000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
Project: Create and Execute a Marketing Plan to Promote Region as Place for Startups (cont.)

Summary

Project Name:
Create and Execute a Marketing Plan to Promote Region as Place for Startups

Project Description:
Create a plan to promote the region as a desirable location for entrepreneurs to start an innovation-based business using integrated marketing tactics.

Internal Project ID
LDFA marketing - startups

Project Cost ($):
$300000
Model: Strategic Planning (Working Version)
Project: Talent retention of University Students

Summary

Project Name:
Talent retention of University Students

Project Description:
Initiatives to engage students with the Tech Ecosystem with the goal of retaining and employing them here.

Internal Project ID

Project Cost ($):
$200000

Project Scores

Support access to affordable work space
No Desirability | Low Desirability | Medium Desirability | High Desirability

Encourage and support smart city initiatives
No Desirability | Low Desirability | Medium Desirability | High Desirability

Assist in the establishment of affordable and reliable fiber/internet access

Drive interaction that causes connections with other smart zones to enhance regional economy

Drive the creation of sustainable ecosystem
No Desirability | Low Desirability | Medium Desirability | High Desirability

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone

Foster tech culture and Community
No Desirability | Low Desirability | Medium Desirability | High Desirability
Model: Strategic Planning (Working Version)

Project: Talent retention of University Students (cont.)

Summary

Project Name:
Talent retention of University Students

Project Description:
Initiatives to engage students with the Tech Ecosystem with the goal of retaining and employing them here.

Internal Project ID

Project Cost ($):
$200000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
Model: Strategic Planning (Working Version)
Project: Talent retention of University Students (cont.)

Summary

Project Name:
Talent retention of University Students

Project Description:
Initiatives to engage students with the Tech Ecosystem with the goal of retaining and employing them here.

Internal Project ID

Project Cost ($):
$200000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

No Desirability  Low Desirability  Medium Desirability  High Desirability

No Urgency  Low Urgency  Medium Urgency  High Urgency

Complexity

No Complexity  Low Complexity  Medium Complexity  High Complexity
Model: Strategic Planning (Working Version)
Project: Project Blue

Summary

Project Name:
Project Blue

Project Description:
Renovation of SPARK Central Innovation Center

Internal Project ID
project blue

Project Cost ($):
$60000

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional Transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Model: Strategic Planning (Working Version)
Project: Project Blue (cont.)

Summary

**Project Name:**
Project Blue

**Project Description:**
Renovation of SPARK Central Innovation Center

**Internal Project ID**
project blue

**Project Cost ($):**
$60000

Project Scores

- Develop a marketing plan that promotes our entrepreneurial and innovative culture
- Collaborate with other entities to leverage community message
- Foster a startup environment
- Educate entrepreneurs
- Attract investment capital and talent to region
- Support company creation/growth/viability
- Encourage entrepreneurship
- Develop and support talent initiatives to meet the needs of high-tech community
Summary

Project Name: Project Blue
Project Description: Renovation of SPARK Central Innovation Center
Internal Project ID: project blue
Project Cost ($): $60000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

No Urgency, Low Urgency, Medium Urgency, High Urgency

Complexity

No Complexity, Low Complexity, Medium Complexity, High Complexity

10% High-Tech Company Friendly Infrastructure
17% Connected High-Tech Ecosystem
17% Promote Region
30% High-Tech Company Creation and Growth
17% Talent & Workforce Investment
21% Support access to affordable
23% Drive the creation of
50% Develop a marketing plan
39% Support company
37% Develop and support talent
31% Encourage and support smart
31% Drive interaction that causes
43% Foster a startup environment
24% Attract investment
49% Facilitate and communicate
11% Support efforts to establish
27% Foster tech culture and
100% Collaborate with other entities to
26% Encourage entrepreneurship
Model: Strategic Planning (Working Version)
Project: Ann Arbor Mobility Transformation Program

Summary

Project Name:
Ann Arbor Mobility Transformation Program

Project Description:
The City of Ann Arbor and the University of Michigan are on a long-term mobility transformation journey to enhance the prosperity and quality of life for residents, visitors, employees and students in the city. Key stakeholders in the program include the City, the DDA, the University of Michigan, AAATA (The Ride), Ann Arbor SPARK, AECOM, Deloitte and Ford Motor Company. Currently a pilot is underway to gain insight into mobility priorities and opportunities in the city, define a roadmap of initiatives to bring mobility innovation to Ann Arbor and prepare a

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional Transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
**Model: Strategic Planning (Working Version)**

**Project: Ann Arbor Mobility Transformation Program (cont.)**

**Summary**

**Project Name:**
Ann Arbor Mobility Transformation Program

**Project Description:**
The City of Ann Arbor and the University of Michigan are on a long-term mobility transformation journey to enhance the prosperity and quality of life for residents, visitors, employees and students in the city. Key stakeholders in the program include the City, the DDA, the University of Michigan, AAATA (The Ride), Ann Arbor SPARK, AECOM, Deloitte and Ford Motor Company. Currently a pilot is underway to gain insight into mobility priorities and opportunities in the city. Define a roadmap of initiatives to bring mobility innovation to Ann Arbor and prepare a

**Project Scores**

1. **Develop a marketing plan that promotes our entrepreneurial and innovative culture**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

2. **Collaborate with other entities to leverage community message**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

3. **Foster a startup environment**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

4. **Educate entrepreneurs**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

5. **Attract investment capital and talent to region**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

6. **Support company creation/growth/viability**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

7. **Encourage entrepreneurship**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

8. **Develop and support talent initiatives to meet the needs of high-tech community**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability
Model: Strategic Planning (Working Version)
Project: Ann Arbor Mobility Transformation Program (cont.)

Summary

Project Name:
Ann Arbor Mobility Transformation Program

Project Description:
The City of Ann Arbor and the University of Michigan are on a long-term mobility transformation journey to enhance the prosperity and quality of life for residents, visitors, employees and students in the city. Key stakeholders in the program include the City, the DDA, the University of Michigan, AAATA (The Ride), Ann Arbor SPARK, AECOM, Deloitte and Ford Motor Company. Currently, a pilot is underway to gain insight into mobility priorities and opportunities in the city, define a roadmap of initiatives to bring mobility innovation to Ann Arbor and prepare a
Model: Strategic Planning (Working Version)

Project: strategic planning

Summary

Project Name:
strategic planning

Project Description:
n/a

Internal Project ID
n/a

Project Cost ($):
$0

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional Transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
**Project: Strategic Planning (Working Version)**

**Summary**

<table>
<thead>
<tr>
<th>Project Name:</th>
<th>strategic planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Description:</td>
<td>n/a</td>
</tr>
<tr>
<td>Internal Project ID</td>
<td>n/a</td>
</tr>
<tr>
<td>Project Cost ($):</td>
<td>$0</td>
</tr>
</tbody>
</table>

**Project Scores**

1. **Develop a marketing plan that promotes our entrepreneurial and innovative culture**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

2. **Attract investment capital and talent to region**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

3. **Collaborate with other entities to leverage community message**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

4. **Support company creation/growth/viability**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

5. **Foster a startup environment**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

6. **Encourage entrepreneurship**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

7. **Educate entrepreneurs**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability

8. **Develop and support talent initiatives to meet the needs of high-tech community**
   - No Desirability
   - Low Desirability
   - Medium Desirability
   - High Desirability
Model: Strategic Planning (Working Version)
Project: strategic planning (cont.)

Summary

Project Name: strategic planning
Project Description: n/a
Internal Project ID: n/a
Project Cost ($): $0

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

Complexity

No Desirability | Low Desirability | Medium Desirability | High Desirability
---|---|---|---
No Urgency | Low Urgency | Medium Urgency | High Urgency

No Complexity | Low Complexity | Medium Complexity | High Complexity
---|---|---|---

10% | 17% | 17% | 73% | 70% | 30% | 17% | 84%
High-Tech Company Friendly Infrastructure | Connected High-Tech Ecosystem | Promote Region | High-Tech Company Creation and Growth | Talent & Workforce Investment
21% | 29% | 24% | 31% | 31% | 17% | 27% | 11%
Support access to affordable | Drive the creation of | Atract investment | Foster tech culture and | Support efforts to establish
31% | 50% | 29% | 11% | 82 | 50 | 90 | 42
Encourage and support smart | Drive interaction that causes | Foster a startup environment | Foster tech culture and | Support efforts to establish
42 | 78 | 24 | 11 | 84 | 54 | 99 | 73
Support, collaborate with other entities to | Collaborate with other entities to | Facilitate and communicate | Support, encourage entrepreneurship | Support, encourage entrepreneurship

Model: Strategic Planning (Working Version)
Project: Mobility Specialist

Summary

Project Name:
Mobility Specialist

Project Description:
To advance the Mobility Tech Ecosystem in Ann Arbor Region.

Internal Project ID

Project Cost ($):
$102000

Project Scores

Support access to affordable work space
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Encourage and support smart city initiatives
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Support efforts to establish regional Transportation
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Assist in the establishment of affordable and reliable fiber/internet access
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Drive the creation of sustainable ecosystem
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Drive interaction that causes connections with other smart zones to enhance regional economy
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Foster tech culture and Community
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability
Project: Mobility Specialist (cont.)

Summary

Project Name:
Mobility Specialist

Project Description:
To advance the Mobility Tech Ecosystem in Ann Arbor Region.

Internal Project ID

Project Cost ($):
$102000

Project Scores

- Develop a marketing plan that promotes our entrepreneurial and innovative culture
- Collaborate with other entities to leverage community message
- Foster a startup environment
- Educate entrepreneurs
- Attract investment capital and talent to region
- Support company creation/growth/viability
- Encourage entrepreneurship
- Develop and support talent initiatives to meet the needs of high-tech community
**Model: Strategic Planning (Working Version)**

**Project: Mobility Specialist (cont.)**

**Summary**

- **Project Name:** Mobility Specialist
- **Project Description:** To advance the Mobility Tech Ecosystem in Ann Arbor Region.
- **Internal Project ID:**
- **Project Cost ($):** $102000

**Project Scores**

Facilitate and communicate employment needs of high-tech ecosystem

- **Urgency**
  - No Urgency
  - Low Urgency
  - Medium Urgency
  - High Urgency

- **Complexity**
  - No Complexity
  - Low Complexity
  - Medium Complexity
  - High Complexity
Model: Strategic Planning (Working Version)
Project: Increased Reliability of A2 I-NET

Summary

Project Name:
Increased Reliability of A2 I-NET

Project Description:
The City fiber network (A2 I-NET) is in need of moving approximately 40% of their fiber (aerial) cable to underground conduit to improve reliability and to reduce the risk of failure. The fiber network was designed and built to be the foundation for network connectivity to all governmental units and agencies to facilitate long term and affordable network communications. The network was built with excess fiber capacity to allow for leasing to 3rd parties.

Internal Project ID

Project Scores

Support access to affordable work space

Encourage and support smart city initiatives

Support efforts to establish regional Transportation

Assist in the establishment of affordable and reliable fiber/internet access

Drive the creation of sustainable ecosystem

Drive interaction that causes connections with other smart zones to enhance regional economy

Foster tech culture and Community

Collaborate to cause connections among high-tech stakeholders for the benefit of AA/YP smart zone
Model: Strategic Planning (Working Version)
Project: Increased Reliability of A2 I-NET (cont.)

Summary

Project Name:
Increased Reliability of A2 I-NET

Project Description:
The City fiber network (A2 I-NET) is in need of moving approximately 40% of their fiber (aerial) cable to underground conduit to improve reliability and to reduce the risk of failure. The fiber network was designed and built to be the foundation for network connectivity to all governmental units and agencies to facilitate long term and affordable network communications. The network was built with excess fiber capacity to allow for leasing to 3rd parties.

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Collaborate with other entities to leverage community message

Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

Educate entrepreneurs

Develop and support talent initiatives to meet the needs of high-tech community
**Project Name:**
Increased Reliability of A2 I-NET

**Project Description:**
The City fiber network (A2 I-NET) is in need of moving approximately 40% of their fiber (aerial) cable to underground conduit to improve reliability and to reduce the risk of failure. The fiber network was designed and built to be the foundation for network connectivity to all governmental units and agencies to facilitate long term and affordable network communications. The network was built with excess fiber capacity to allow for leasing to 3rd parties.

**Internal Project ID**

---

**Project Scores**

Facilitate and communicate employment needs of high-tech ecosystem

- No Desirability
- Low Desirability
- Medium Desirability
- High Desirability

**Urgency**

- No Urgency
- Low Urgency
- Medium Urgency
- High Urgency

**Complexity**

- No Complexity
- Low Complexity
- Medium Complexity
- High Complexity

---

**Graph Details:**

- High-Tech Company Friendly Infrastructure: 10%
- Connected High-Tech Ecosystem: 17%
- Promote Region: 4%
- High-Tech Company Creation and Growth: 17%
- Talent & Workforce Investment: 17%

- Support access to affordable: 21%
- Drive the creation of: 25%
- Develop a marketing plan: 30%
- Support company: 35%
- Develop and support talent: 30%

- Encourage and support smart: 31%
- Drive interaction that causes: 17%
- Attract investment: 24%
- Support a startup environment: 29%
- Facilitate and communicate: 70%

- Foster tech culture and: 27%
- Foster a startup environment: 0%
- Collaborate with other entities to: 26%
- Encourage entrepreneurship: 11%

---

**Notes:**

The summary and project description provide a foundation for understanding the project's objectives and the context in which it is situated. The project scores and urgency levels indicate the priority and importance of the project's goals. The complexity levels reflect the intricacies and challenges associated with achieving these goals. The graph visualizes the distribution of prioritized objectives, showing how each area is ranked in terms of desirability, urgency, and complexity. This visual representation helps in identifying the areas that require immediate attention and those that can be addressed in a phased manner.
Model: Strategic Planning (Working Version)
All Projects

Summary

Projects are graphed on this chart with complexity score on the x-axis and strategic value score on the y-axis. The colors correspond to the urgency score, with red being the most urgent. The bigger circles represent projects that have a higher estimated cost.

Projects:
1. Digital Engagement Center program for company growth
2. Internship Match Program
3. Entrepreneur-In-Residence Program
4. Business Acceleration Grants to Entrepreneurs
5. Incubator updates, Ypsilanti
6. Classes for startups
7. Quality of Place Student Retention Program
8. Entrepreneur Boot Camp
9. Create and Execute a Marketing Plan to Promote Region as Place for...
10. Talent retention of University Students
11. Project Blue
12. Ann Arbor Mobility Transformation Program
13. strategicplanning
14. Mobility Specialist
15. Increased Reliability of A2 I-NET

= High Urgency
= Medium Urgency
= Low Urgency
Summary

Projects are graphed on this chart with complexity score on the x-axis and strategic value score on the y-axis. The colors correspond to the urgency score, with red being the most urgent. The bigger circles represent projects that have a higher estimated cost.

Projects:

1. Digital Engagement Center program for company growth
2. Internship Match Program
3. Entrepreneur-In-Residence Program
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5. Classes for startups
6. Quality of Place Student Retention Program
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8. Create and Execute a Marketing Plan to Promote Region as Place for...
9. Talent retention of University Students
10. Project Blue
11. strategicplanning
12. Mobility Specialist
13. Increased Reliability of A2 I-NET

= High Urgency
= Medium Urgency
= Low Urgency