Strategic Planning (Working Version)

AA/YP LDFA

July 06, 2018

Model: Strategic Planning (Working Version)

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Model: Strategic Planning (Working Version)

Model Overview

Description: **Active Version - Available for Changes**

Number of Projects: **15**

Budget Allocated ($):

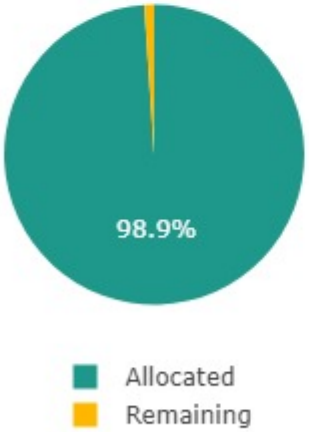
700,000 / 3,600,000

Number of Experts: **20**

Number of Project Owners: **7**

Budget Allocation

Budget Overview



Selected Projects

Strategic Alignment

ID	NAME	COST ($)	STRATI	COMPLEXIT	URGENCY
Boot Cam	Entrepreneur Boot Camp	25,000	68	67	36
	Entrepreneur-in-Residence Program	250,000	65	66	87
	Digital Engagement Center program for co	60,000	63	67	89
spark.ed	Classes for startups	75,000	60	81	96
	Internship Match Program	200,000	59	67	43
	Quality of Place Student Retention Prograı	30,000	32	80	88
Project Gr	Incubator updates, Ypsilanti	60,000	32	33	99

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Projects

ID	NAME	COST ($)	STRATEGIC VALUE	COMPLEXITY	URGENCY
LDFA marketing - s	Create and Execute a Marketing Plan to Promote Region as Place fo	300,000	69	33	89
	Increased Reliability of A2 I-NET	2,200,000	24	33	11
	Mobility Specialist	102,000	47	89	100
project blue	Project Blue	60,000	74	67	83
	Talent retention of University Students	200,000	57	66	88
n/a	strategic planing	0	73	67	89

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Areas of Focus

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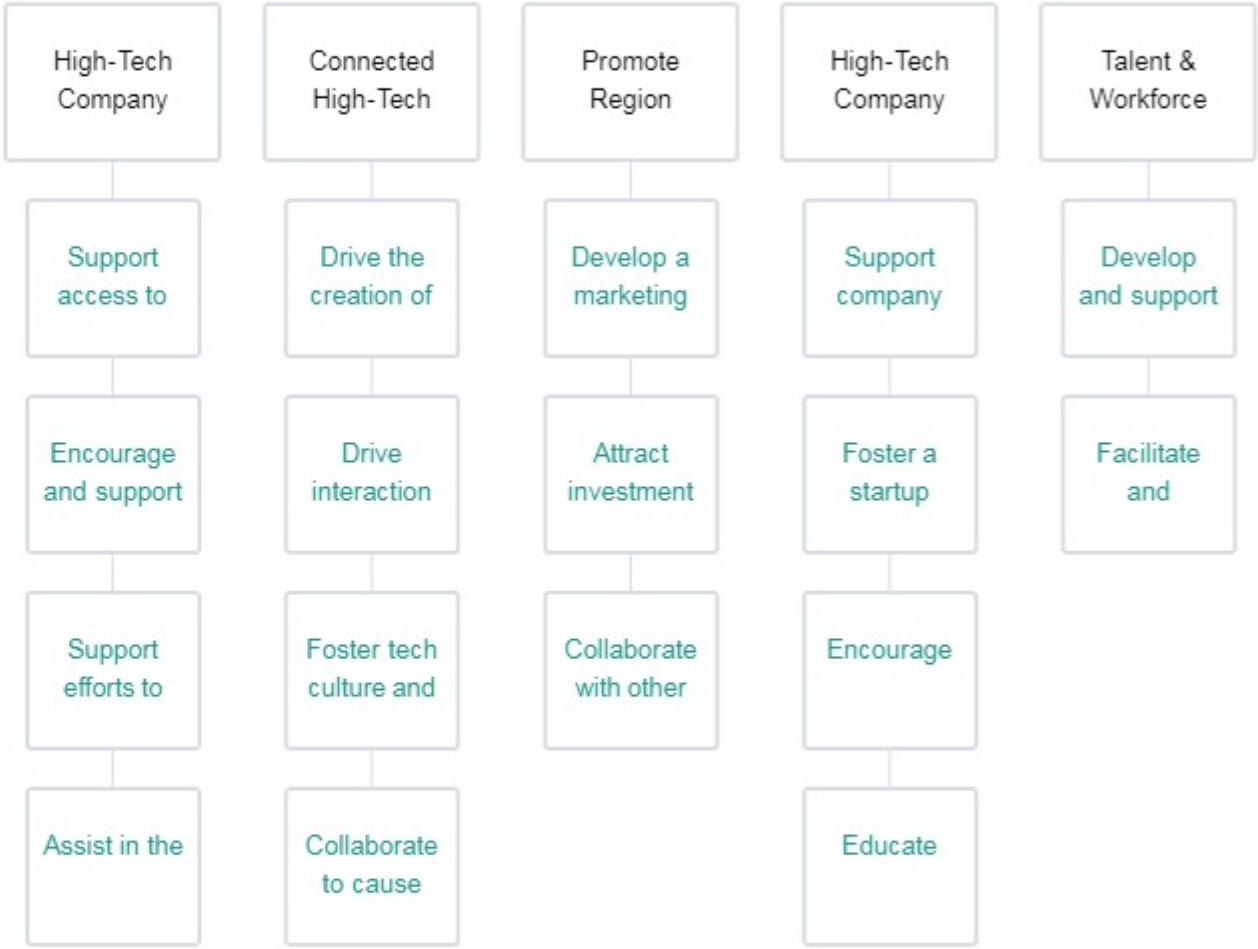
Summary

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

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

Strategic Value Scorecard



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Subject Matter Experts

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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 work space**
   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

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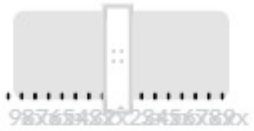
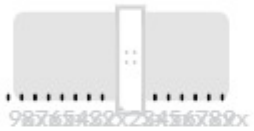
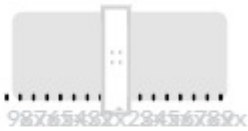
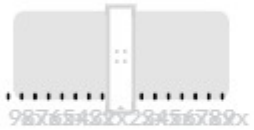
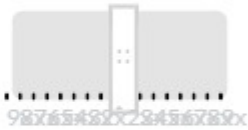
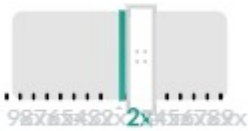
Comparisons

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

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High-Tech Company Friendly Infrastructure Comparisons

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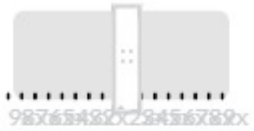
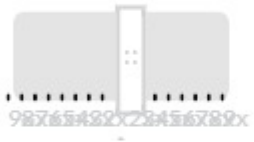
Comparisons

Support access to affordable work space



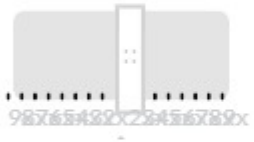
Encourage and support smart city initiatives

Support access to affordable work space



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

Encourage and support smart city initiatives

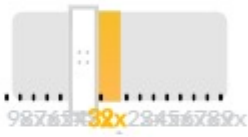


Assist in the establishment of affordable and reliable fiber/internet access

Support access to affordable work space

Support efforts to establish regional Transportation

Encourage and support smart city initiatives



Support efforts to establish regional Transportation

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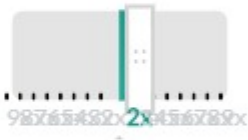

Assist in the establishment of affordable and reliable fiber/internet access

Model: Strategic Planning (Working Version)

Connected High-Tech Ecosystem Comparisons

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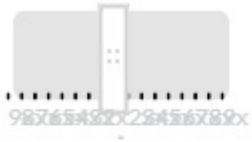
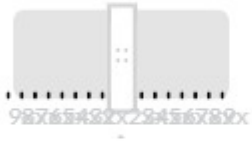
Comparisons

Drive the creation of sustainable ecosystem



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

Drive the creation of sustainable ecosystem



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

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

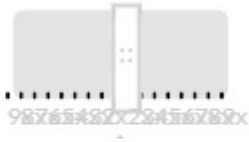
Drive the creation of sustainable ecosystem

Foster tech culture and Community

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

Foster tech culture and Community

Foster tech culture and Community



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

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Promote Region Comparisons

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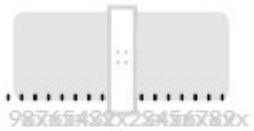
Comparisons

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region

Attract investment capital and talent to region



Collaborate with other entities to leverage community message

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Collaborate with other entities to leverage community message

Model: Strategic Planning (Working Version)

High-Tech Company Creation and Growth Comparisons

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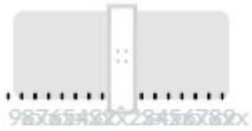
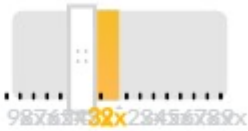
Comparisons

Support company creation/growth/viability



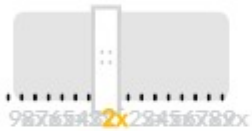
Foster a startup environment

Support company creation/growth/viability



Encourage entrepreneurship

Support company creation/growth/viability

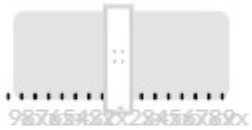


Educate entrepreneurs

Foster a startup environment

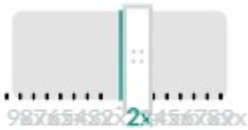
Encourage entrepreneurship

Foster a startup environment

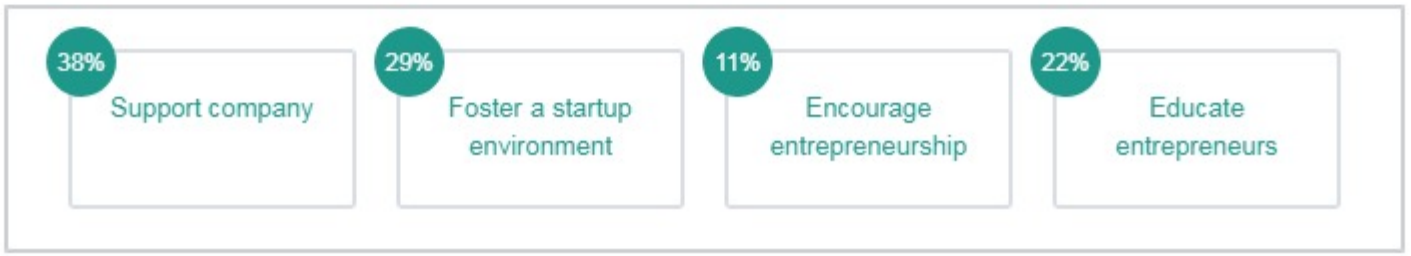


Educate entrepreneurs

Encourage entrepreneurship



Educate entrepreneurs



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Talent & Workforce Investment Comparisons

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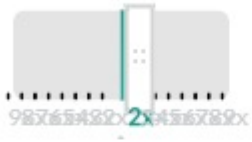
Comparisons

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



Facilitate and communicate employment needs of high-tech ecosystem

Model: Strategic Planning (Working Version)

Completed Scorecard

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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.

Strategic Value Scorecard

Model: Strategic Planning (Working Version)

Strategic Value Criterion

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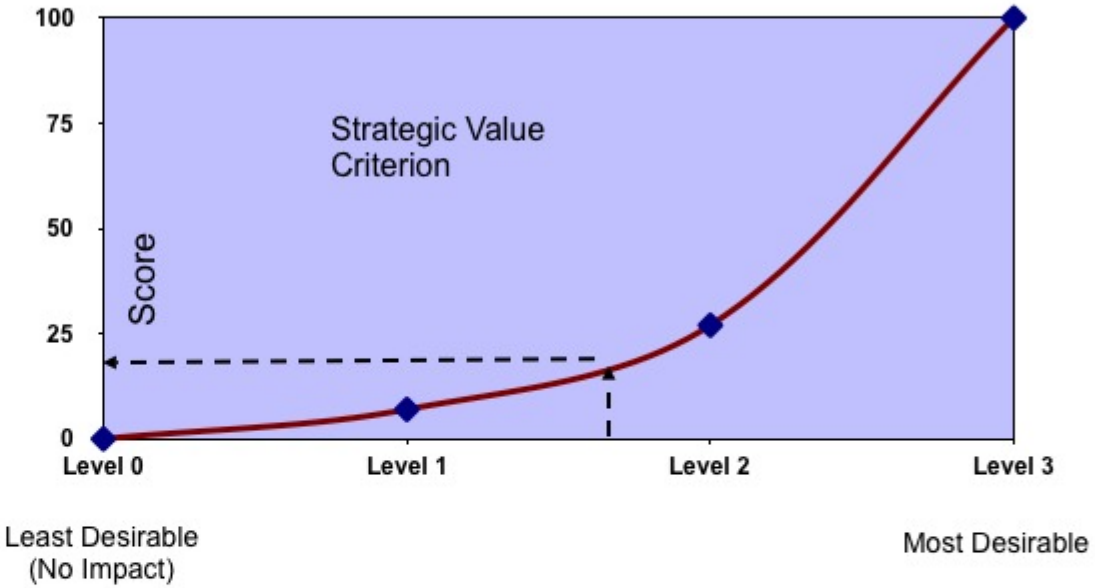
Summary

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

Strategic Value Criterion



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Summary

Support access to affordable work space

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

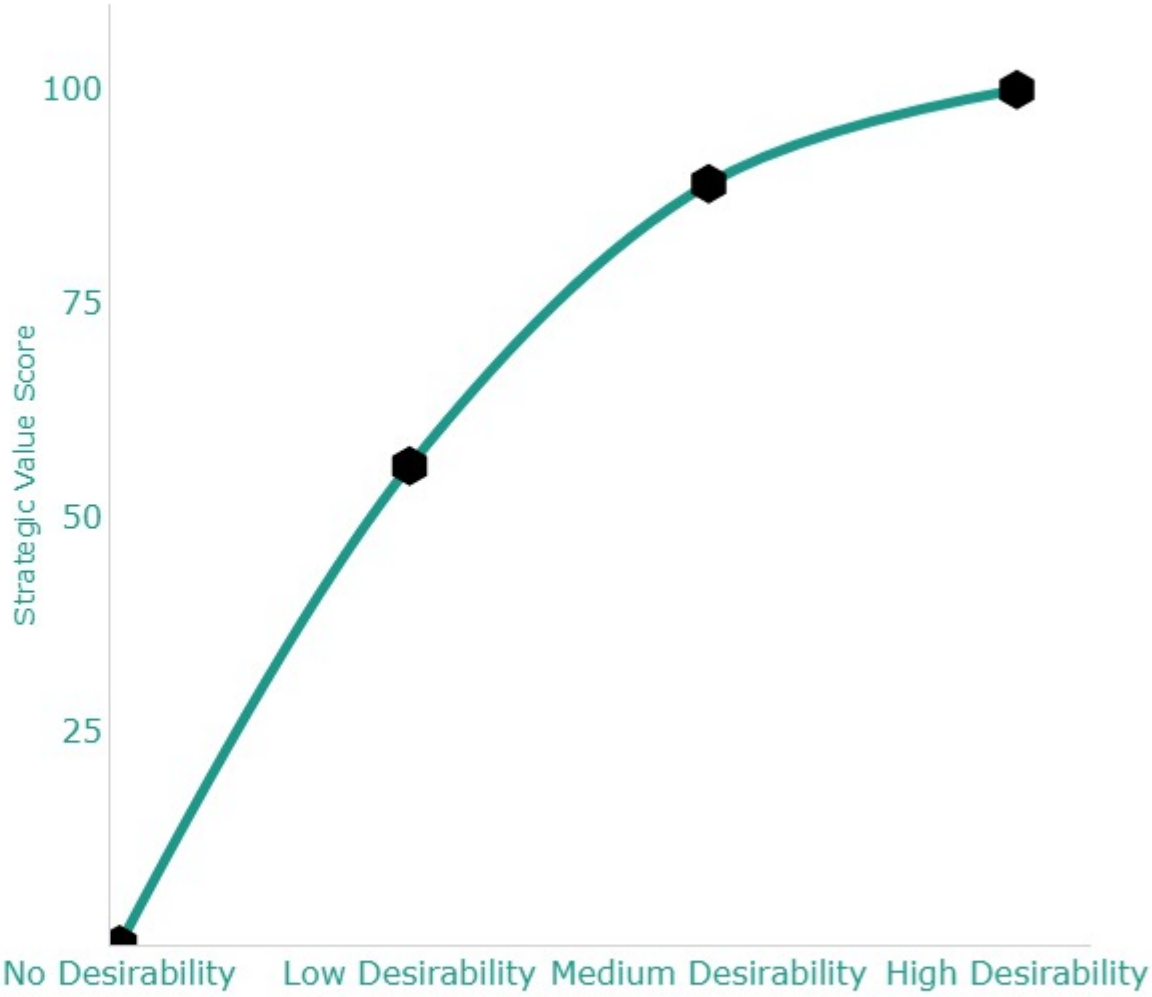
Medium Desirability

- 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

Strategic Value Criterion



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Summary

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

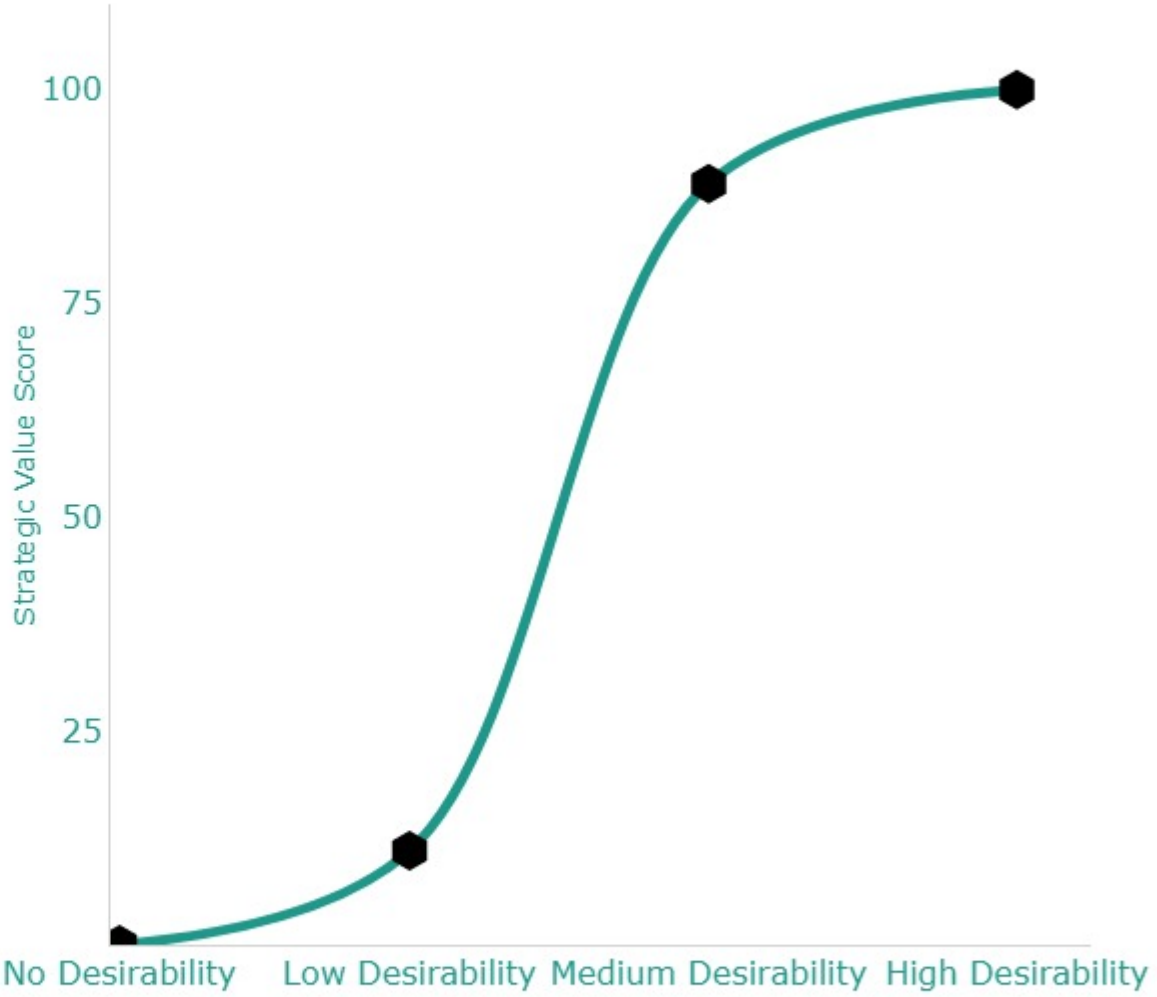
Medium Desirability

- 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Support efforts to establish regional Transportation Criteria

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Summary

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:

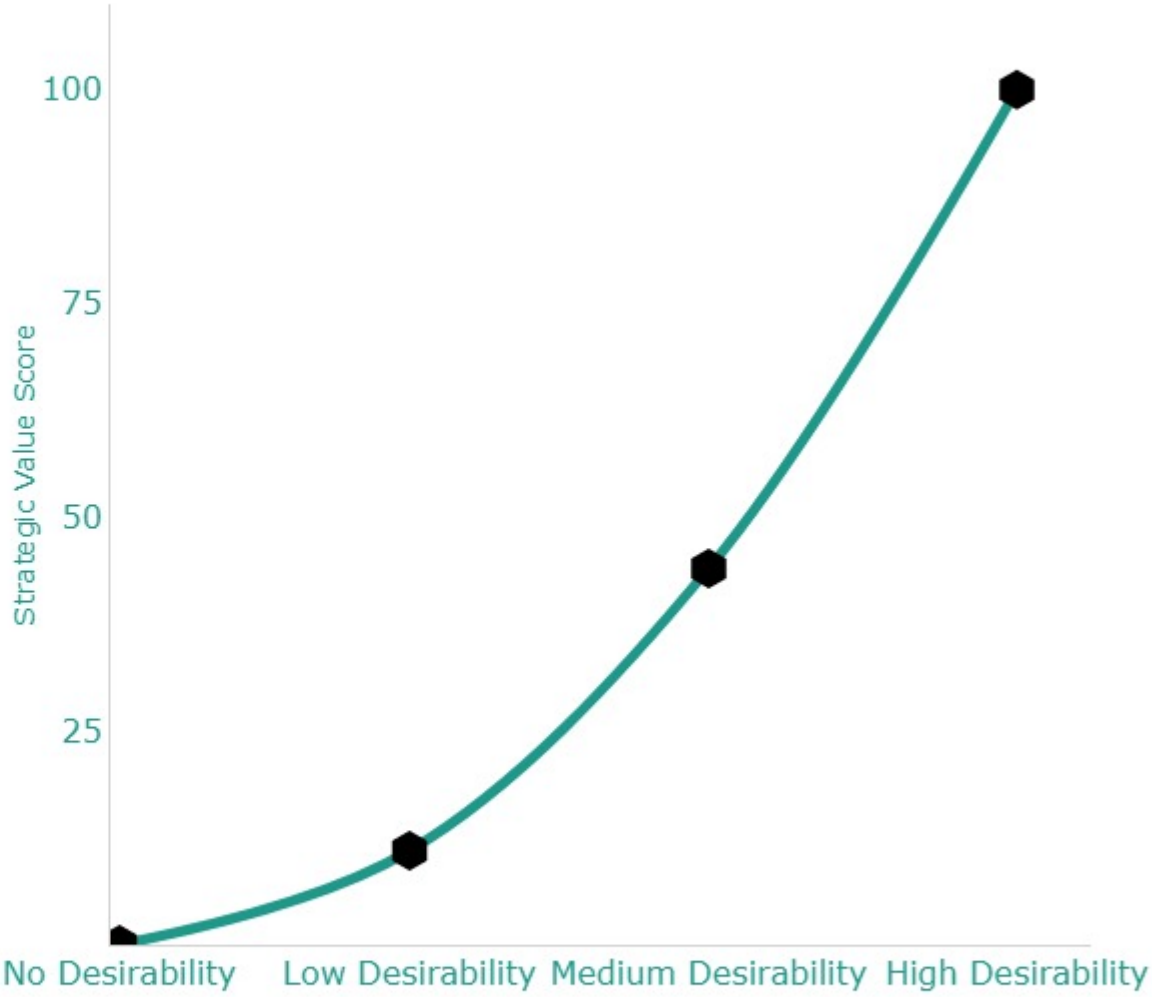
Low Desirability

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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

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

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Summary

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

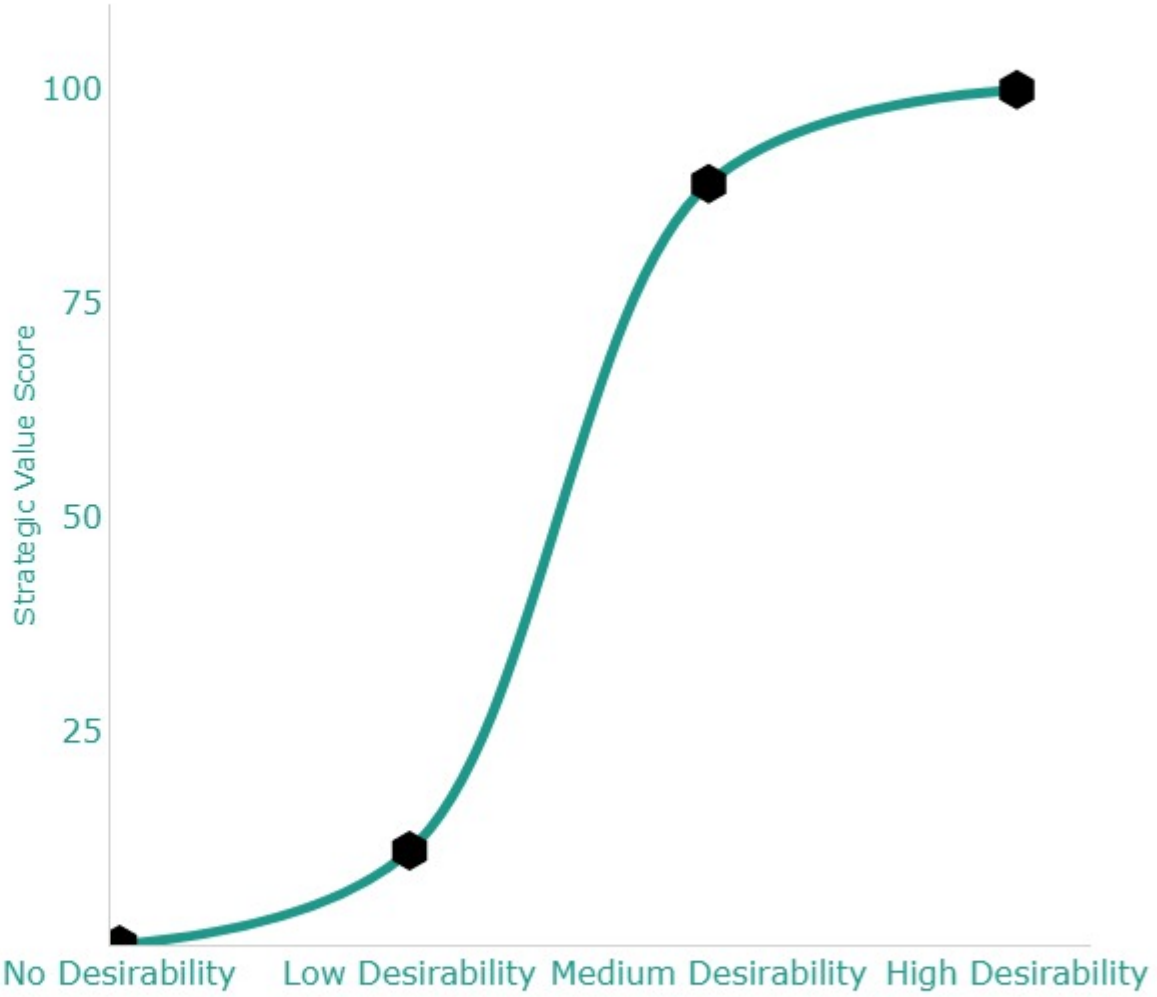
- Coverage/quality: Broadly deployed of moderate quality - Affordability: Clear pricing and services - Uptime: Reduce number of outages

Medium Desirability

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

High Desirability

Strategic Value Criterion



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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 program.

Levels of Measurement:

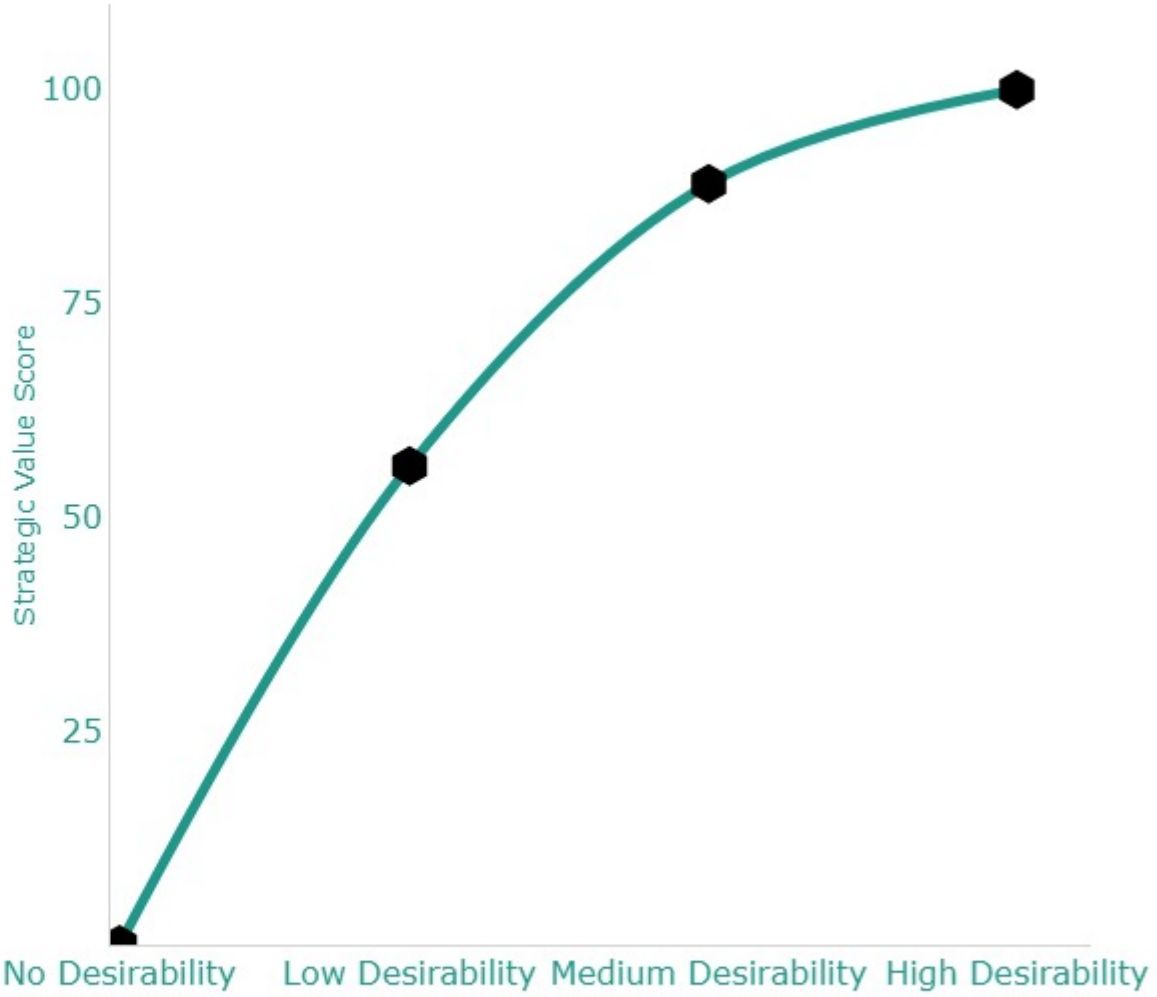
Low Desirability

- Recruit new private sector companies investing in local programs that support tech company growth: 2 - Amount of additional private sector investment in local programs that support tech company growth: 2X ROI - 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: 5 - Amount of additional private sector investment in local

Strategic Value Criterion



Model: Strategic Planning (Working Version)

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

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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 eff cient 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

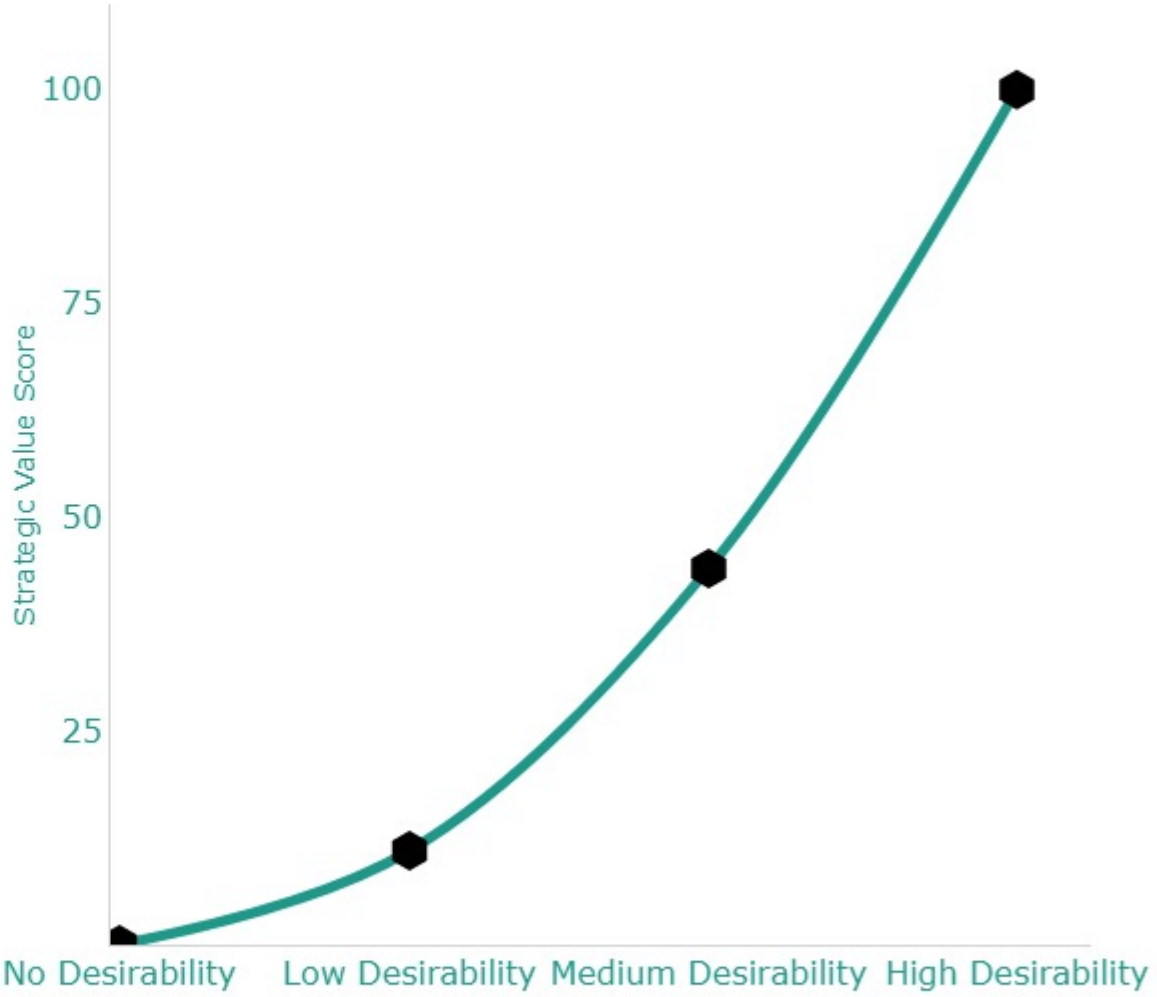
Medium Desirability

- 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 -

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Foster tech culture and Community Criteria

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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

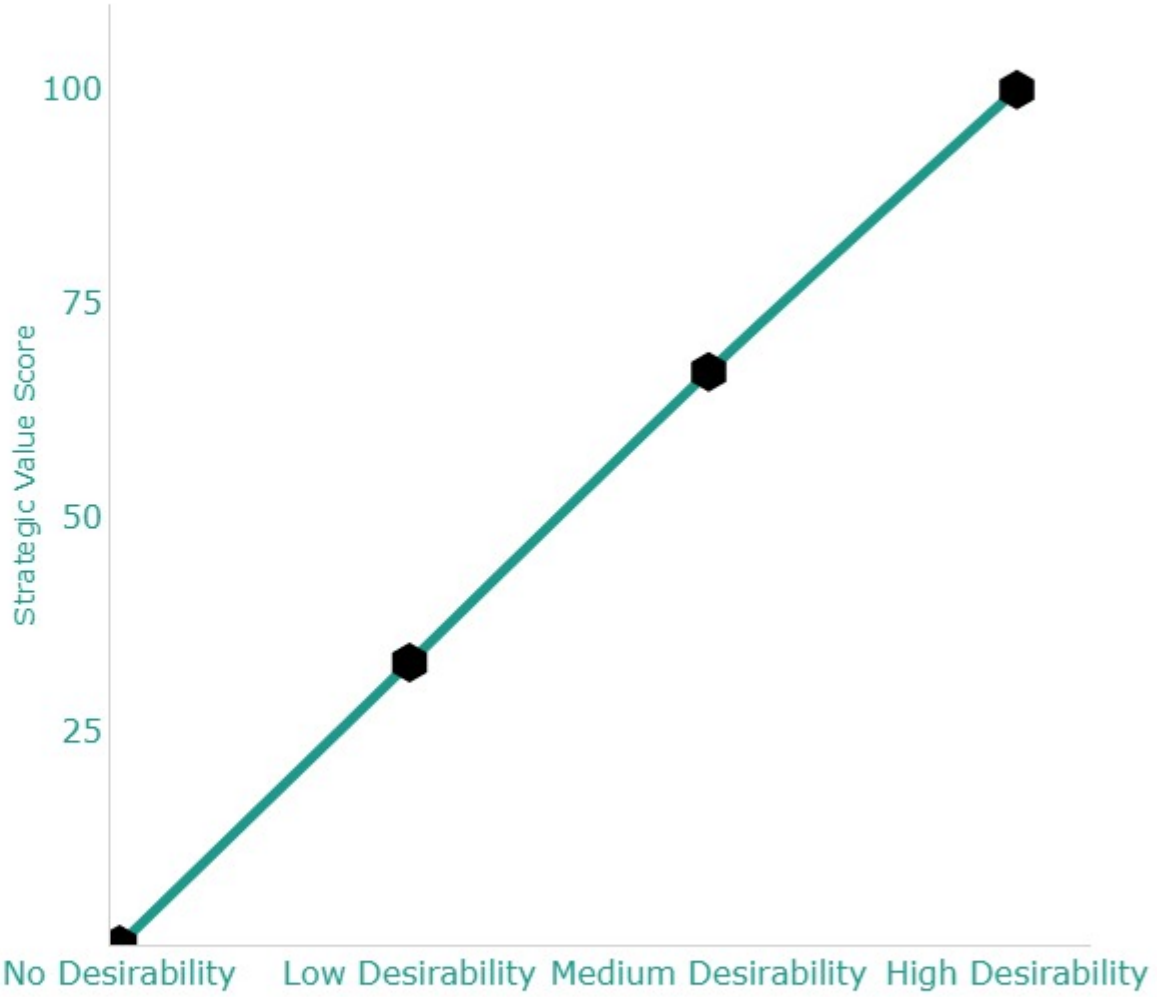
Medium Desirability

• 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

Strategic Value Criterion



Summary

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

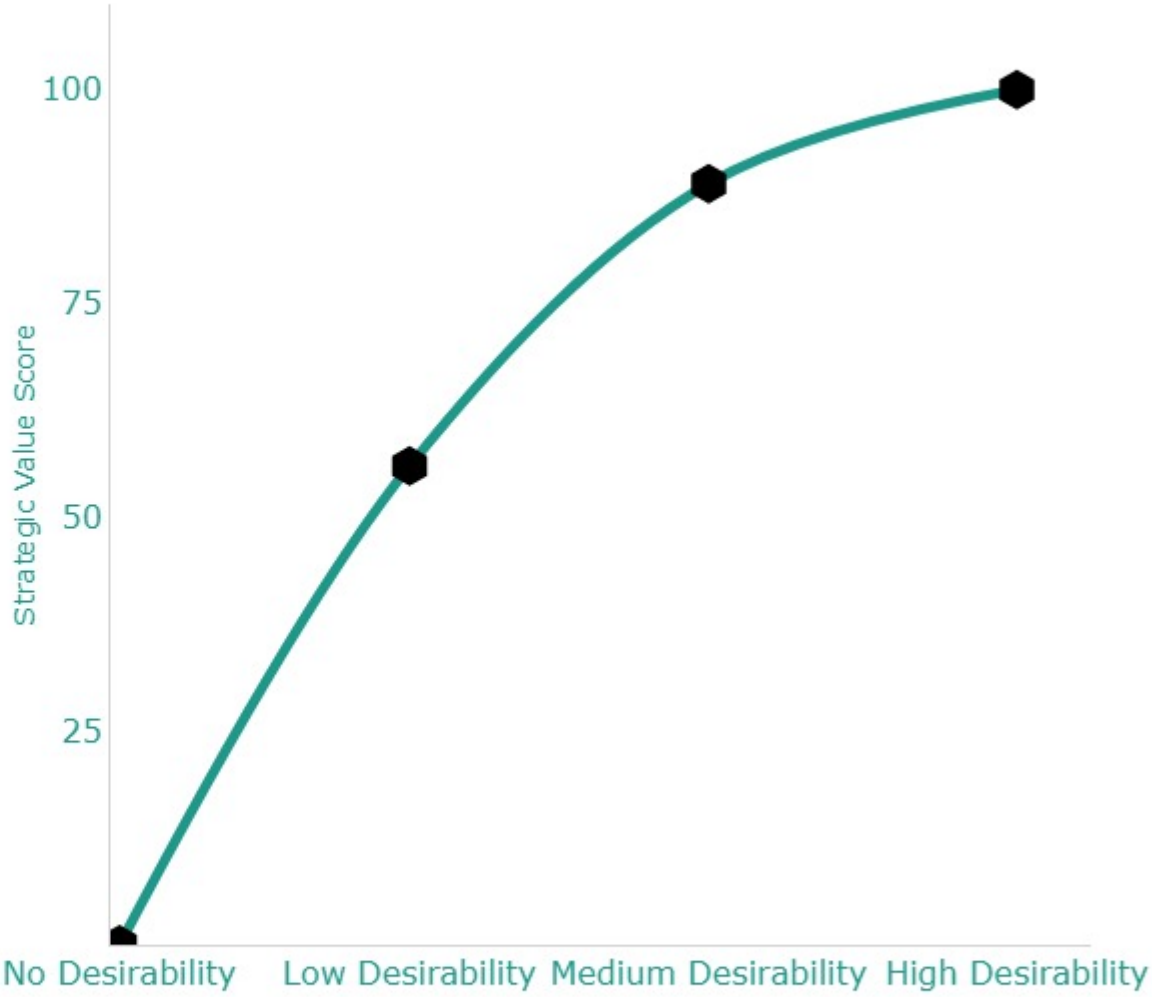
Description: Industry, academia, workforce, government, and f nancing community all have their own interests, needs, and capabilities. A prosperous economic region, while in their best interest, isn't usually their top priority. The LDFA (possibly through SPARK) can help facilitate productive communication 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 benef ts 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Develop a marketing plan that promotes our entrepreneurial and innovative culture Criteria

ALLOVANCE™

Summary

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

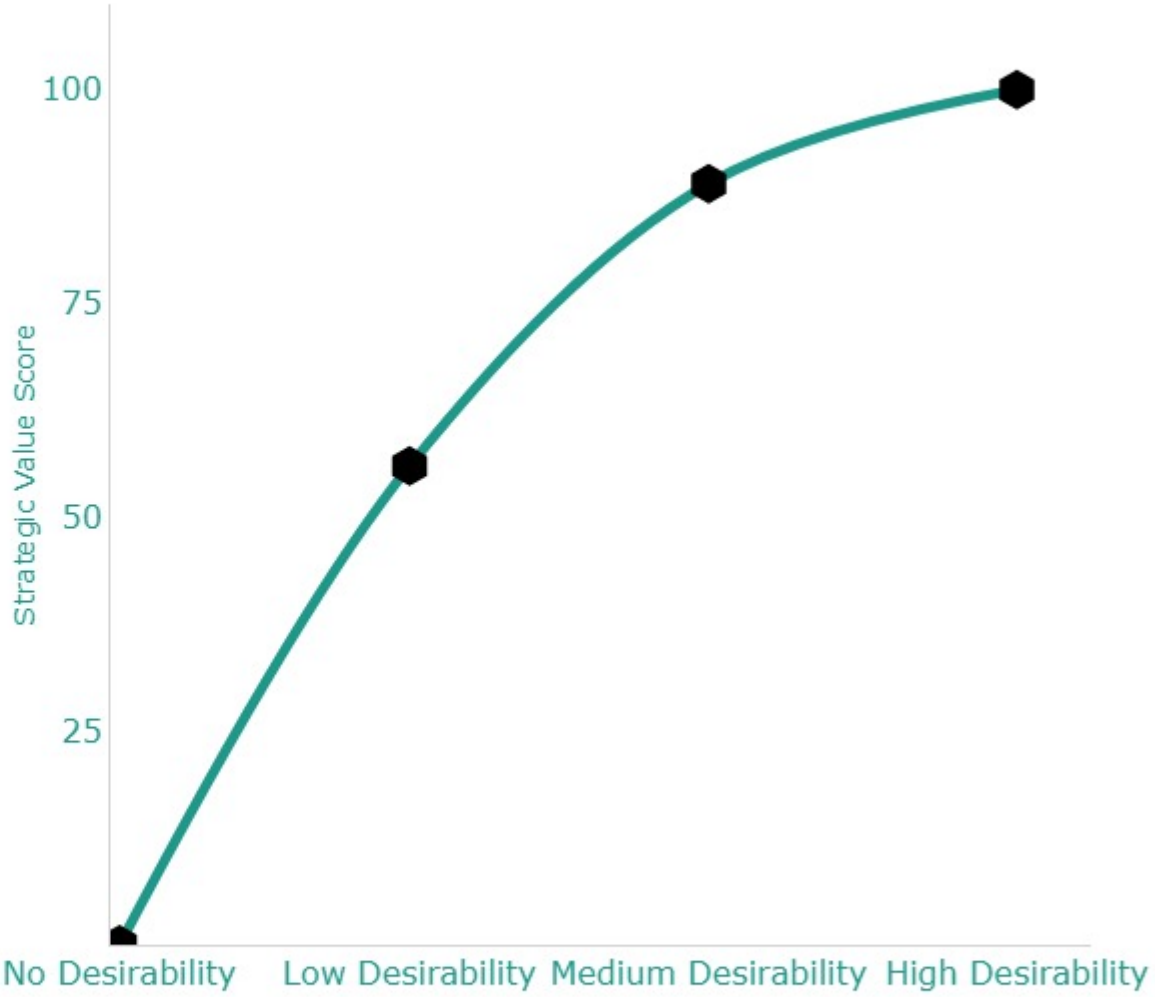
Medium Desirability

- Execute marketing plan

High Desirability

- Increase number of high value tech companies in the region from outside the state

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Attract investment capital and talent to region Criteria

ALLOVANCE™

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

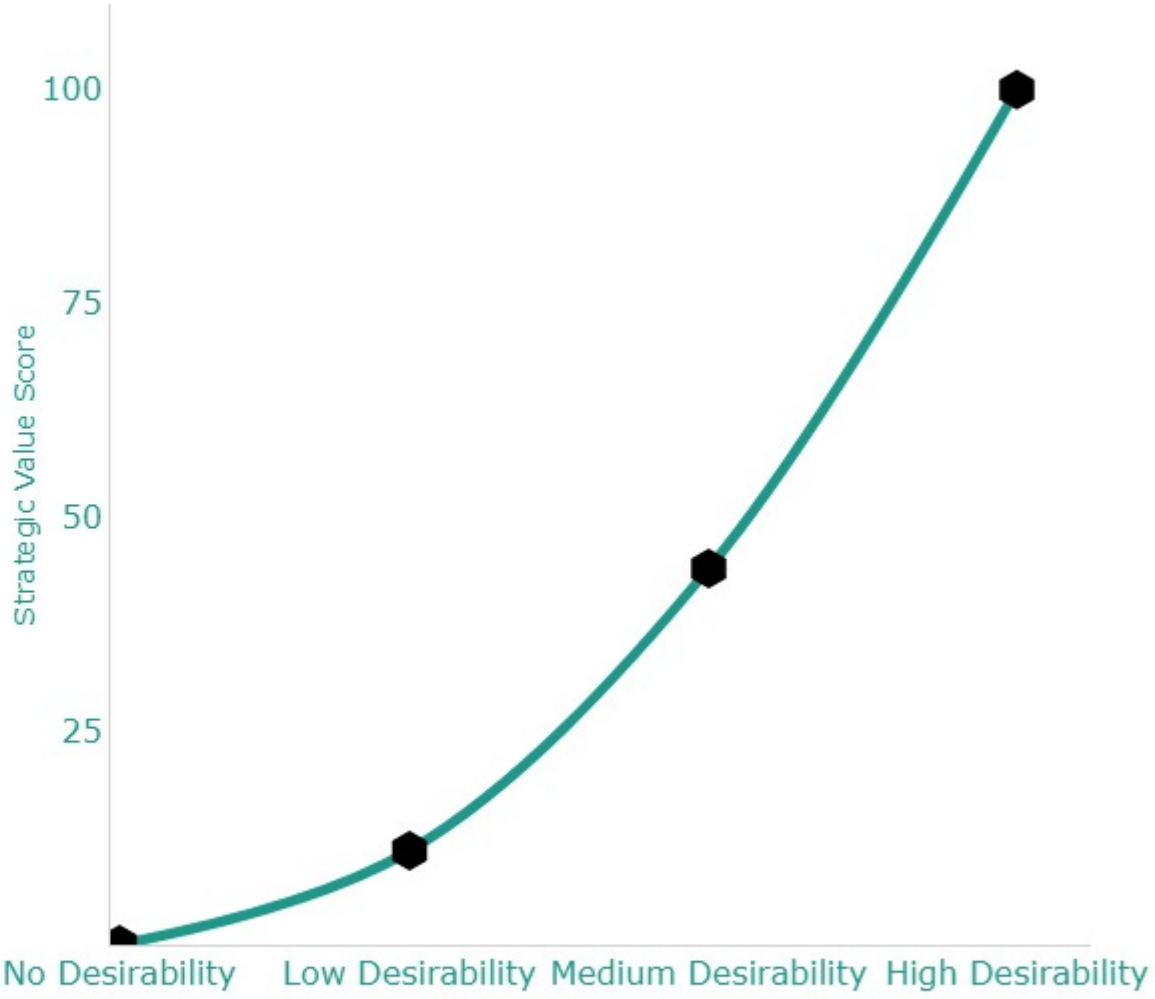
Medium Desirability

- 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Collaborate with other entities to leverage community message Criteria

ALLOVANCE™

Summary

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

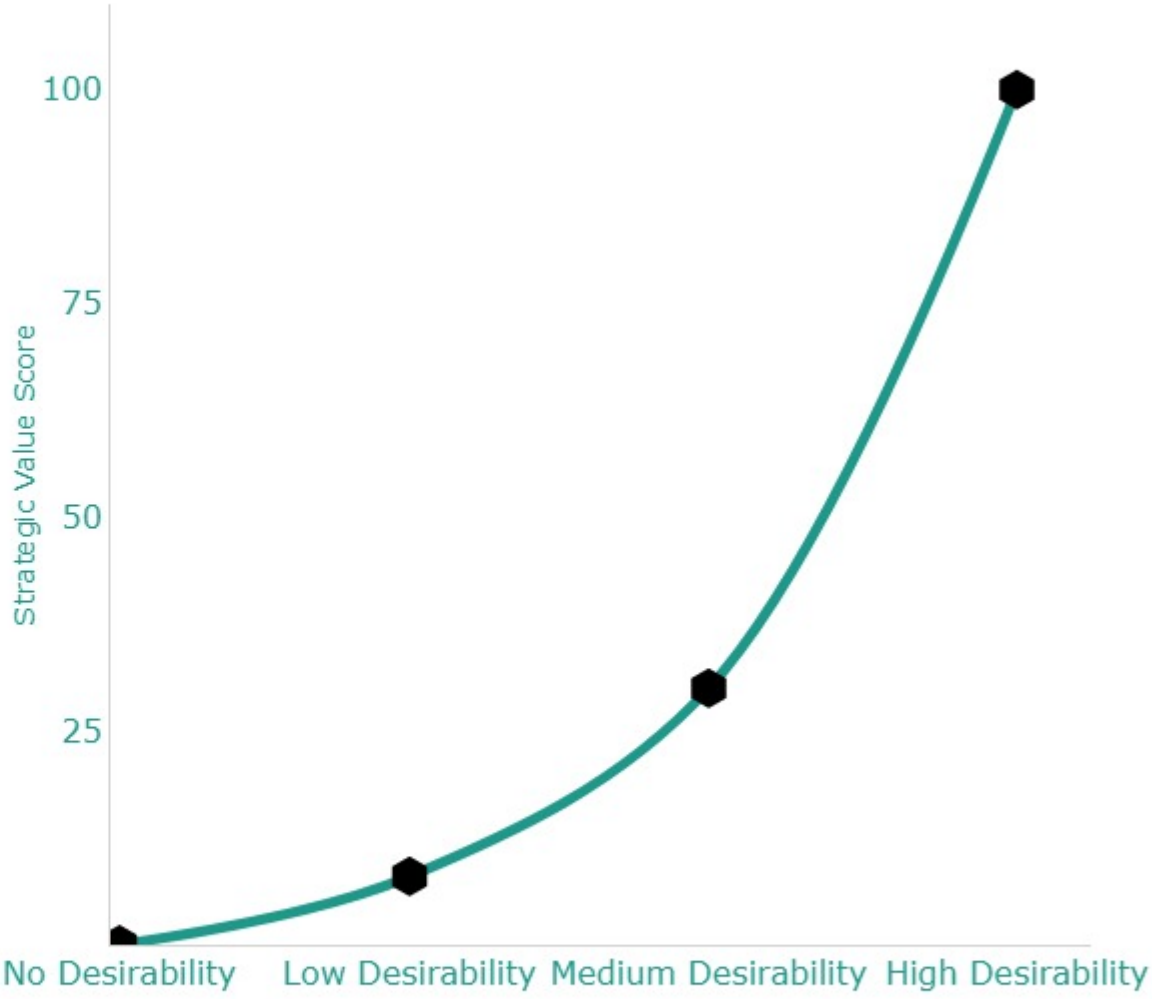
Medium Desirability

Leverage and complement existing campaigns

High Desirability

Full high-level collaborative campaign promoting the region (CVB, UM, Real estate, corporations, state)

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Support company creation/growth/viability Criteria

ALLOVANCE™

Summary

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:

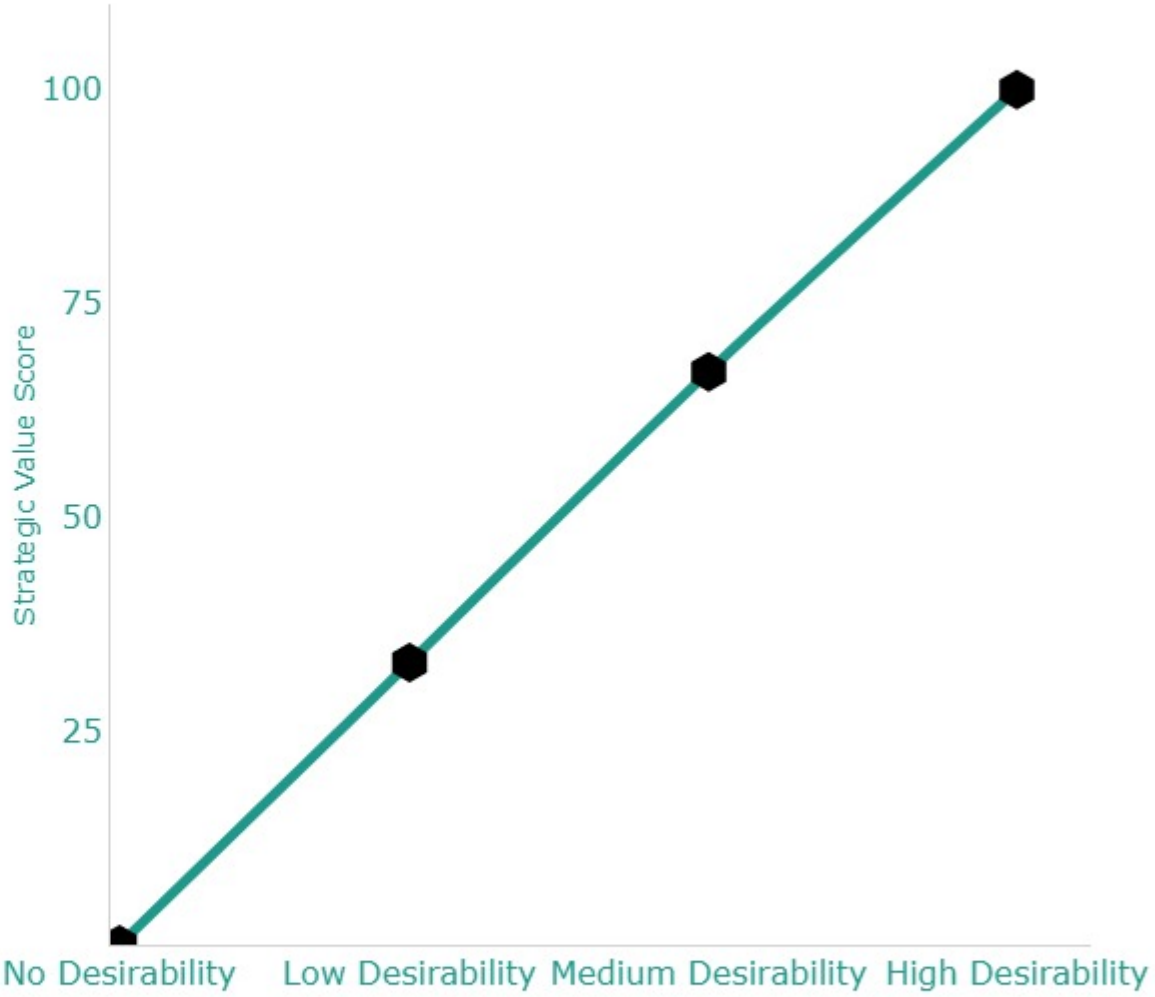
Low Desirability

- 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 -

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Foster a startup environment Criteria

ALLOVANCE™

Summary

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

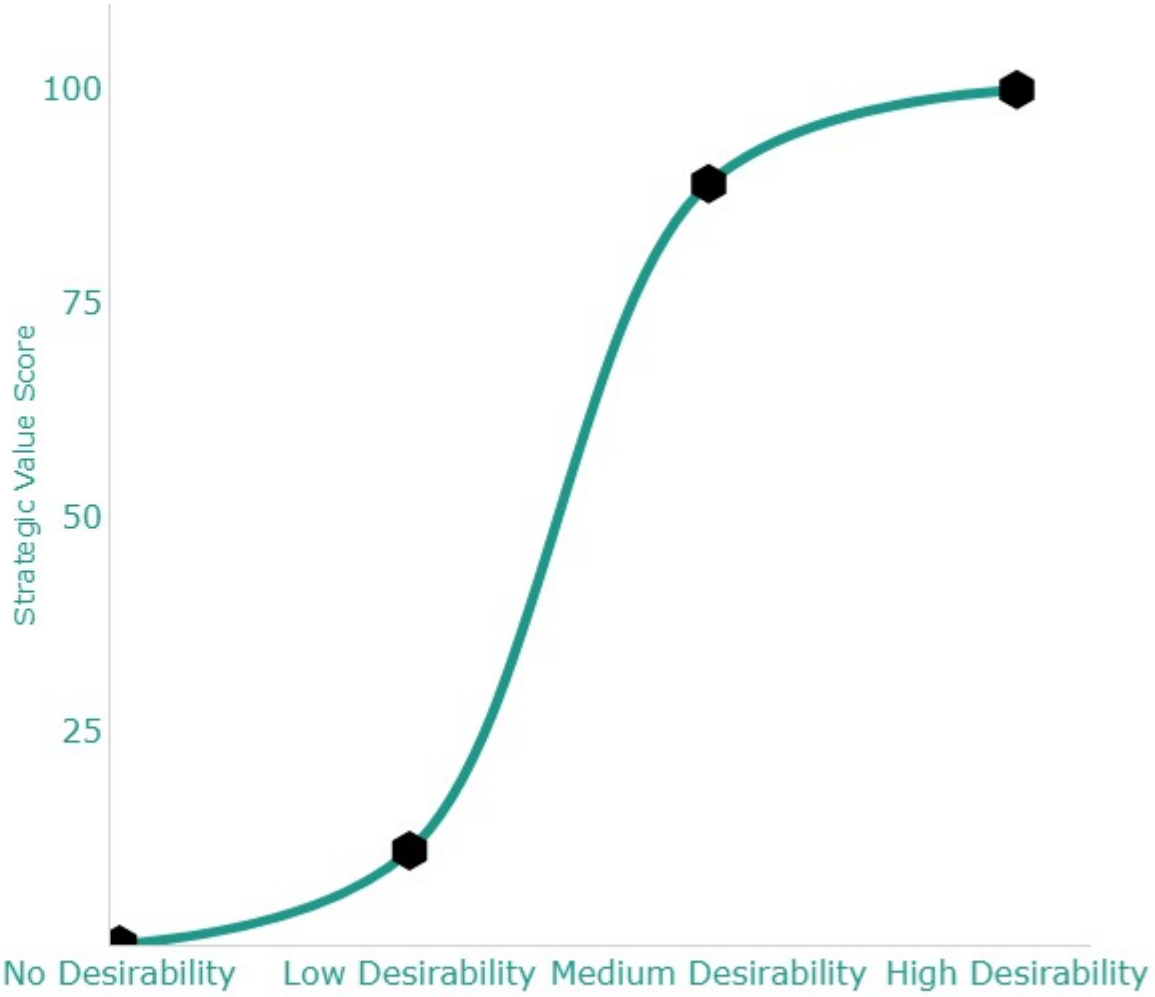
Medium Desirability

- 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Encourage entrepreneurship Criteria

ALLOVANCE™

Summary

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

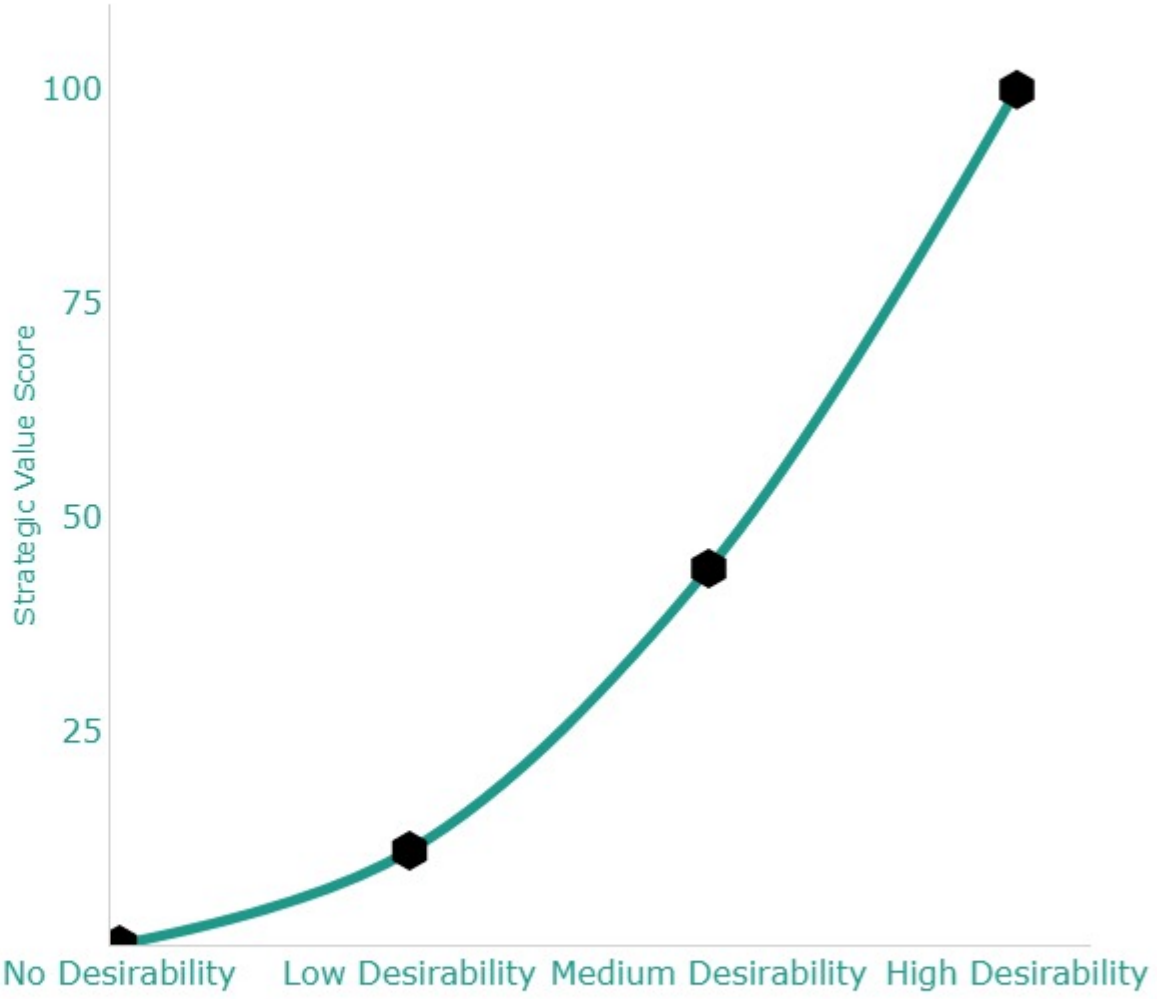
Medium Desirability

- 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

Strategic Value Criterion



ALLOVANCE™

Summary

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

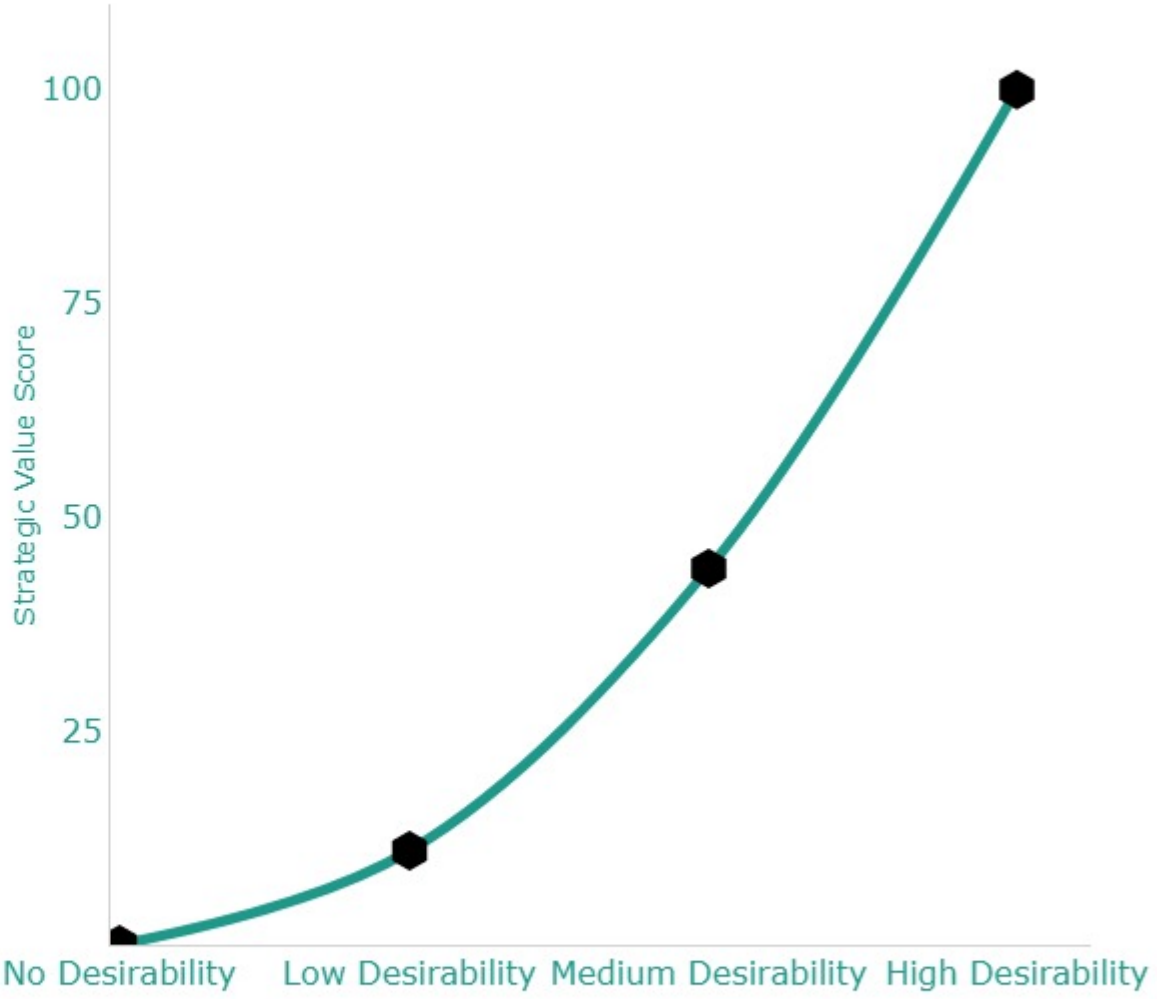
Medium Desirability

- 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

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

ALLOVANCE™

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 (certif cates, associate's, bachelors, masters, etc.): • Increase number of students graduating HS going into STEM career

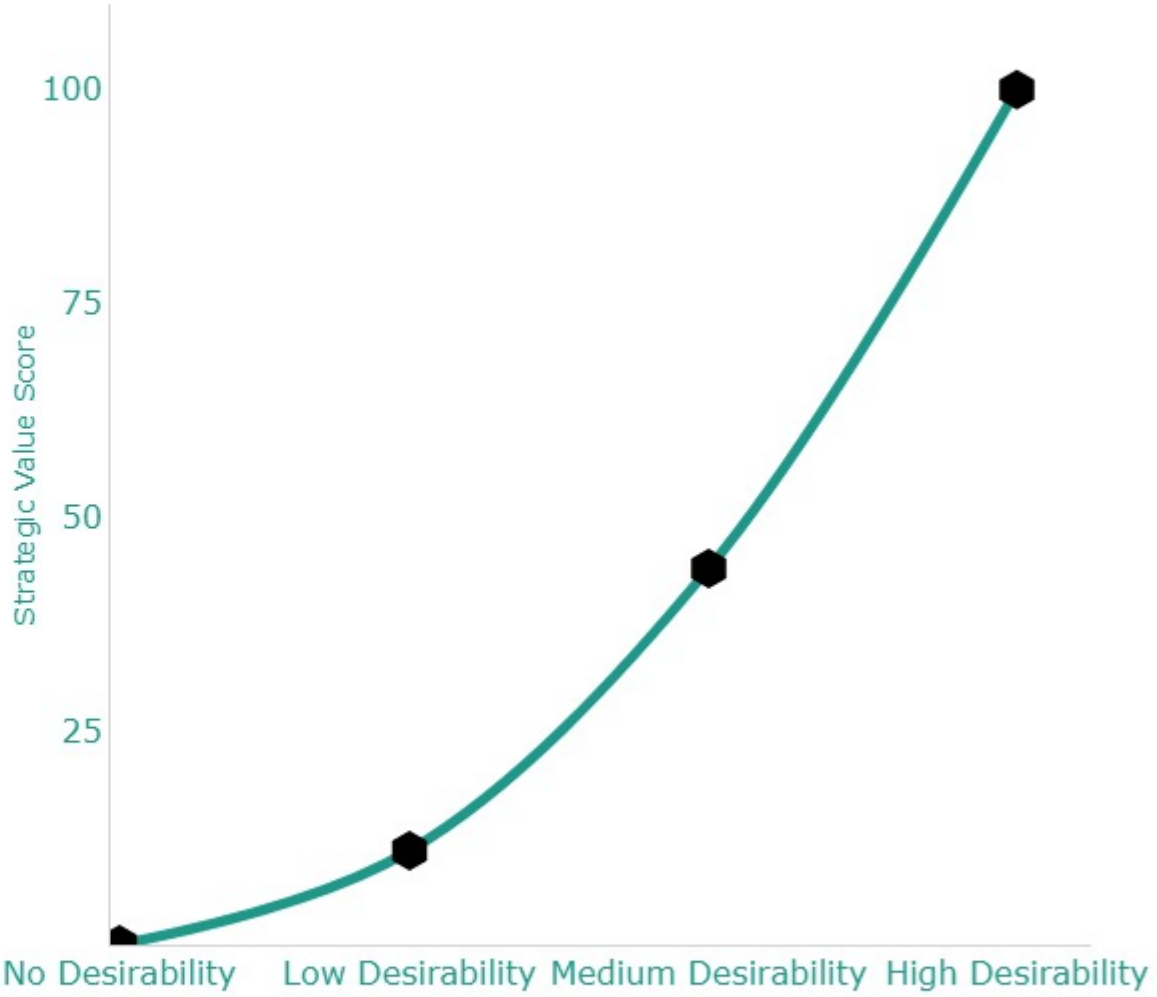
Medium Desirability

Medium impact on: • Increase number of tech talent of age 25-34 in the region: • Retain tech related college educated talent (certif cates, 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 (certif cates, associate's, bachelors, masters, etc.): • Increase number of students

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Facilitate and communicate employment needs of high-tech ecosystem Criteria

ALLOVANCE™

Summary

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

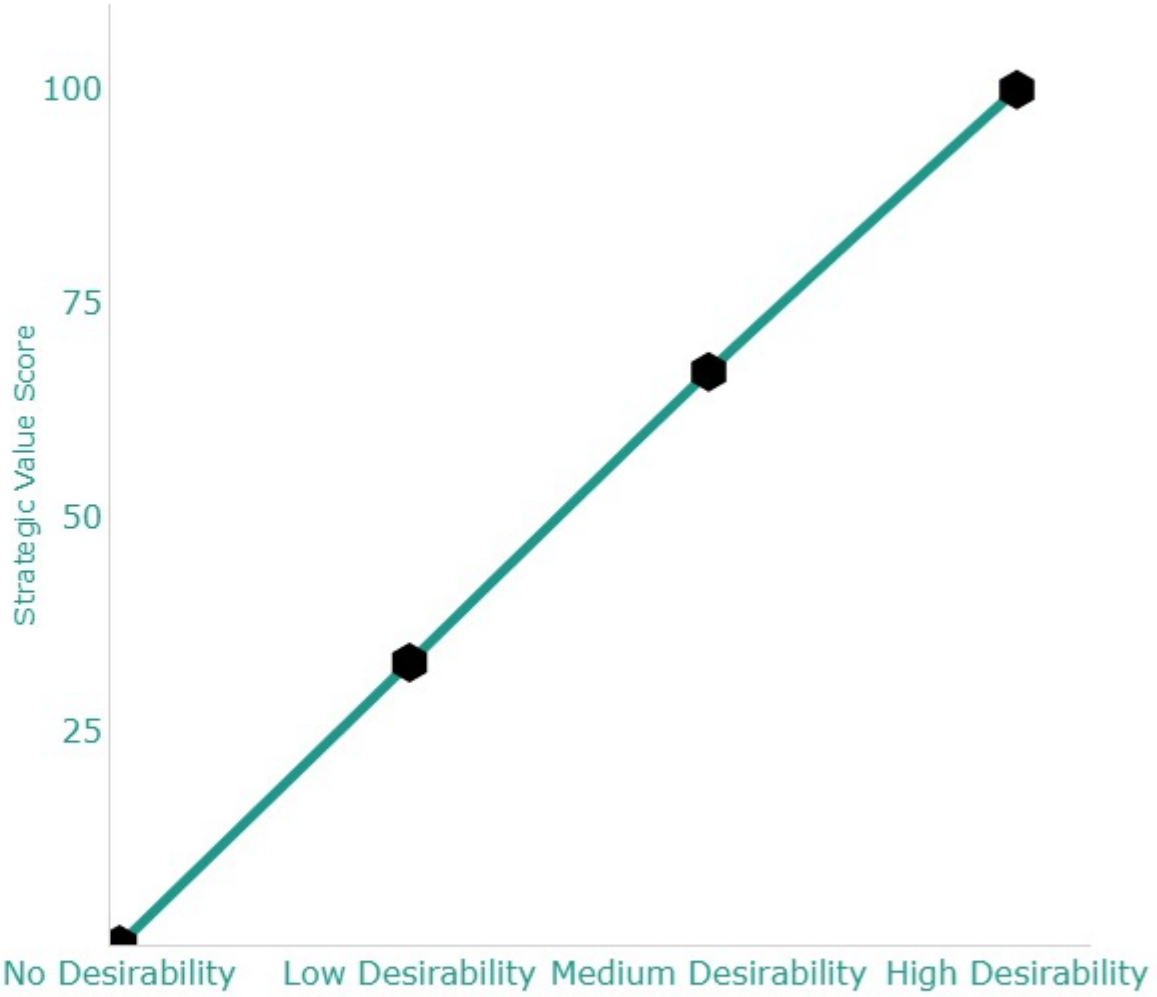
Medium Desirability

- Identif cation of needs: Compiles information for variety of sources – proactive submissions and broader economic resources - Action: analyzes data; generates recommendations for users - Benef ciaries: participating entities, local and state stakeholders

High Desirability

- Identification of needs: Identifies new/previously unknown information about workforce needs - Action: Establishes resource or mechanism for addressing the

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Urgency Criteria

ALLOVANCE™

Summary

Urgency

Description:

Levels of Measurement:

Low Desirability

- Needs to be started 6-12+ months

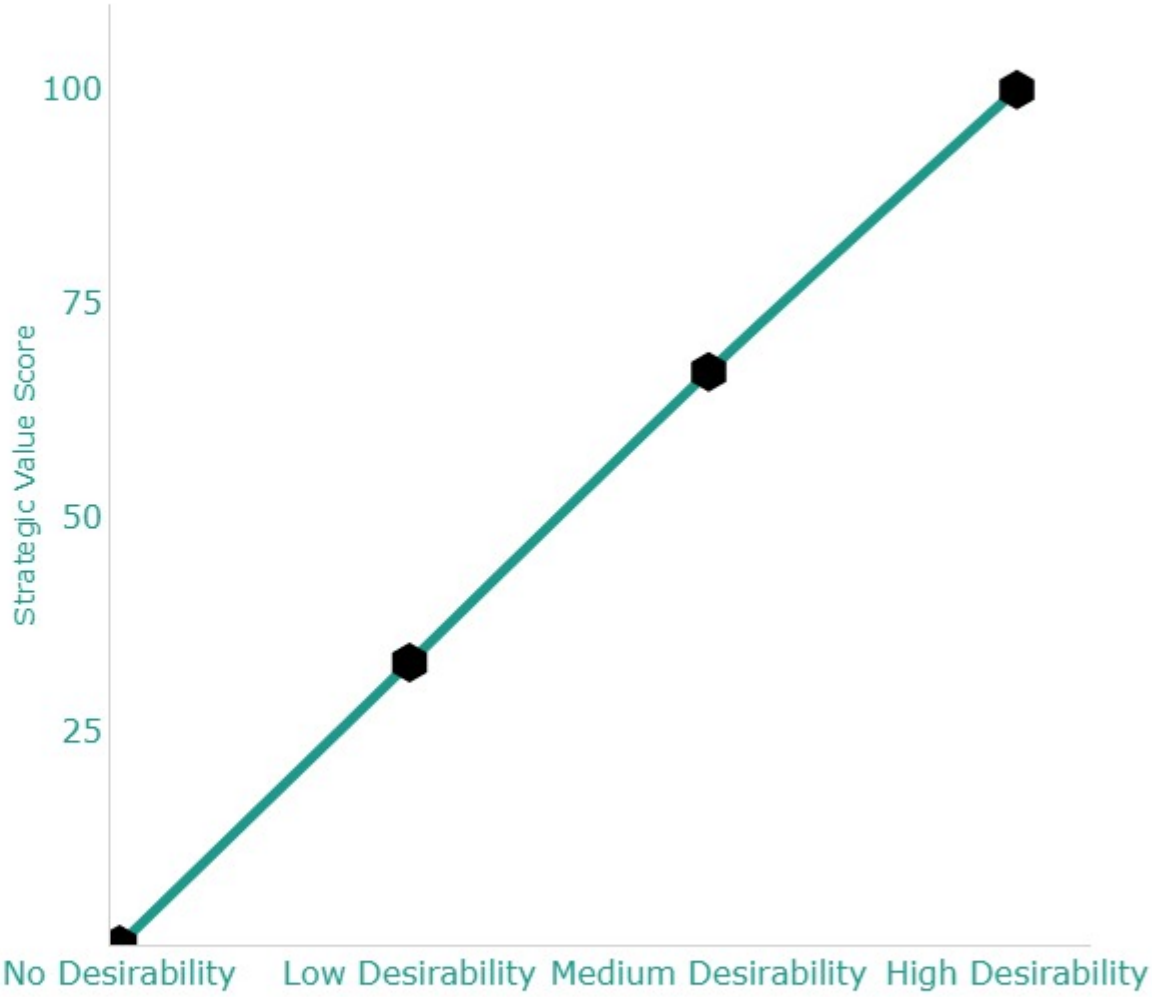
Medium Desirability

- 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

Complexity Criteria

ALLOVANCE™

Summary

Complexity

Description:

Levels of Measurement:

Low Desirability

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

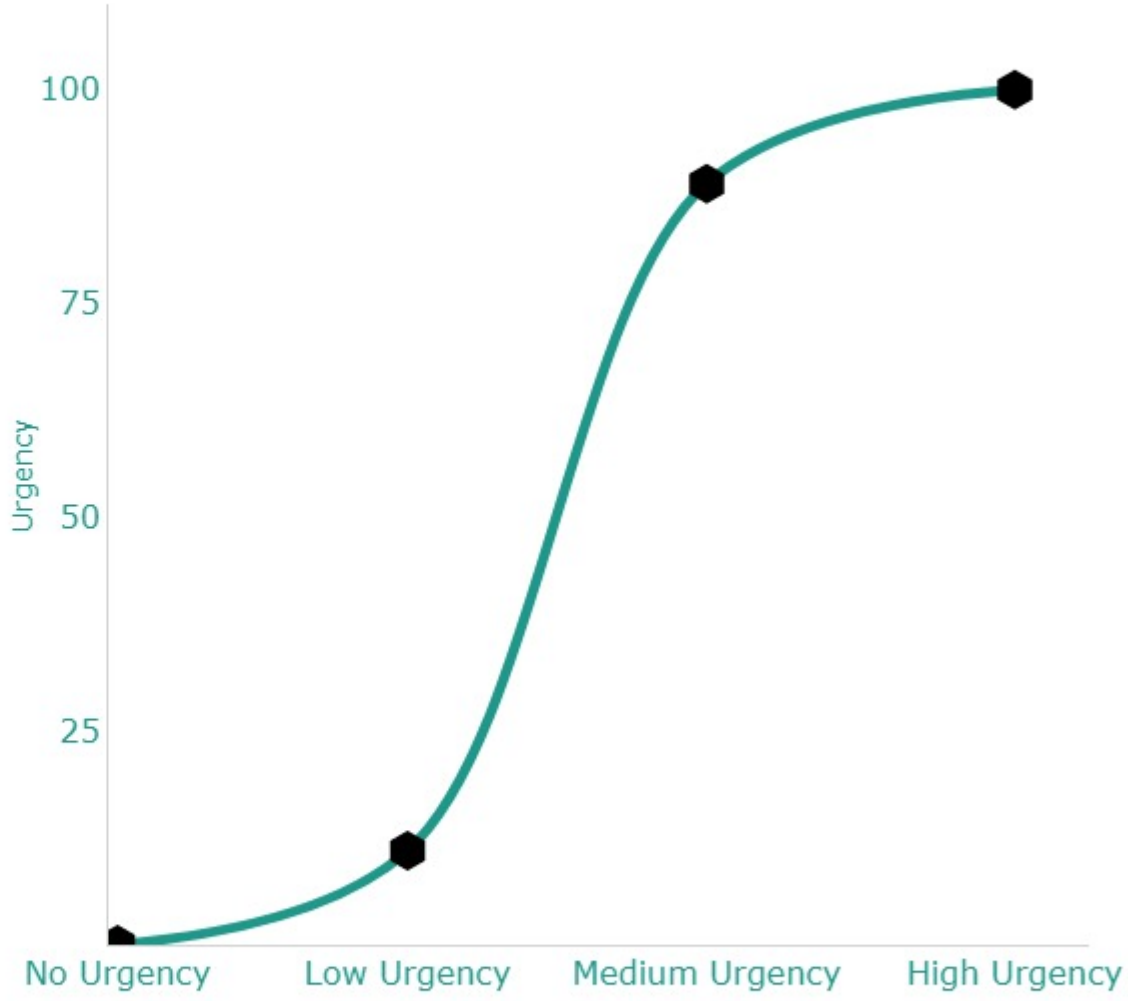
Medium Desirability

- 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

Strategic Value Criterion



Model: Strategic Planning (Working Version)

All Projects

ALLOVANCE

Projects

ID	NAME	COST ($)	STRATEGIC VALUE	COMPLEXITY	URGENCY
	Ann Arbor Mobility Transformation Program	300,000	28	99	96
	Business Acceleration Grants to Entrepreneurs	970,500	45	67	100
spark.ed	Classes for startups	75,000	60	81	96
LDFA marketing - s	Create and Execute a Marketing Plan to Promote Region as Place fo	300,000	69	33	89
	Digital Engagement Center program for company growth	60,000	63	67	89
Boot Camp	Entrepreneur Boot Camp	25,000	68	67	36
	Entrepreneur-in-Residence Program	250,000	65	66	87
Project Green	Incubator updates, Ypsilanti	60,000	32	33	99
	Internship Match Program	200,000	59	67	43
project blue	Project Blue	60,000	74	67	83
	Quality of Place Student Retention Program	30,000	32	80	88
	Talent retention of University Students	200,000	57	66	88
n/a	strategic planing	0	73	67	89

ALLOVANCE™

Projects

ID	NAME	COST ($)	STRATEGIC VALUE	COMPLEXITY	URGENCY
	Mobility Specialist	102,000	47	89	100
	Increased Reliability of A2 I-NET	2,200,000	24	33	11

ALLOVANCE

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 ($):
$60000

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

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Internal Project ID

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

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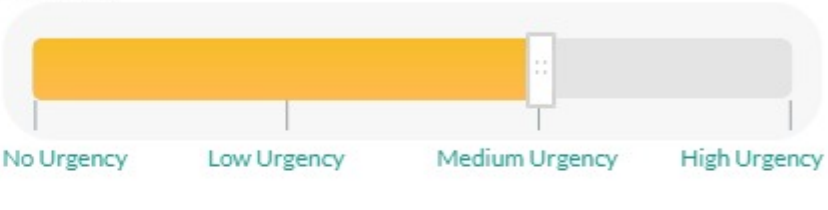
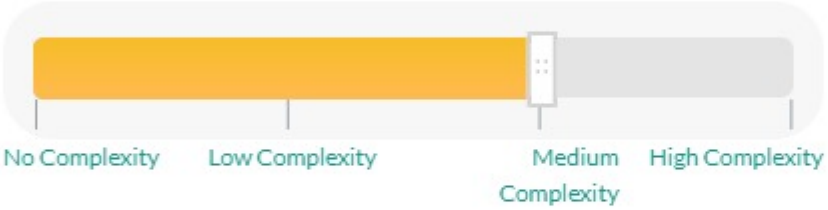
Project Scores

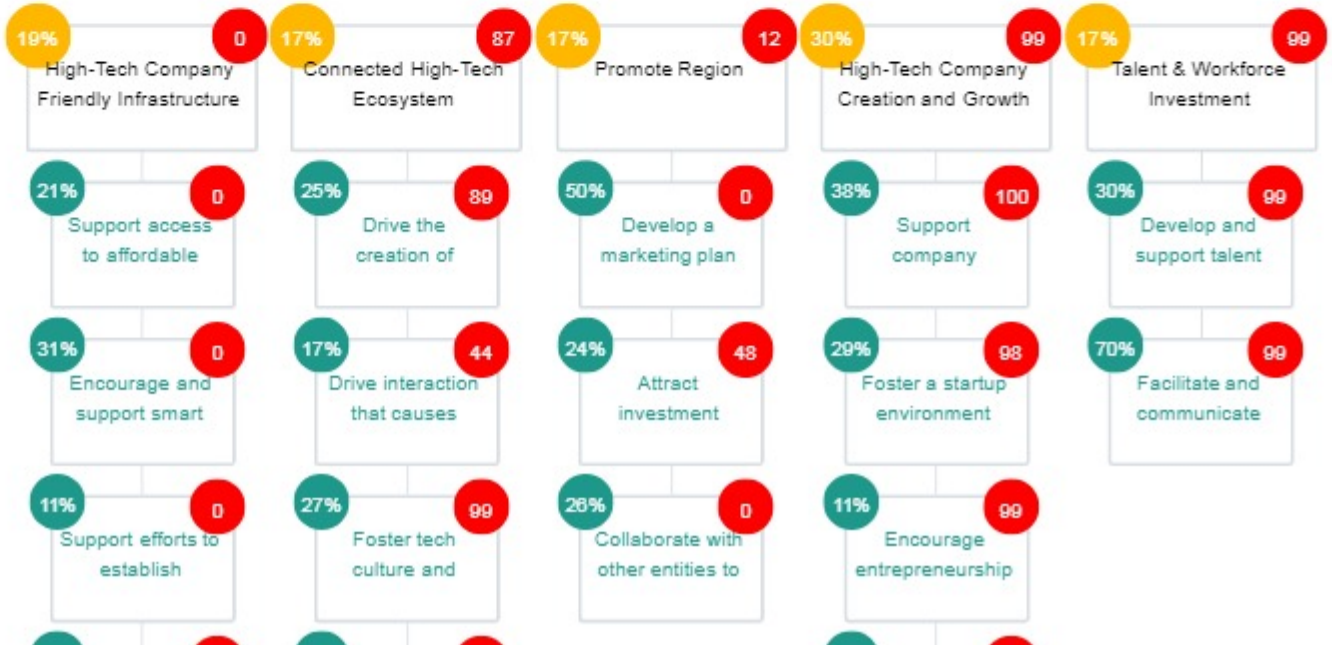
Facilitate and communicate employment needs of high-tech ecosystem

Urgency



Complexity





Model: Strategic Planning (Working Version)

Project: Internship Match Program

ALLOVANCE™

Summary

Project Name:
Internship Match Program

Project Description:
Provide a 50% cost share to startups to encourage companies to take interns or allow then 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

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

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Project Scores

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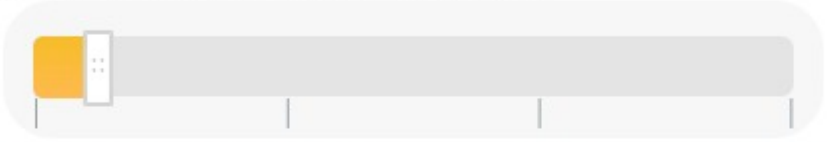
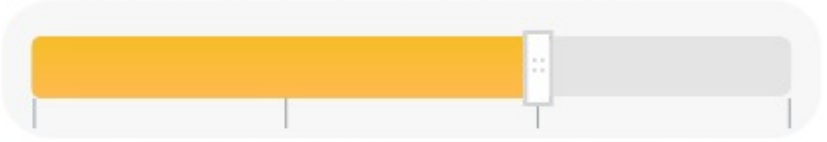
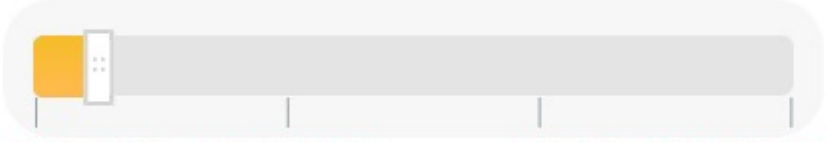


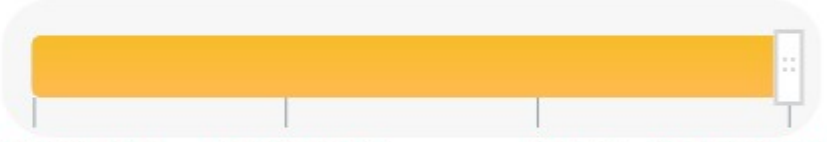
Attract investment capital and talent to region



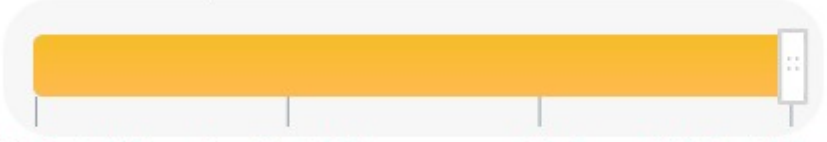
Collaborate with other entities to leverage community message



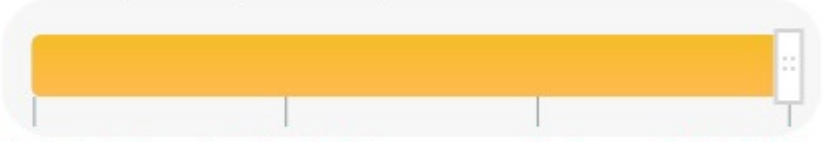
Support company creation/growth/viability



Foster a startup environment

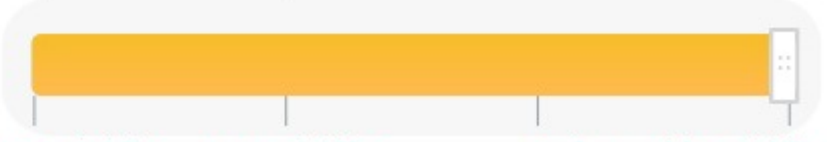


Encourage entrepreneurship



Educate entrepreneurs

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



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Internal Project ID

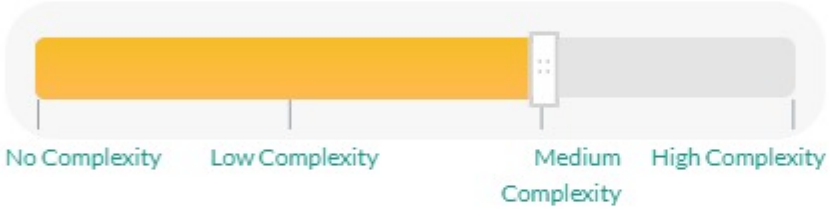
Project Cost ($):
$200000

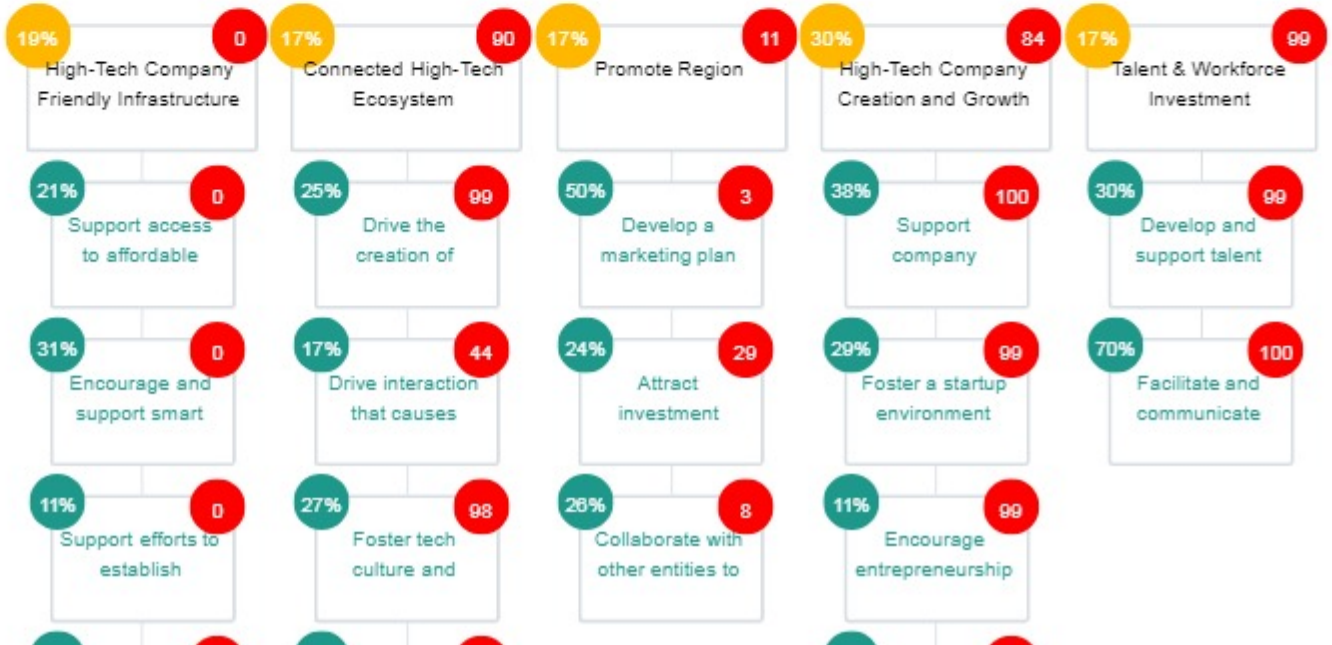
Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

Complexity





Model: Strategic Planning (Working Version)

Project: Entrepreneur-in-Residence Program

ALLOVANCE™

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

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

ALLOVANCE™

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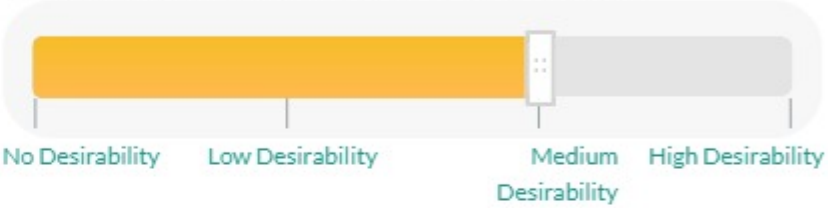
Internal Project ID

Project Cost ($):
$250000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

Attract investment capital and talent to region



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Support company creation/growth/viability

Foster a startup environment

Encourage entrepreneurship

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Project Scores

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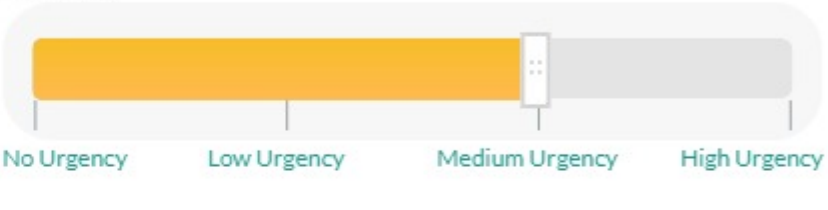
Urgency



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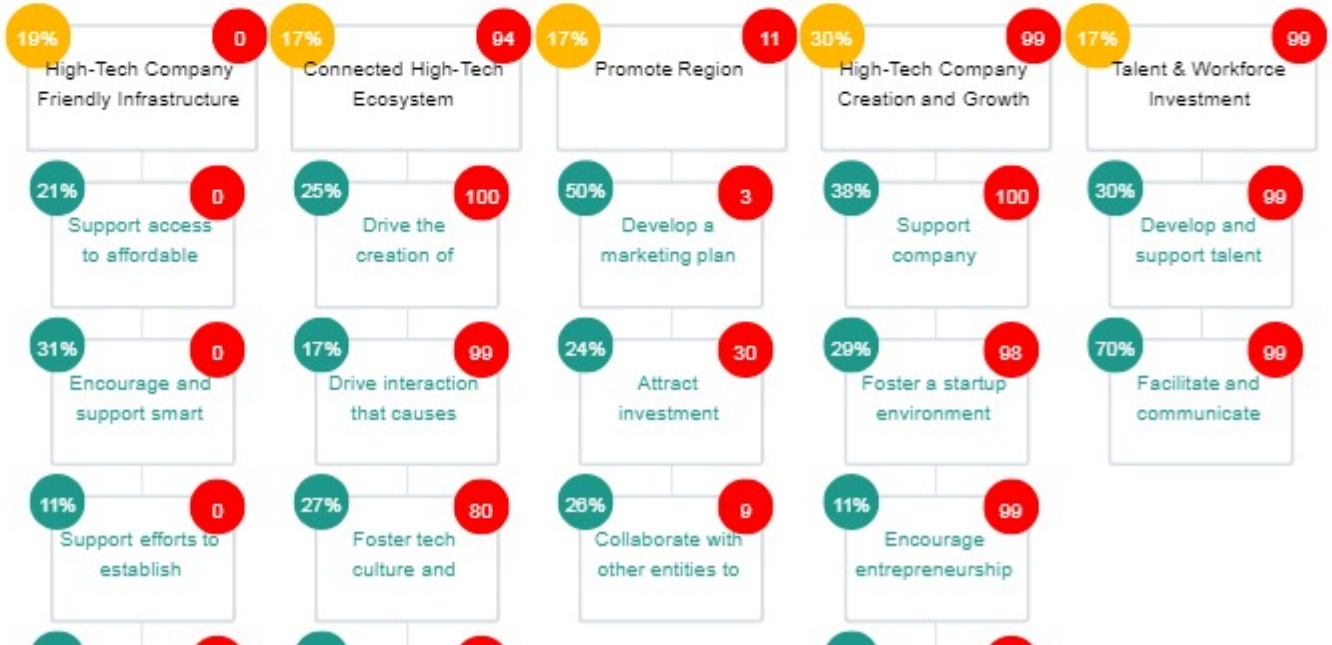


Model: Strategic Planning (Working Version)

Project: Business Acceleration Grants to Entrepreneurs

ALLOVANCE™

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

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

ALLOVANCE™

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.

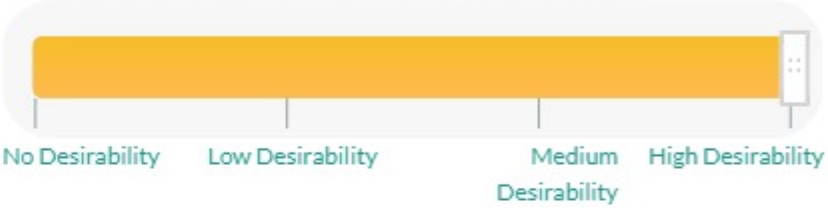
Internal Project ID

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

Summary

Project Name:
Business Acceleration Grants to Entrepreneurs

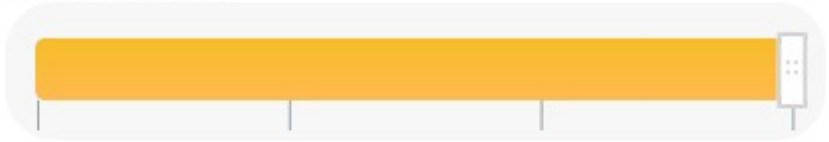
Project Description:
Grants made to third party service providers to perform work for the benefit of the startup company.

Internal Project ID

Project Cost ($):
$970500

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem



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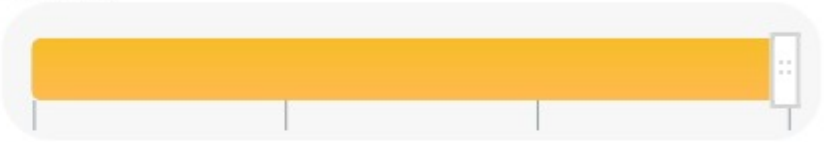

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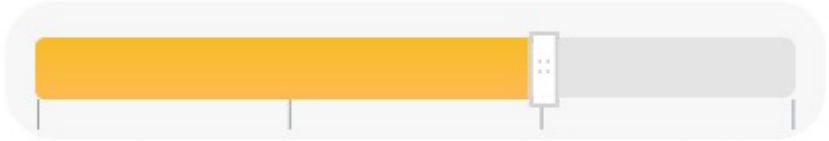
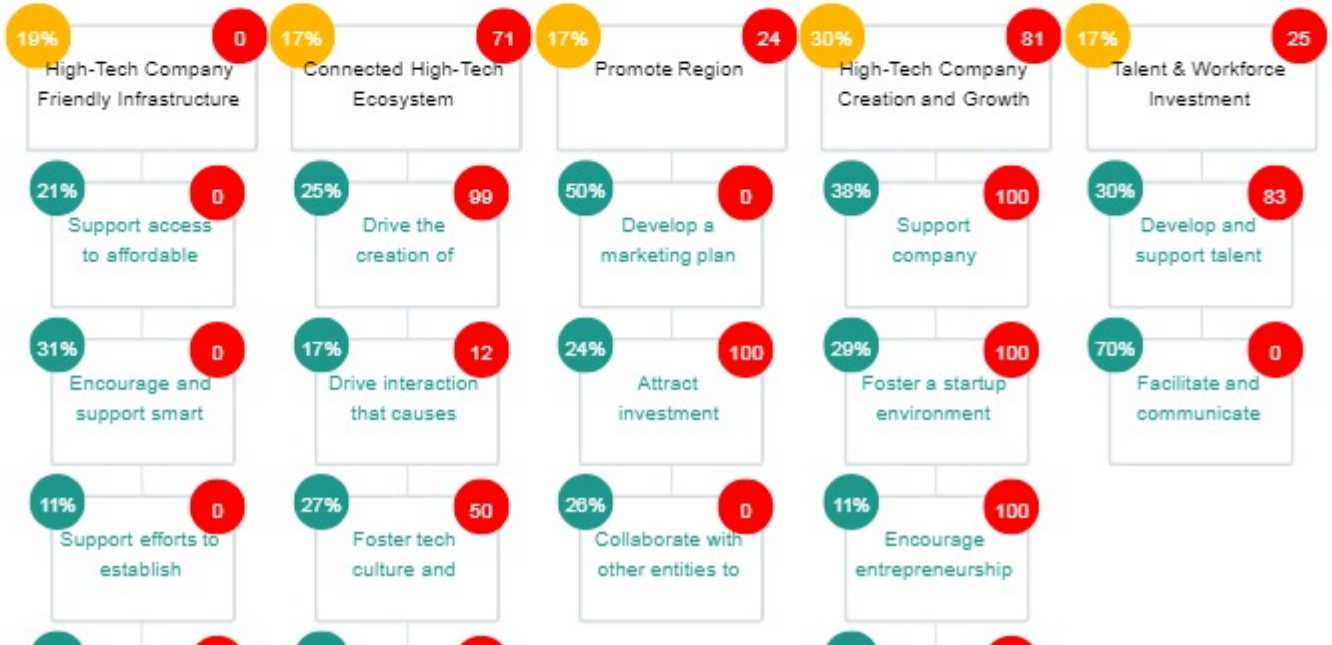




Model: Strategic Planning (Working Version)

Project: Incubator updates, Ypsilanti

ALLOVANCE™

Summary

Project Name:
Incubator updates, Ypsilanti

Project Description:
Renovation of SPARK East

Internal Project ID
Project Green

Project Cost ($):
$60000

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

ALLOVANCE™

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

Summary

Project Name:
Incubator updates, Ypsilanti

Project Description:
Renovation of SPARK East

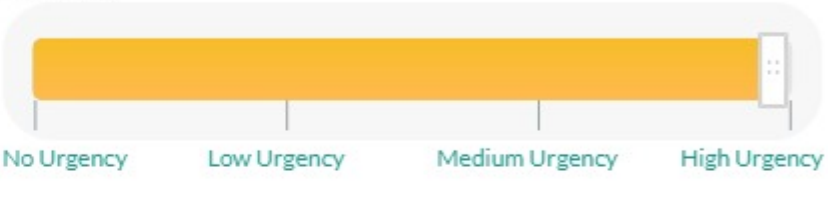
Internal Project ID
Project Green

Project Cost ($):
$60000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency



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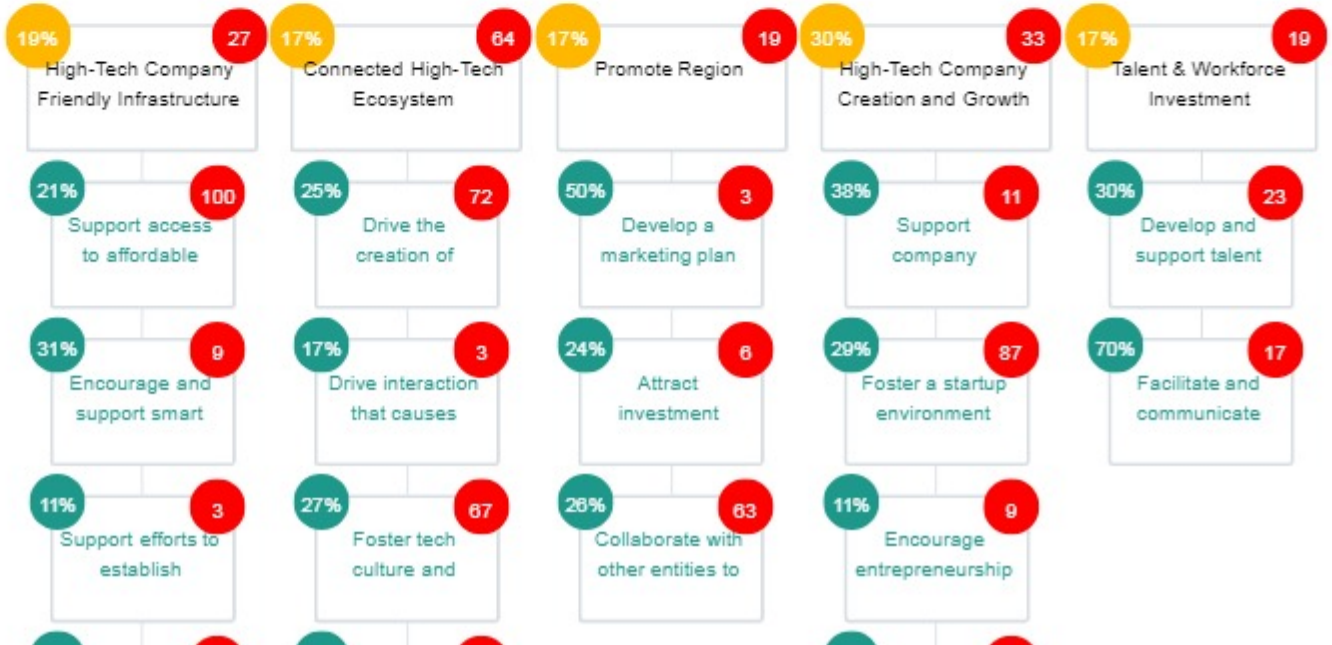


ALLOVANCE™

Summary

Project Name:
Classes for startups

Project Description:
educational opportunities

Internal Project ID
spark.ed

Project Cost ($):
$75000

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

ALLOVANCE™

Summary

Project Name:
Classes for startups

Project Description:
educational opportunities

Internal Project ID
spark.ed

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

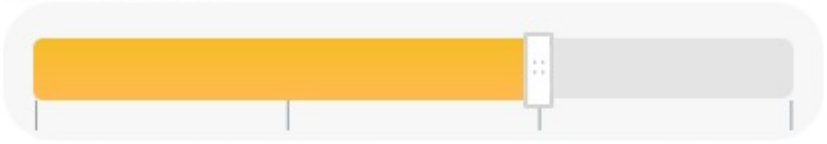
Project Description:
educational opportunities

Internal Project ID
spark.ed

Project Cost ($):
$75000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem



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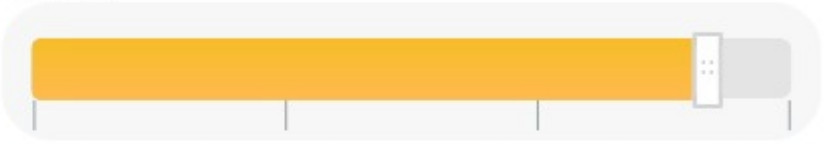

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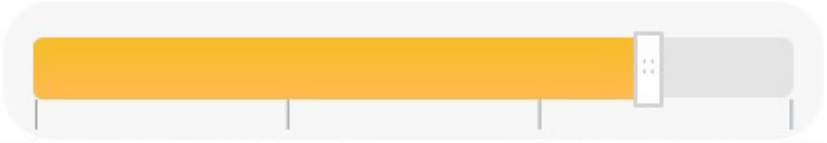
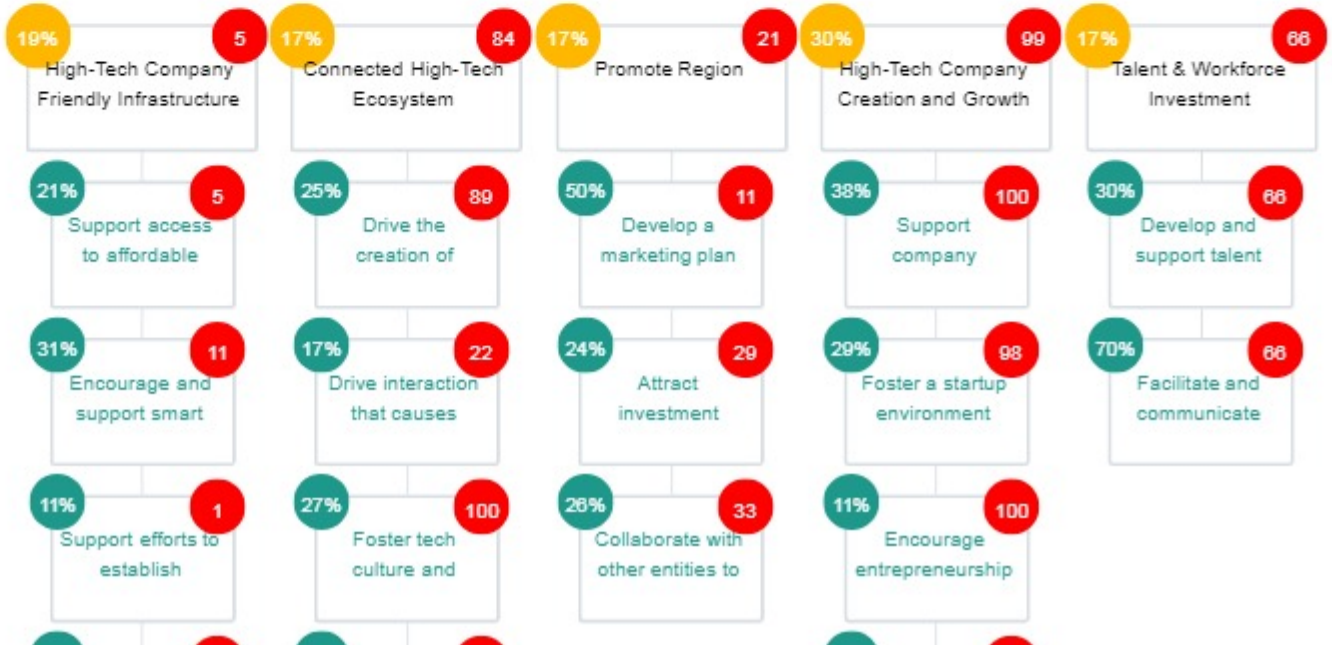




ALLOVANCE™

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

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

ALLOVANCE™

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.

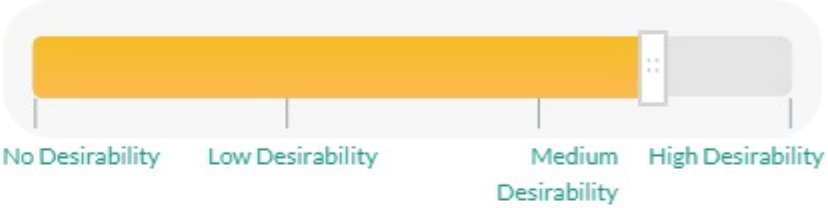
Internal Project ID

Project Cost ($):
$30000

Project Scores

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:
Quality of Place Student Retention Program

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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.

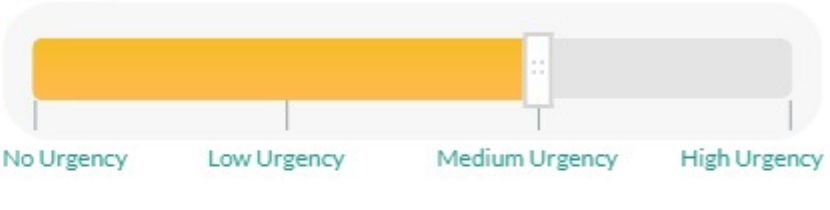
Internal Project ID

Project Cost ($):
$30000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency



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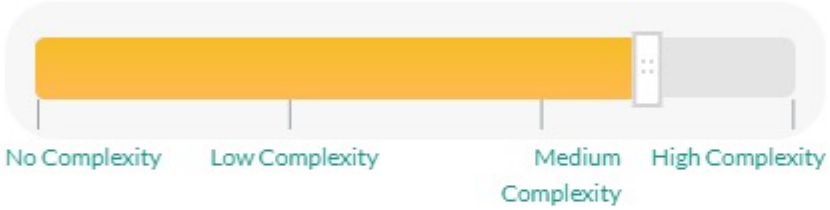
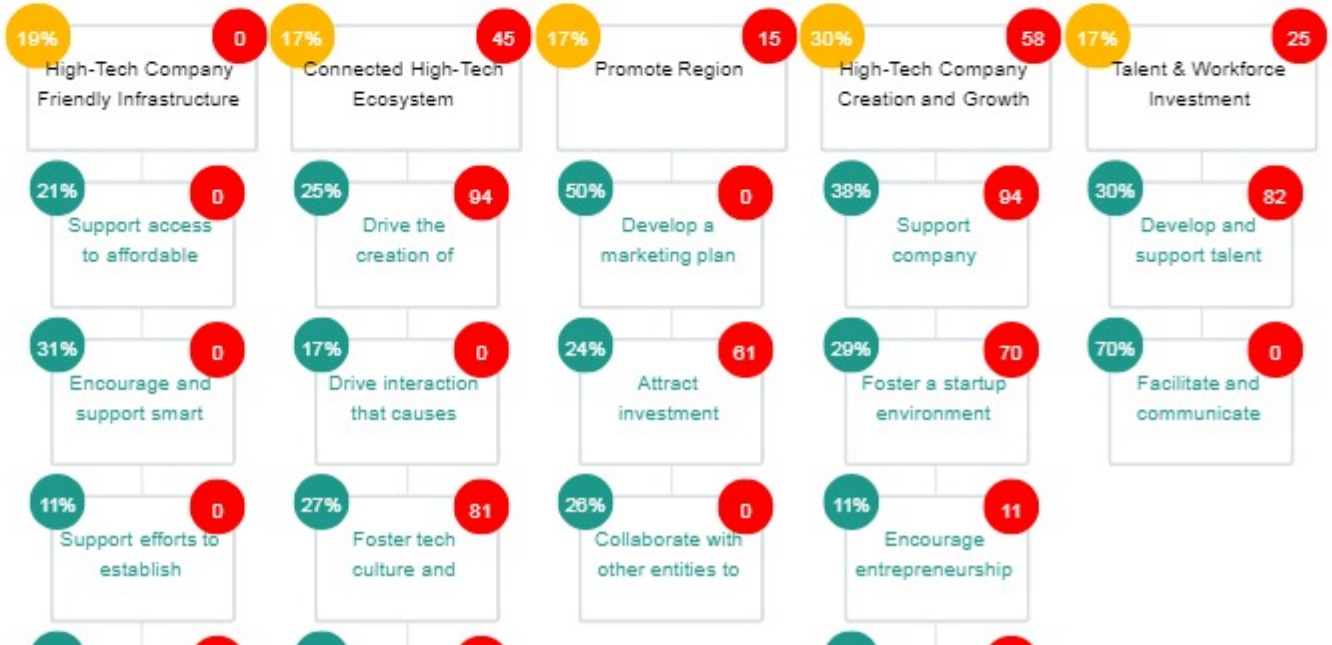




ALLOVANCE™

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

Support efforts to establish regional Transportation

Drive the creation of sustainable ecosystem

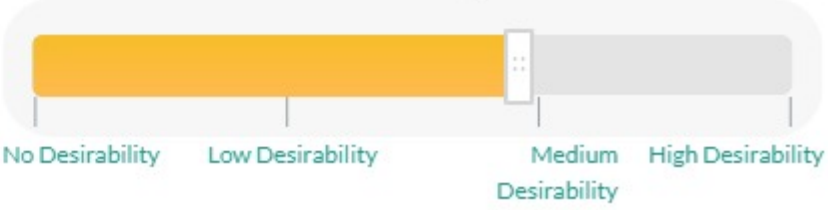
Foster tech culture and Community

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



ALLOVANCE™

Summary

Project Name:
Entrepreneur Boot Camp

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

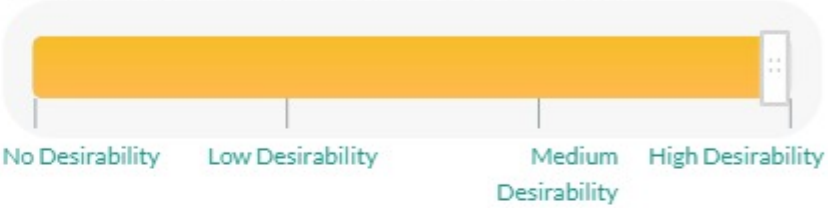
Internal Project ID
Boot Camp

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

Summary

Project Name:
Entrepreneur Boot Camp

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

Internal Project ID
Boot Camp

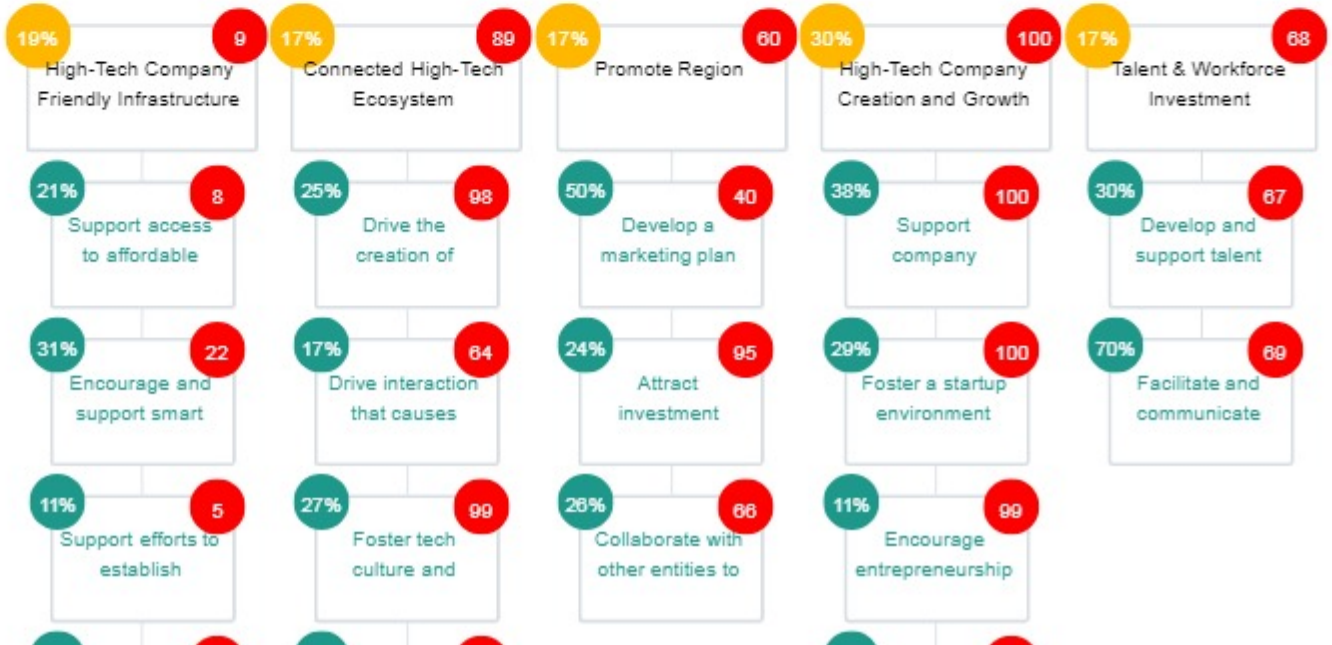
Project Cost ($):
$25000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

Complexity



Model: Strategic Planning (Working Version)

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

ALLOVANCE™

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

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

ALLOVANCE™

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.

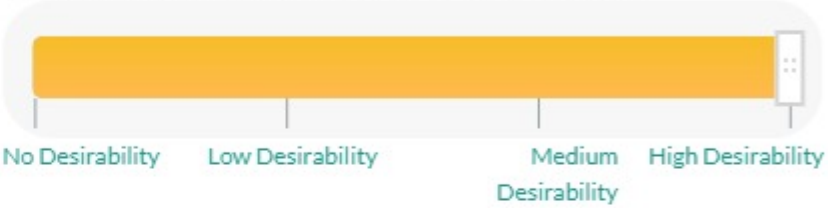
Internal Project ID
LDFA marketing - startups

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

Summary

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

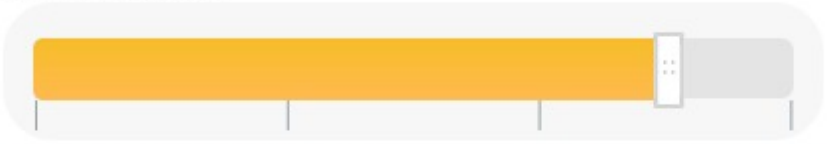
Project Description:
Create a plan to promote the region as a desirable location for entrepreneurs to start an innovation-based business using integrated marketing tactics.

Internal Project ID
LDFA marketing - startups

Project Cost ($):
$300000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem



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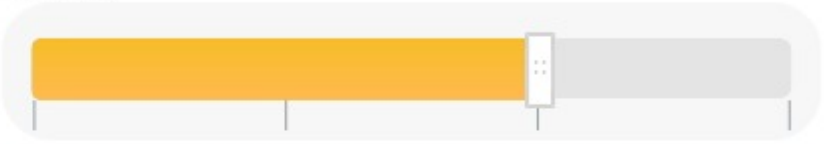

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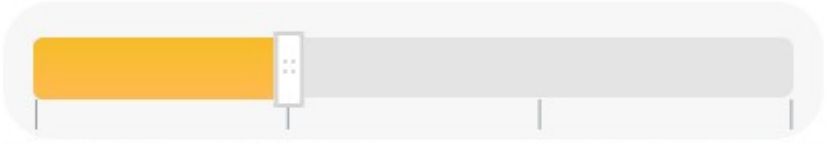
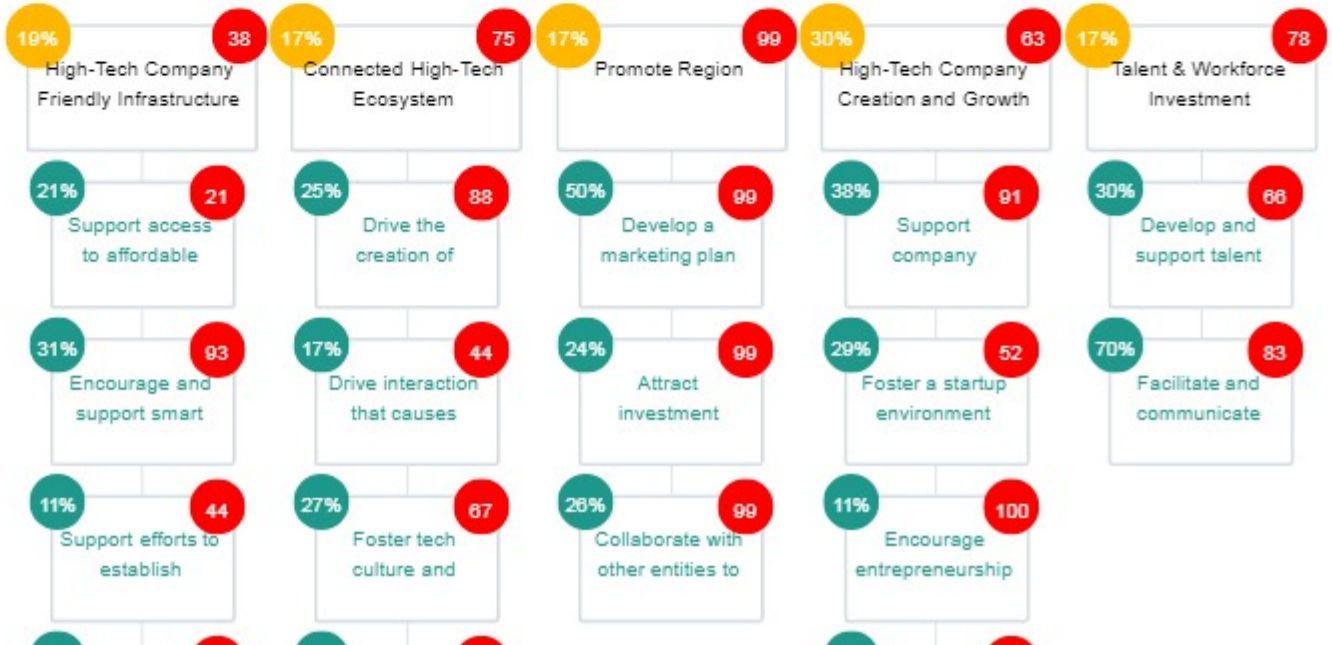




Model: Strategic Planning (Working Version)

Project: Talent retention of University Students

ALLOVANCE™

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

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

ALLOVANCE™

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.

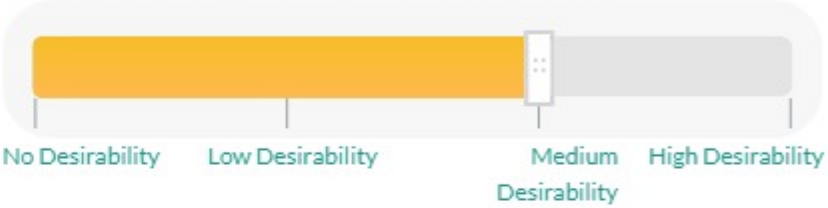
Internal Project ID

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

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.

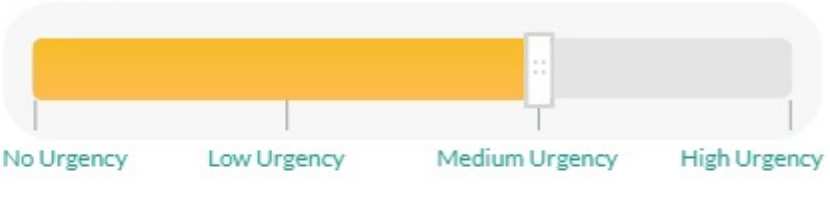
Internal Project ID

Project Cost ($):
$200000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency



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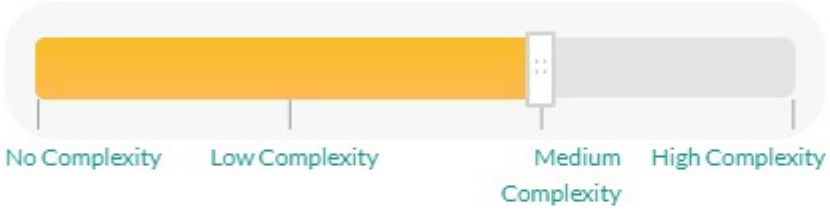
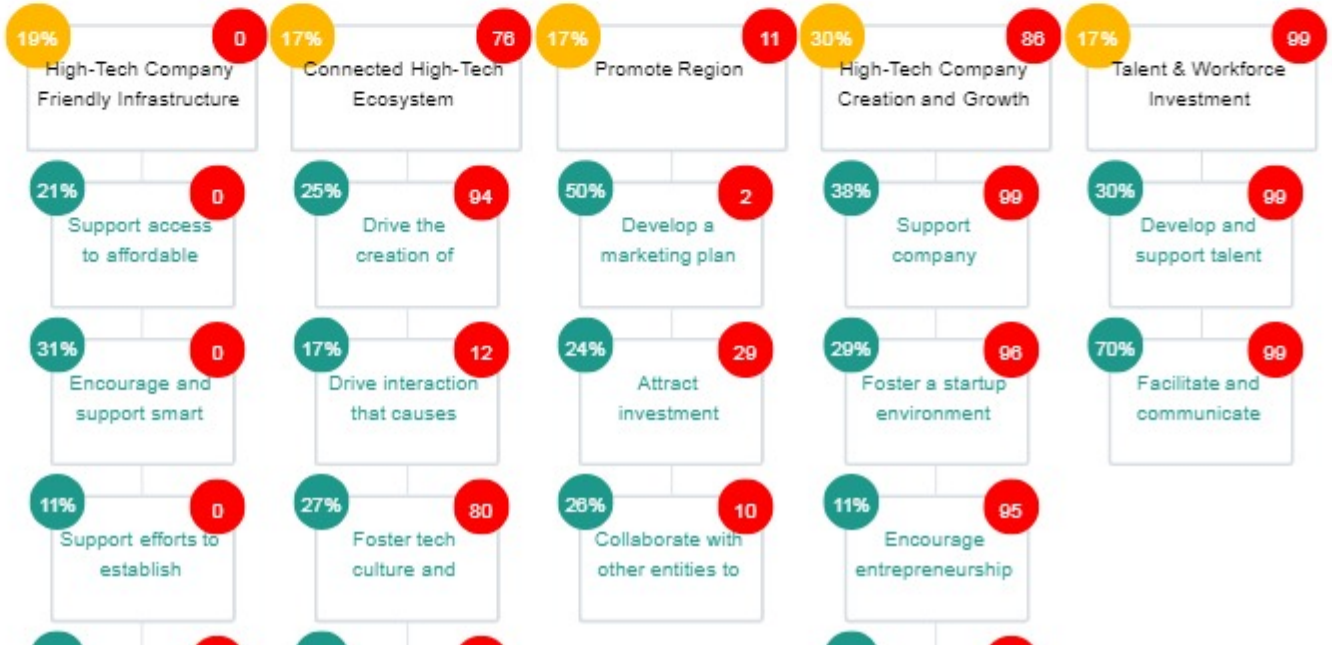




Model: Strategic Planning (Working Version)

Project: Project Blue

ALLOVANCE™

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

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

ALLOVANCE™

Summary

Project Name:
Project Blue

Project Description:
Renovation of SPARK Central Innovation Center

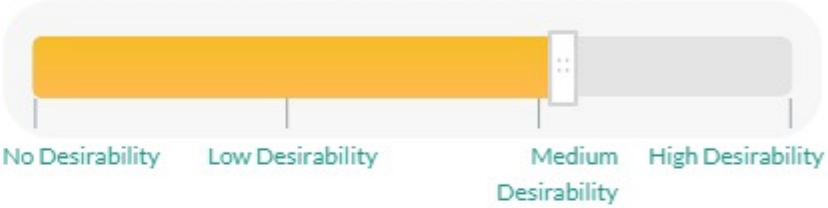
Internal Project ID
project blue

Project Cost ($):
$60000

Project Scores

Develop a marketing plan that promotes our entrepreneurial and innovative culture

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:
Project Blue

Project Description:
Renovation of SPARK Central Innovation Center

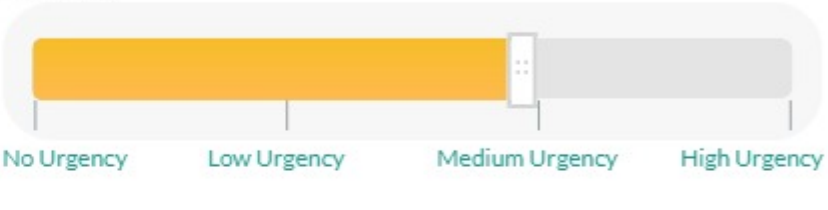
Internal Project ID
project blue

Project Cost ($):
$60000

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency



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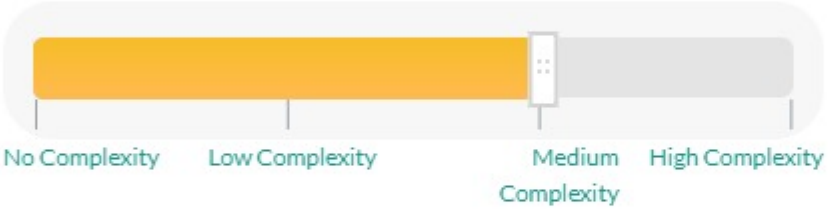
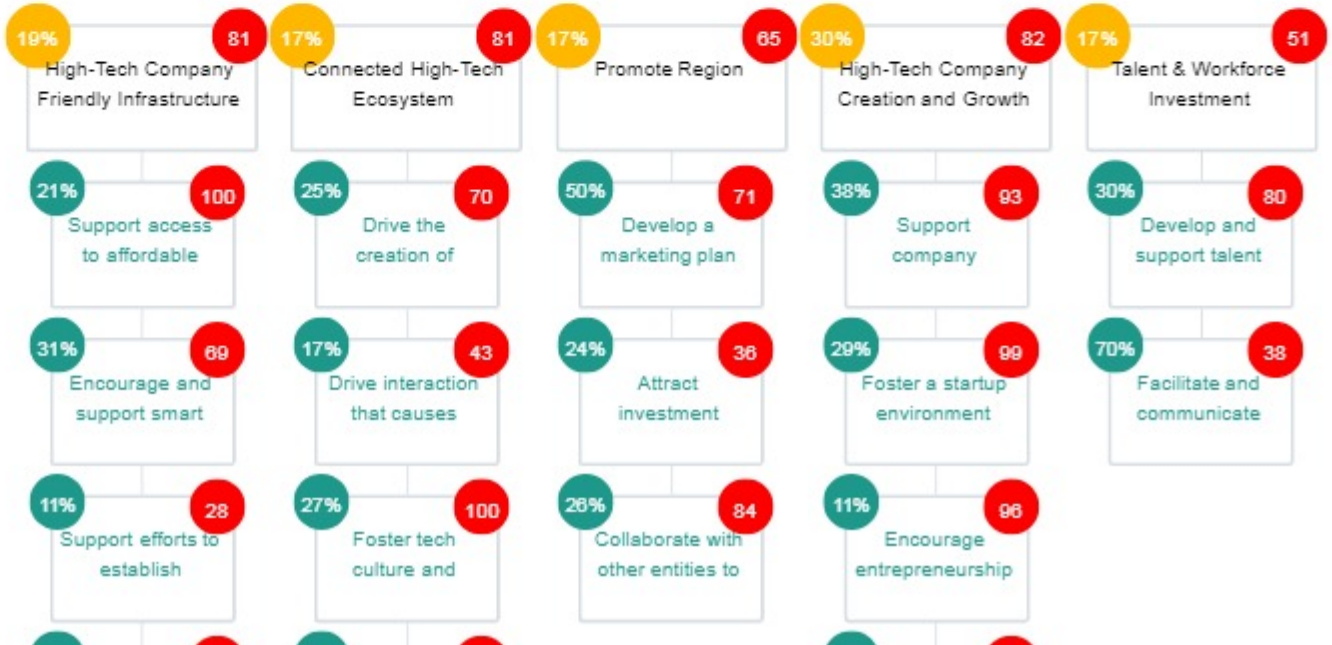




Summary

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, def ne a roadmap of initiatives to bring mobility innovation to Ann Arbor and prepare a

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:
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, def ne a roadmap of initiatives to bring mobility innovation to Ann Arbor and prepare a

Project Scores

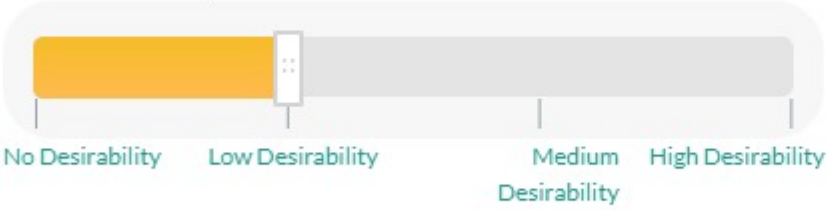
Develop a marketing plan that promotes our entrepreneurial and innovative culture

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

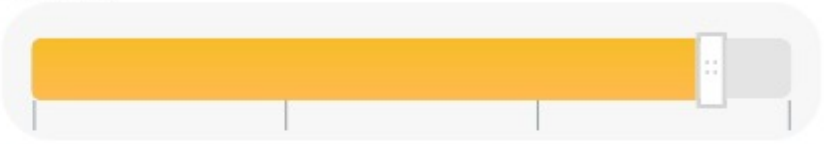
Project Name:
Ann Arbor Mobility Transformation Program

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, def ne a roadmap of initiatives to bring mobility innovation to Ann Arbor and prepare a

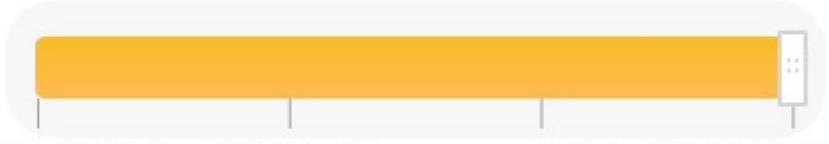
Project Scores

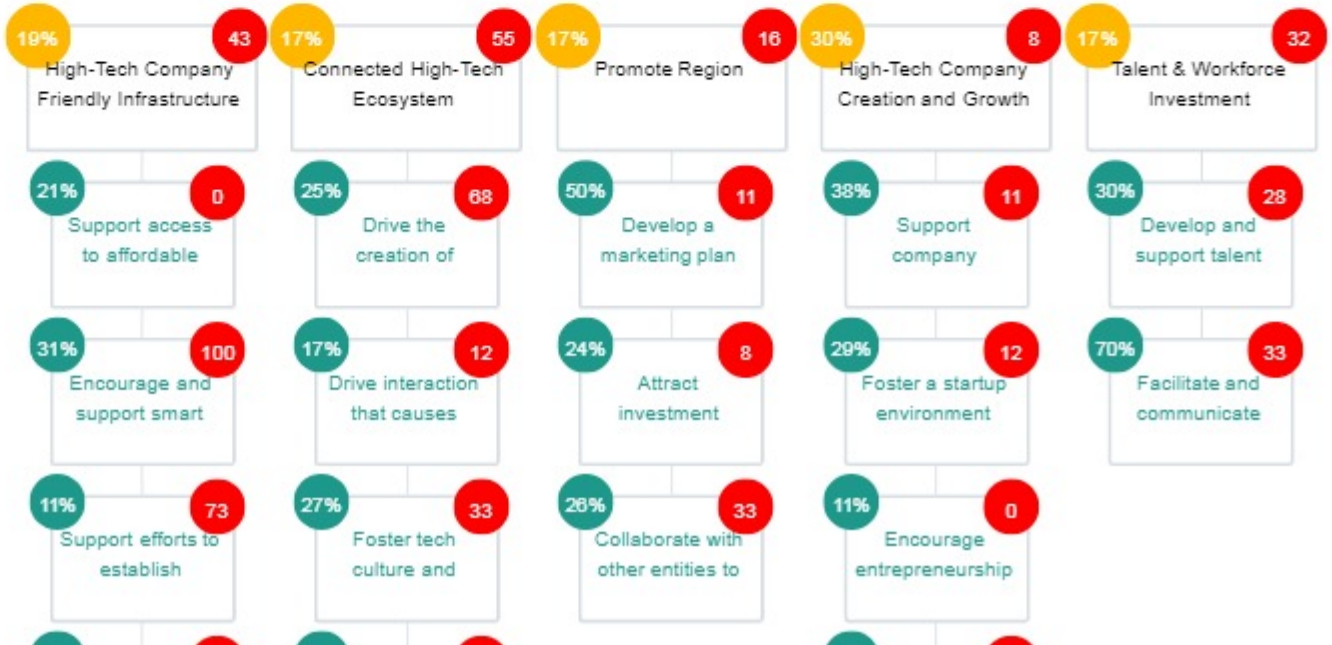
Facilitate and communicate employment needs of high-tech ecosystem

Urgency



Complexity





Model: Strategic Planning (Working Version)

Project: strategic planing

ALLOVANCE™

Summary

Project Name:
strategic planing

Project Description:
n/a

Internal Project ID
n/a

Project Cost ($):
$0

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

ALLOVANCE™

Summary

Project Name:
strategic planing

Project Description:
n/a

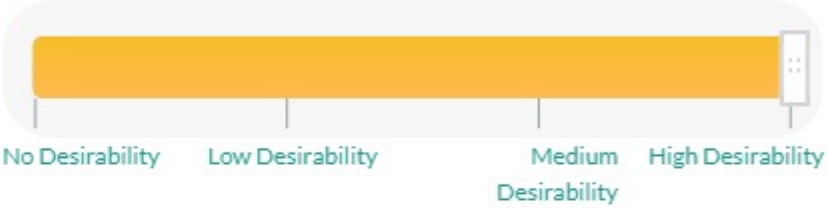
Internal Project ID
n/a

Project Cost ($):
$0

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

ALLOVANCE

Summary

Project Name:
strategic planing

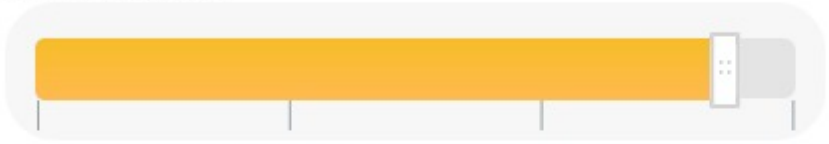
Project Description:
n/a

Internal Project ID
n/a

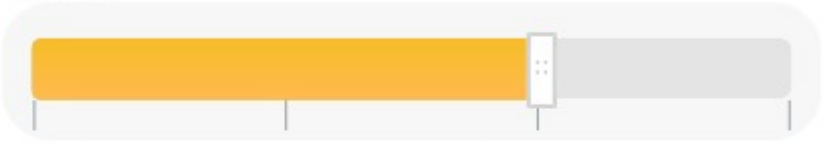
Project Cost ($):
$0

Project Scores

Facilitate and communicate employment needs of high-tech ecosystem



Urgency



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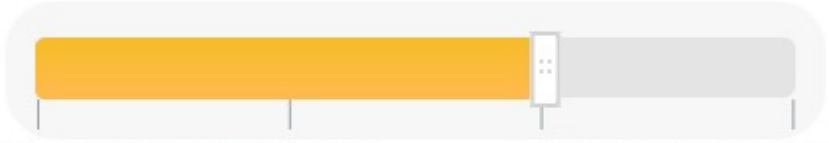
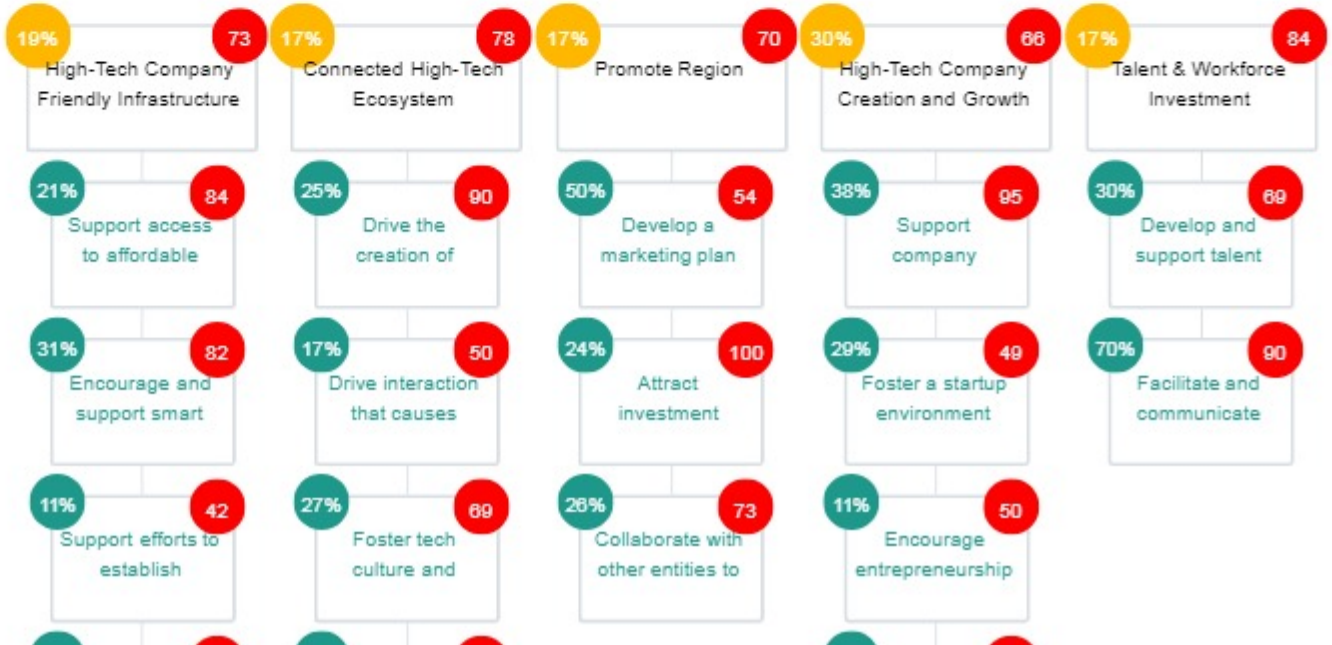




Summary

Project Name:
Mobility Specialist

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

Internal Project ID

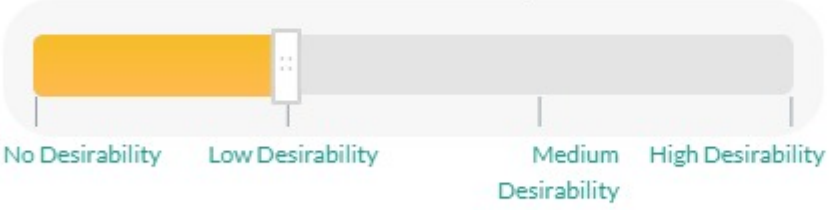
Project Cost ($):
$102000

Project Scores

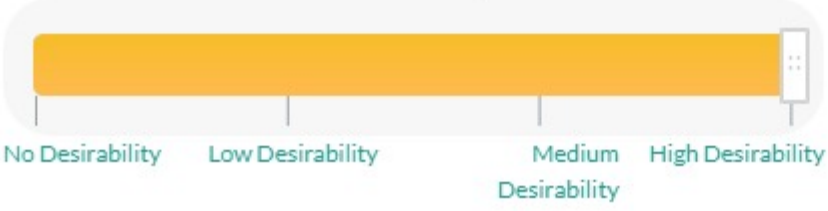
Support access to affordable work space

Support efforts to establish regional Transportation

Drive the creation of sustainable ecosystem



Foster tech culture and Community

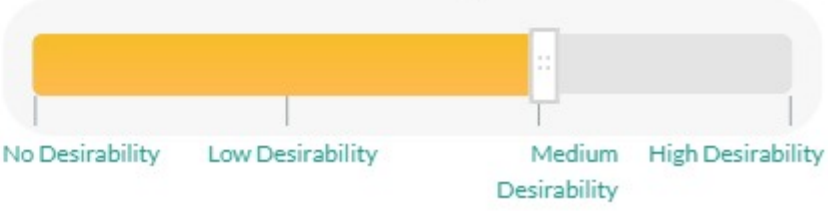


Encourage and support smart city initiatives

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



ALLOVANCE™

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

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:
Mobility Specialist

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

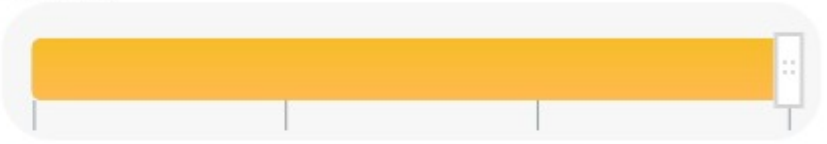
Internal Project ID

Project Cost ($):
$102000

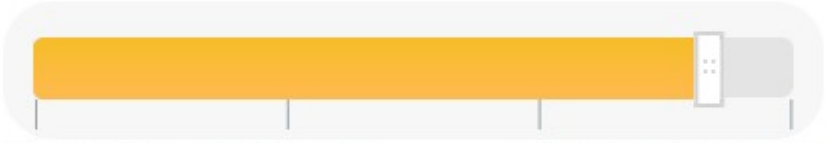
Project Scores

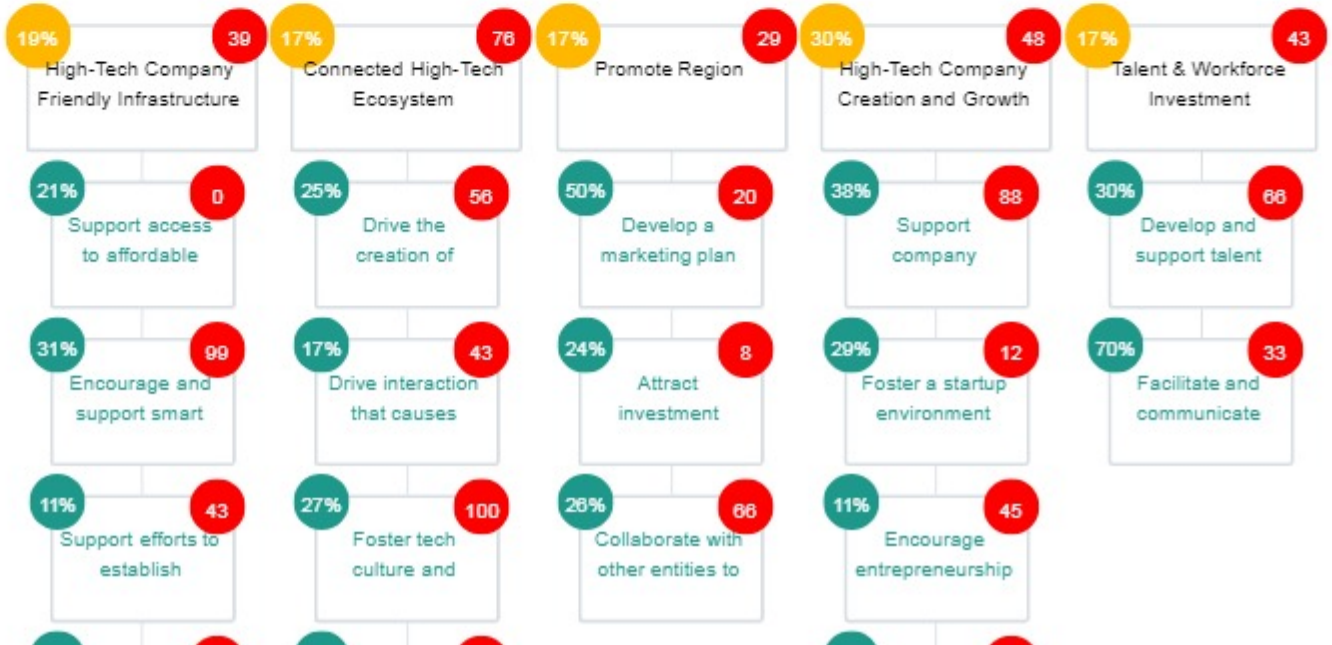
Facilitate and communicate employment needs of high-tech ecosystem

Urgency



Complexity





Model: Strategic Planning (Working Version)

Project: Increased Reliability of A2 I-NET

ALLOVANCE™

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

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

ALLOVANCE™

Summary

Project Name:
Increased Reliability of A2 I-NET

Project Description:
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Internal Project ID

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:
Increased Reliability of A2 I-NET

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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.

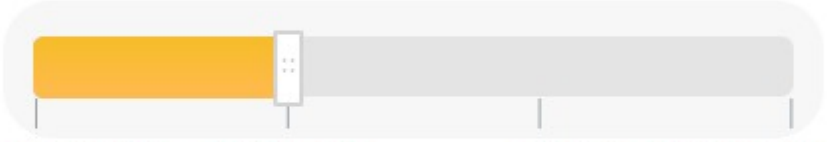
Internal Project ID

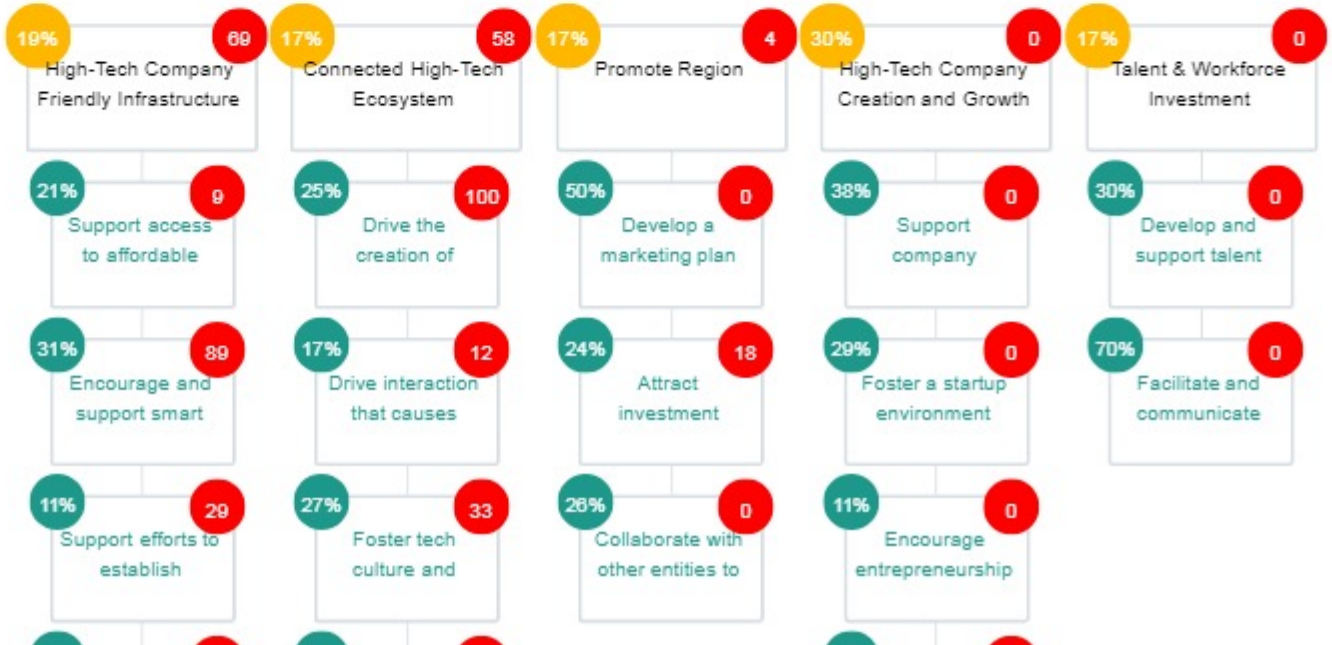
Project Scores

Facilitate and communicate employment needs of high-tech ecosystem

Urgency

Complexity





Model: Strategic Planning (Working Version)

All Projects

ALLOVANCE

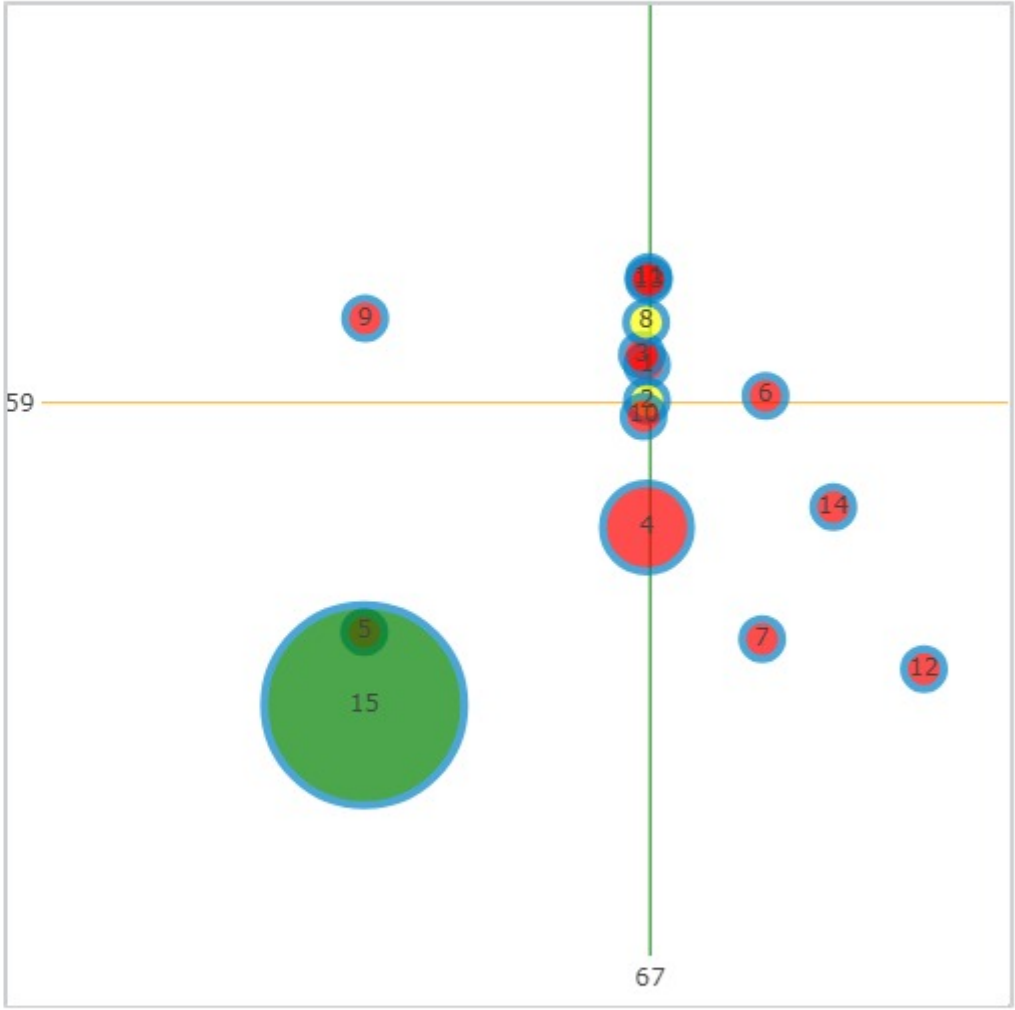
Summary

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. strategic planing
14. Mobility Specialist
15. Increased Reliability of A2 I-NET

Projects



= High Urgency

= Medium Urgency

= Low Urgency

Model: Strategic Planning (Working Version)

Selected Projects

ALLOVANCE

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. Incubator updates, Ypsilanti
5. Classes for startups
6. Quality of Place Student Retention Program
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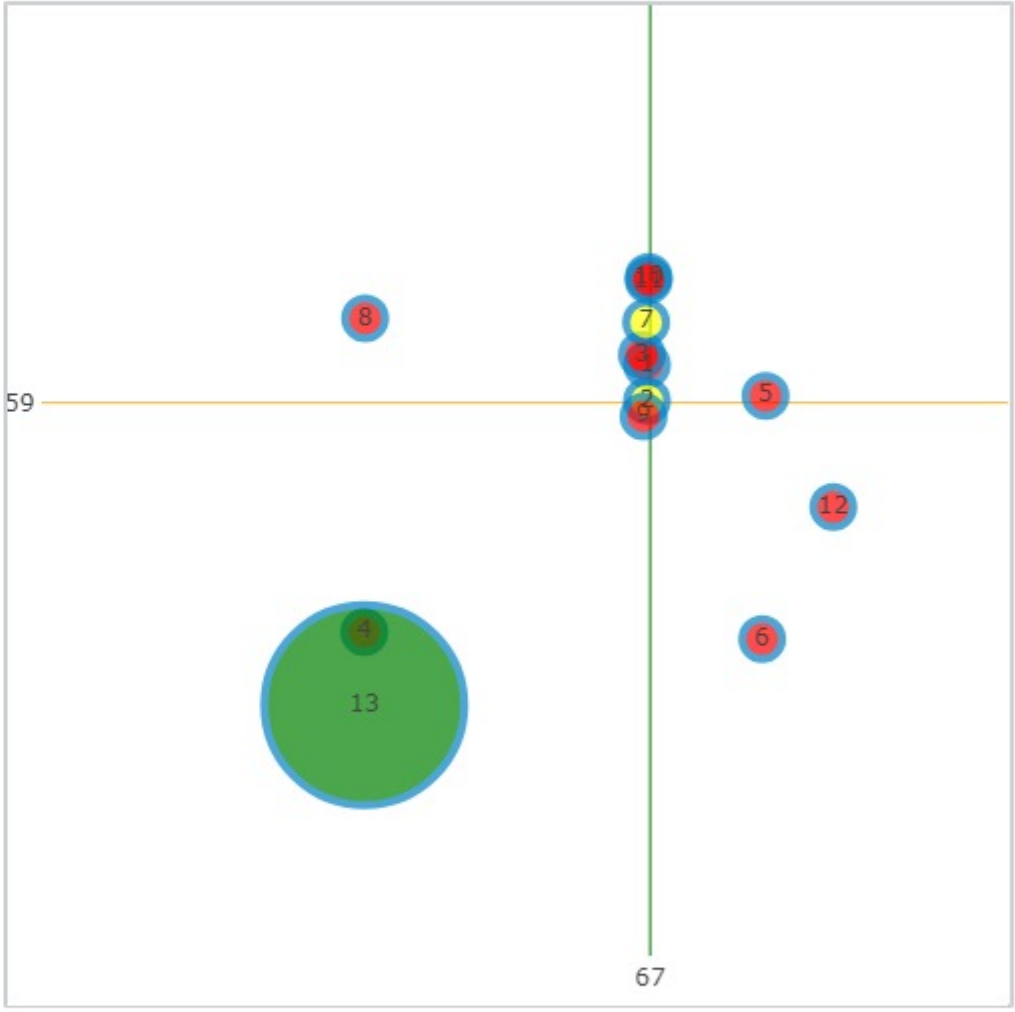
12. Mobility Specialist
13. Increased Reliability of A2 I-NET

Projects