

Tech. Neighborhoods. WE MEAN BUSINESS.



TechTown is Detroit's entrepreneurship hub. We are a nonprofit business service organization that provides programs, education and resources for early- to growth-stage small businesses and tech entrepreneurs. We own and operate a 135,000-square-foot building in Detroit's New Center that supports coworking, offices, meetings and events. By building bridges for entrepreneurs to succeed, we are accelerating an inclusive and equitable economy for Detroit and Southeast Michigan.

TECHTOWN PROGRAMS AT A GLANCE

TECHNOLOGY-BASED PROGRAMS

Start Studio

Intensive idea validation for emerging founders with a tech-based business idea they want to test in the real world. This two-part program consists of online workshops/meetings and individualized coaching to help participants build revenue-generating prototypes.

Incubator

A 90-day program of individualized coaching and hands-on assistance for revenue-generating tech businesses preparing to scale their operations. Incubator focuses on strengthening sales, marketing, analytics, accounting and project management systems and processes.

Capital

An eight-week course for tech-based Southeast Michigan companies with a unique value proposition to increase knowledge about and access to capital. This program serves companies that raised less than \$500,000 in private sector equity/revenue in the last year.

Traction

A highly focused program to help tech startups with a revenue-generating minimum viable product establish their path to recurring, predictable revenue. Traction aids founders in optimizing sales processes through biweekly meetings, weekly tracking and a sales leaderboard.

SMALL BUSINESS SERVICES

Retail Boot Camp (RBC)

An intensive, 12-week course with post-graduate coaching for entrepreneurs preparing to open a brick-and-mortar business in Detroit. RBC helps strengthen local businesses looking to thrive in today's retail environment from pop-up stage to permanent location.

The SHOP

A monthly pop-up marketplace helping local entrepreneurs build skills and connect to new customers. Vendors receive support from TechTown strategists in technology, inventory management, merchandising, sales and operations.

313 STRONG

Customized, one-on-one coaching for small businesses in Detroit, Hamtramck and Highland Park. TechTown strategists work with business owners for up to six months to build skills in finance, marketing and management and reach growth goals to increase revenue, create jobs and access capital.

Capital Access

Preparation assistance and lender referrals for first-time and repeat borrowers through one-on-one consultation and dedicated coaching, in partnership with local Community Development Financial Institutions and banks.

ENTREPRENEURIAL EDUCATION

Strategy Sessions

One-on-one consultations with TechTown business strategists to discuss roadblocks and goals. Entrepreneurs will be directed to programs, resources and experts at TechTown and across Southeast Michigan's network of business service organizations.

Ask an Expert

One-on-one guidance from industry experts in our Professional Services Network tailored to the specific needs of each entrepreneur. Experts answer questions about human resources, marketing, finance, legal issues, business operations and technology.

Training Series

Workshops covering business fundamentals and hot-button issues led by local and national experts. Topics are geared toward the needs of early- to growth-stage tech and small business entrepreneurs and include increasing revenue, connecting with new customers, accessing capital, and optimizing operations with systems and technology.

[Visit \[techtowndetroit.org/programs\]\(https://techtowndetroit.org/programs\)](https://techtowndetroit.org/programs) for more detailed information.

Technology and Small Business Services programs serve entrepreneurs in the city of Detroit unless otherwise indicated. Entrepreneurial Education is open to the public.