



WE MEAN
BUSINESS



It Takes a Village

How networking and collaboration leverage the resources, tools, and services critical to launching, stabilizing, and growing our community businesses.

Topics for Discussion

- Introductions
- TechTown Detroit
- SWOT City and our Professional Services Provider Network
- It's Not What You Know, It's Who You Know
- Best Practices
- Measuring Impact
- Avoiding Challenges
- Q & A

TechTown Detroit

TechTown is Detroit's most established business accelerator and incubator, offering a full suite of entrepreneurial services for both tech and neighborhood enterprises. We help startup and established businesses develop, launch and grow, while strengthening and diversifying the local economy.



TechTown Detroit's SWOT City Program and our Professional Services Provider Network

- Our Services
 - Open Office Hours
 - SWOT City engagements
 - Workshops and Training
 - Connection to Resources
- Our Professional Services Provider Network
 - Who: Individuals; Network Partners; Private Enterprise
 - How It Works
 - The Impact

It's Not What You Know, It's Who You Know

Examples of Community Collaborations

- **Leveraging Existing Assets**

- [Detroit BizGrid](#)
- [Library BizConnect](#)
- [Detroit Kitchen Connect](#)

- **Developing New Resources**

- Entrepreneur Education: Road to Readiness; Ops to Props; A Place for Business; SWOT City Legal Series
- Tools and Other Resources: capital readiness assessment; student talent; co-packing at Forgotten Harvest

Best Practices

- Identify, assess, and include existing resources
 - Business associations
 - Educational institutions
- Identify gaps and seek to fill with appropriate partners
 - Digital marketing services
 - Financial education and management services
- Menu of Services or Scope of Work
 - Understand needs and capabilities
 - Be clear about expectations and responsibilities
- Communications and Engagement
 - Establish channels for sharing information and events, i.e. mailing lists, etc.
 - Get feedback from clients and providers on process, services, outcomes
 - Show appreciation

Measuring Impact and Avoiding Challenges

Impact

- Track organizational referrals and service activity so you can tell the story.
- Assign market and / or in-kind values to services rendered and report monthly, quarterly, annually.
- Survey clients and providers on impact measurements, i.e. revenue, employees, etc.

Challenges

- Understand capabilities and ideal client to ensure a fit.
- Set realistic expectations and outcomes for the engagement.
- Agree on responsibilities in advance and be accountable.
- Measuring impact on individual businesses.

Questions?

Contact Information

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