PURE MOBILITY





planeton WHAT IS PLANETM?

In spring 2016, the PlanetM **brand** was born to represent collective mobility efforts and assets across the state of Michigan.

Michigan. Where big ideas in mobility are born.

A year later, the State built on the early success of PlanetM by growing beyond its awareness-focused advertising campaign into a full-service **business development** program.

Michigan. Leading the transportation revolution.

Today, we do three things.





COMMUNICATE, COLLABORATE

- Policy: Council on Future Mobility
- Industry Development: PlanetM Advisory Board
- Asset Collaboration: MI Mobility Steering Committee
- Economic Developer Collaboration: Mission Control
- City Alliances: [Coming Soon]





planetm

MATCH MEETINGS & MEETUPS

Through match meetings, meetups & intros, PlanetM connects corporates, startups, investors, academia & public sector to accelerate innovation, partnerships & investments.

Over 3100+ 1:1 connections since January 2018. \$18M in facilitated revenue.





PLANETM LANDING ZONE





















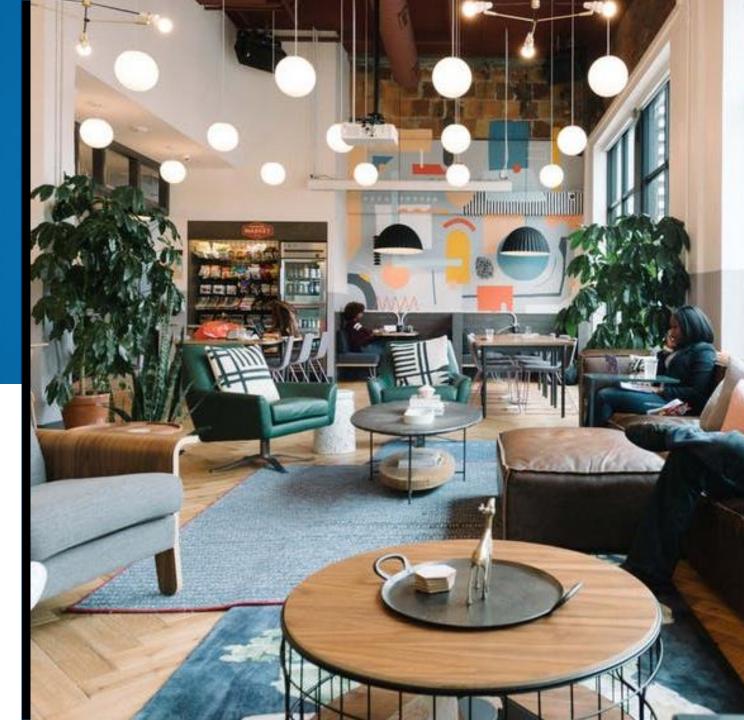














HARDWARE MATCHMAKING

With a network of qualified contract manufacturers and suppliers, PlanetM proactively identifies hardware needs from tech firms, and connects them to Michigan contract manufacturers to create a way for *old school* manufacturing to meet *new school* needs.







PLANETM STARTUP GRANTS

- \$1.6M in grant funding to encourage mobility startups to test their technologies in Michigan or at Michigan's state-of-the-art testing facilities
- Testing Application Deadlines: 1st of every month through September
- Pilot Application Deadline: June 1 (last round)







