

# PURE MOBILITY



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**.



# #1 ASSET COORDINATION



# 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]







# #2 COMPANY CONNECTIONS



# 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.







# #3 TECHNOLOGY ACTIVATIONS



# 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: 1<sup>st</sup> of every month through September
- Pilot Application Deadline: June 1 (last round)





# MCITY AT THE UNIVERSITY OF MICHIGAN





# AMERICAN CENTER FOR MOBILITY





Thank you!  
Let's connect

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