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]
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.
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: 1st of every month through September

• Pilot Application Deadline: June 1 (last round)
Thank you!
Let’s connect

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