



DukeEngage Detroit
2021
ProsperUs Detroit

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- ❖ An economic development initiative that serves to help build, sustain, and support neighborhood entrepreneurs and small businesses in Detroit, Hamtramck, and Highland Park
- ❖ They support local entrepreneurs through entrepreneur training, business support services, and micro-lending
 - Entrepreneur Training - 20-week program that helps participants learn about what it takes to start a business, develop a business plan, and achieve their full potential
 - Business Services - Professional assistance in areas of Accounting, Commercial Real Estate, Graphic Design, Human Resources, Legal, Marketing, Website Development, and more
 - Micro-Lending - provides access to capital for start-up and existing small businesses up to \$50,000

What Were We Tasked With?

- ❖ Our original tasks included
 - Longitudinal survey dissemination
 - Business Network Survey
 - OneDrive Organization

What Did We Actually Do?

- ❖ Salesforce Data Transfer
- ❖ Community Resource Guide
- ❖ Storytelling Project
- ❖ Attended and Helped Interview Loan Candidates
- ❖ Business 101 Workshop Analysis
- ❖ Business Network Survey
- ❖ Longitudinal Survey

SalesForce Data Transfer

- ❖ Helped with transition to SalesForce, transferring data on over 200 ProsperUs program users from Excel to SalesForce
- ❖ Conducted necessary outreach and research to complete this process
- ❖ Registered Flagstar Grant Recipients into SalesForce

Community Resource Guide

- ❖ Utilized existing ProsperUs website, researched new resources, and put together a 38-page updated Community Resource Guide to help ProsperUs provide support for their users on topics ranging from business resources (business planning, financial management, marketing, operations, funding, etc) to personal resources (mental/dental/medical care, food assistance, immigration and citizenship, housing resources, etc)
- ❖ To be featured in the updated website
- ❖ Click [here](#) to view the whole Guide

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Detroit Resources:

Below are various organizations in Detroit that provide grants, advice, and competitions to small businesses that meet their criteria.

Detroit Economic Growth Corporation

DEGC has 40 years working on Detroit's economic revitalization. They connect people, opportunities and resources, supporting emerging and expanding businesses and bringing new investments to the city. Through MotorCity Match and MotorCity Restore they support small businesses in Detroit.

- **MotorCity Match grants**– Three times a year, this program provides \$500,000 in grants to business and building owners, providing funding and tools for entrepreneurial growth in Detroit.
- **Motor-City Restore**- This program matches funds with small established businesses to improve storefronts and improve commercial corridors in Detroit's neighborhood businesses.



Grandmont Rosedale Development Corporation

The Grandmont Rosedale Development Corporation is a non-profit, community-based organization working to preserve and improve the Grandmont Rosedale Neighborhoods of northwest Detroit. They organize the Northwest Detroit Farmers Market, have an incubator and commercial revitalization activities.



TechTown Detroit

TechTown is a small business incubator and accelerator for technology startups in Detroit, offering research and development services to assist companies grow their business.

Some of their services are:

- **Labs programs for technology startups:** You will find a **Business Incubation Center**, a **10 week summer accelerator** for college students and recent graduates, **assistance to raise venture investment** and other opportunities.
- **Blocks programs for retail entrepreneurs (e.g., brick-and-mortar, pop-ups or online sales):** **SWOT City** helps launch, stabilize and grow local businesses and strengthen neighborhood commercial districts; the **Retail Boot Camp** support the opening of brick-and-mortar retail establishments, providing training, access to critical start-up capital, affordable space and ongoing business support.



Legal Assistance:

• Lakeshore Legal Aid

- Lakeshore Legal Aid is not-for-profit law firm providing free civil legal services to people who are low income, seniors, and survivors of domestic violence and sexual assault. They provide professional legal advice and counseling, document review, negotiation, mediation, and representation in court. Lakeshore Legal Aid has 13 locations across Southeast Michigan. Please view their website for specific contact information for each respective location.



• Project Clean Slate

- Project Clean Slate is a City of Detroit Initiative to help residents get their criminal records expunged in order to gain access to better employment, housing, and educational opportunities. Effective April 11, 2021, new legislation will expand the number and types of convictions eligible for free expungement. Please look at this City of Detroit Government page in order to check updates on your Project Clean Slate case status, register for the initiative, volunteer, and learn more about the initiative.
- **Contact**
 - Call (313) 237-3024
 - Email projectcleanslate@detroitmi.gov



• Detroit Free Legal Aid Clinic

- The Free Legal Aid Clinic (FLAC) provides legal assistance in the areas of family and elder law to low income and elderly residents in Wayne County. The organization is entirely staffed by Wayne State University Law School students who provide legal service under supervision of licensed attorneys.]
- **Contact**
 - Call 313.833.0058



• Wayne County Friend of Court

- The Wayne County Friend of Court aims to serve, educate, and assist Wayne County families in domestic relations matters to promote the best interest of children. Please view this resource or call the number below to set up your meeting with a Friend of the Court representative.
- **Contact**
 - Call 1-844-785-7593



Third Judicial
Circuit of Michigan

Storytelling Project

- ❖ With our interest in engaging more deeply with the Detroit community, we presented the idea to do impact stories on some ProsperUs program user entrepreneurs we found particularly interesting
- ❖ Created a list and reached out to 10 entrepreneurs
- ❖ Conducted and wrote impact stories on three entrepreneurs



Lending Team

- ❖ Attended loan approval meetings
- ❖ Attended and helped Interview loan candidates

Business 101 Workshop Analysis

- ❖ We compiled data from surveys of students in the Business 101 Workshop class to create a presentation and one-page summary on participants' feedback on the Workshop
- ❖ After creating charts and organizing the information, we analyzed and presented on the strongest areas of the Workshop, places where there could be improvement, and made recommendations based on the data on how the Workshop could be made even better

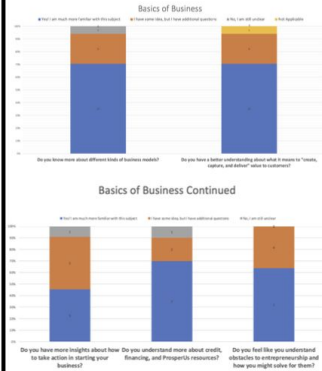
BUSINESS 101 WORKSHOP ANALYSIS

BASIC PARTICIPANT INFO:

- Total sign-ups who actually attended the workshop - 20/38 or 52.6%
- Those referred who actually attended - 4/30 or 13.3%

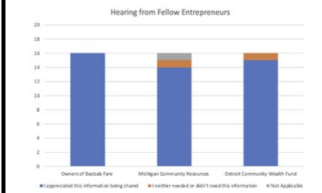
BASIC OF BUSINESS FEEDBACK:

- Overall, students developed a much stronger understanding of starting a business, general business models, overcoming obstacles as entrepreneurs, and



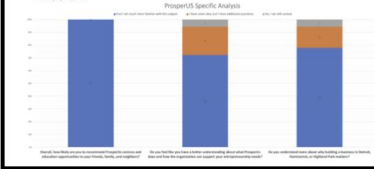
LISTENING TO ENTREPRENEURS:

- Students enjoyed listening to various business owners.



PROSPERUS SPECIFIC ANALYSIS:

- Overall, students are very satisfied with ProsperUS and have developed a deeper understanding of its mission.



ADVANCED BUSINESS TOPICS:

- With some of these more advanced, complex business topics, all participants greatly benefited by becoming more familiarized with the topics, but we found that more participants felt that they had lingering questions and were still a little unclear.



GLWS:

- Drove people to a deeper understanding of ProperUS's mission
- Inspired participants to be even more passionate about helping their community
- Students enjoyed hearing from fellow entrepreneurs as well as various community resources
- The majority of students gained a thorough understanding of almost all of ProsperUS's teaching goals

GROWS:

- Length: there was consistent feedback that the workshops were on the longer side
- Focus/Understanding: Most people had a much stronger understanding of basic business information than some of the more complex, nuanced business principles

RECOMMENDATIONS

- Length: divide the sessions into 3-4 shorter sessions
- Review: share recording and send other materials used
- Follow Up: in survey offer one on one follow ups to review certain concepts
- Focus: more time/focus dedicated to the more complex business principles

Longitudinal and Business Network Registration Survey

- ❖ Reviewing various forms in Salesforce
- ❖ Updating them with inclusive language and questions
- ❖ Preparing and sending emails to over 1200 program users
- ❖ Performing additional outreach including 60 individual calls.

Obstacles and How We Overcame them

- ❖ Salesforce Data Transfer → phone calls
- ❖ Workshop Analysis → lack of clarity, first time doing this type of work, working with excel and graphs
- ❖ Community Resource Guide → updated information, not initially understanding the breadth
- ❖ Working across timezones

What did we learn?

- ❖ Experience working with new platforms such as Salesforce and Form Assembly
- ❖ Experience analyzing data, coming up with recommendations, and effectively presenting on them
- ❖ Working with people with such different experiences
- ❖ Importance of communication
- ❖ How much we appreciate working with a partner and with a close team

Thank you for watching and
for such a great summer!