MMSDC

PLUG AND PLAY DETROIT

POWERED BY AMPLIFY D

In partnership with Plug and Play (PNP), Stellantis, BorgWarner, Michigan Economic Development Corporation (MEDC), Google, and 8 other corporations, this program promotes diversity by supporting startup technologies founded and led by women and minority entrepreneurs. The AmplifyD focused initiative means that women and underrepresented minorities will account for at least 40% of the founders selected for each program. **In each of the four cohorts that have graduated the program, we have exceeded this goal, achieving a total of 57% startup graduates being founded by women and/or underrepresented minorities.**

KEY BENEFITS FOR MBEs

Class I & II MBEs

- Companies of all stages & no equity required to participate in the program
- An in-house VC – PnP's venture team annually invests in over 260 startups globally. Initial cash infusion ranges from $25,000 to $500,000

Class III & IV MBEs

- Seeking innovative technology solutions? MMSDC can facilitate pilot projects, strategic partnerships, and/or co-investment in high-growth startups
- Participate in a strategically aligned Deal Flow session – share your business, technology and challenges. You can listen to five (5) to eight (8) startups pitch their solutions

KEY BENEFITS FOR CORPORATIONS

- Become a Plug and Play Detroit, Powered by AmplifyD partner and gain access to a diverse group of mobility-focused technology startups for pilot projects and/or potential investment or acquisition
- Participate in a Deal Flow session to gain insight to innovative solutions

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WHO

PNP Detroit–AmplifyD participants are technology startups focused on mobility and Industry 4.0.

For Corporations and MBEs looking for streamlined access to these startups, you may join as Partner of Plug and Play. Partners pay annual partnership dues and engage with the startups through events, deal flows, and pilot projects.

IMPACT

Startup industries include Connectivity & In-Cabin Experience, Electric Mobility, Battery Charging & Smart Grids, Sensors & Autonomous Mobility, Smart Cities, and more

In each of the four cohorts that have graduated the program, we have exceeded the goal of 40% underrepresented minority representation, achieving a total of 57% startup graduates being founded by women and/or underrepresented minorities

The Detroit program started with 4 Anchor Partners, and now has a total of 17 innovation partners investing in the program and its startups.

As a direct result of MMSDC's participation, PNP created the Drive Program (Diversity, Respect, Inclusion, Visibility, and Equity) to advance diverse representation in tech. Through the program, PNP will accelerate at least 20 underrepresented startups per year, invest a minimum of $25,000 per startup, and create a non-dilutive grant pool for the selected startups.

GET INVOLVED

Visit our site to learn more and watch program videos!

Apply for the program by scanning the QR code – applications are rolling, so you can apply anytime!

QUESTIONS?

Reach out to Shaila Moore: smoore@minoritysupplier.org