



Tech. Neighborhoods. WE MEAN BUSINESS.

TechTown Detroit is Wayne State University’s entrepreneur hub. We are a nonprofit business service organization that provides programs, education and resources for early- to growth-stage small businesses and tech entrepreneurs. Between 2007 and 2023, we supported 6,090 businesses at our Midtown hub and in neighborhoods across Detroit, Hamtramck and Highland Park. These businesses created more than 2,200 jobs and raised \$406 million in startup and growth capital.



TECHTOWN PROGRAMS AT A GLANCE

TECHNOLOGY-BASED PROGRAMS

Start Studio

Intensive idea validation for aspiring startup founders with a tech-based business idea they want to test in the real world. This two-part program consists of online workshops/meetings and individualized coaching to help participants build revenue-generating prototypes.

Capital

Individualized support for entrepreneurs who have completed a TechTown program, or who are part of the TechTown community, with access to capital to grow or scale their business. We provide content, resources and tangible tools to access funding.

Traction

A highly focused program to help tech startups with a revenue-generating minimum viable product establish their path to recurring, predictable revenue.

MedHealth

A cross-border cluster that connects, convenes and educates med tech stakeholders in an effort to advance technologies that will positively impact health outcomes.

SMALL BUSINESS SERVICES

Retail Boot Camp (RBC)

An intensive course with post-graduate coaching for entrepreneurs looking to grow and thrive beyond the pop-up stage. RBC has two cohorts: one for entrepreneurs preparing to open a brick-and-mortar in Detroit, Hamtramck or Highland Park; and another for e-commerce and home-based businesses.

The SHOP

A monthly pop-up marketplace helping local entrepreneurs build skills and connect to new customers. Vendors receive support from TechTown strategists in technology, inventory management, merchandising, sales and operations.

313 STRONG

Customized, one-on-one coaching for small businesses throughout Wayne County. TechTown strategists work with business owners for up to six months to build skills in finance, marketing and management and reach growth goals to increase revenue, create jobs and access capital.

Hatch Detroit

A vehicle to champion and support independent small businesses through funding, education, exposure and mentoring, anchored by the annual Comerica Hatch Detroit Contest.

ENTREPRENEURIAL EDUCATION

Strategy Sessions

One-on-one consultations with TechTown business strategists to discuss roadblocks and goals. Entrepreneurs will be directed to programs, resources and experts at TechTown and across Southeast Michigan’s network of business service organizations.

Ask an Expert

One-on-one guidance from industry experts in our Professional Services Network tailored to the specific needs of each entrepreneur. Our experts have a range of skills and specialties, from marketing and finance to legal issues and business operations.

Training Series

Workshops covering business fundamentals and hot-button issues led by local and national experts. Topics are geared toward the needs of early- to growth-stage tech and small business entrepreneurs.

Professional Services Network

An opportunity for industry leaders, entrepreneurs and corporate volunteers to share their expertise in Ask an Expert sessions with aspiring entrepreneurs and startups.

Visit techtowndetroit.org for more detailed information.