Top 10 Reasons Why You Should Do Business in Michigan

1. **Automotive Industry Hub**
   96 of the top 100 North American automotive suppliers\(^1\) as well as 17 OEMs\(^2\) have a presence in Michigan.

2. **Access to Capital**
   22 venture capital firms and eight angel groups are investing in Michigan mobility startups. There are 141 venture-backed startups, a 48% increase in the last 5 years\(^3\).

3. **Innovation Leader**
   No. 1 in automotive-related R&D with 75% of North American automotive R&D taking place in Michigan\(^4\).

4. **Highly Skilled Talent Pool**
   Michigan has the largest concentration of engineering talent in the nation, with close to 133,000 engineers statewide\(^5\).

5. **World-Class Testing and Patents**
   Home to the most extensive system of autonomous vehicle test beds in the world and is No. 1 in mobility-related patents\(^6\).

6. **Connectivity**
   Home to the largest deployment of vehicle-to-infrastructure (V2I) technology in the U.S., with plans for 500+ connected miles by the end of 2020\(^7\).

7. **Competitive Business Climate**
   Michigan ranks 1st in the Midwest and 5th in the nation as a pro-business state\(^8\) and 8th in the nation for its corporate tax rating\(^9\).

8. **Government Support**
   Ranked No. 1 in the nation for connected and autonomous vehicle projects and was one of the first states to legalize self-driving vehicles on public roads\(^10\).

9. **Quality of Life**
   Detroit was rated by Forbes as the No. 1 city in America where your paycheck goes further\(^11\). With more freshwater coastline than any other state, Michigan is home to world-class museums, 100+ wineries, a growing dining and craft beer scene and four major league sports teams.

10. **Well-Seasoned**
    Michigan’s four seasons are ideal for testing mobility technologies in any weather, as well as for providing opportunities to boat, fish, golf, ski, hike and more.

    “PlanetM and MEDC have been a great resource for getting us to the right decision makers, which has accelerated our ability to grow and get customers.”

    —Will Foss, Business Development & Partnerships, Derq Inc.

**Sources:**
1. MICHauto 2017 report
2. Detroit Regional Chamber
3. MICHauto 2017 report
4. Center for Automotive Research (CAR), 06/2015
5. EMSI 2018.4, QCEW, Non-QCEW, Non-QCEW, and Self-Employed
6. MICHauto 2017 report
7. Michigan Department of Transportation
8. Site Selection, 2017
9. Tax Foundation
10. MICHauto 2017 report
11. Forbes

**BE A PART OF THE MOBILITY REVOLUTION IN MICHIGAN.**

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THE EPICENTER OF MICHIGAN’S MOBILITY ECOSYSTEM

PlanetM is a one-of-a-kind concierge service that connects startups to Michigan’s vast automotive ecosystem. We match your company’s specific needs with the right PlanetM resources by offering a full toolbox of business development programs and services at no cost.

**PlanetM Landing Zone**
Subsidized and flexible co-working space that facilitates day-to-day encounters with like-minded mobility startups, industry and other decision makers.

**Professional Services**
Access to a network of expert partners that can assist with a wide range of issues including legal, access to capital, talent and marketing.

**Strategic Matchmaking and Partnerships**
Curated matchmaking meetings, networking events, pitch competitions, international delegations, meet and greets, and programming that connects you with automakers, suppliers, investors and other strategic partners.

**Statewide Network**
Receive strategy and support by tapping into the statewide economic development network to support company growth.

**Testing and Deployment**
Access to global connected and autonomous vehicle research and testing facilities with on-road vehicle technology deployments right here in Michigan.

**Grants**
Access to a variety of grants, including testing site and technology deployment grants for startups to utilize world-class proving grounds and enable affordable pilot deployments on Michigan roads. State grants for first capital, pre-seed, business accelerator and federal matching programs are also available.