WHAT THE HELL IS PLANETM
and why you should care
It should come as no surprise that many mobility-related businesses are finding success in Michigan, the state synonymous with the auto industry. And yet, when you ask people which state is leading, they don’t list us first. Surprising, considering Michigan’s density and quality of automotive industry assets, including top automakers, suppliers, highly skilled talent and world-class universities is unmatched anywhere in the world.

PlanetM, Michigan’s mobility initiative, represents the collective mobility efforts across the state—we connect resources and opportunities for members of, and those interested in accessing, the state’s vast mobility ecosystem. Made up of established and startup businesses, government, higher education and investors, participants in PlanetM share a common goal of maintaining the state’s global leadership into the next generation of mobility.

PlanetM is the center of North American research and testing. When it comes to automotive technology research, testing and development, the world comes to Michigan. From startups perfecting intersection safety technology to companies launching driverless shuttles on University of Michigan’s campus and on the streets of downtown Detroit to global automakers putting autonomous vehicles on the streets of major cities, Michigan is on the move.

Mobility companies can test their technologies on Michigan’s connected roadways or at the state’s world-class, real-world connected and autonomous vehicle research and testing facilities and on-road-vehicle technology deployments.

Apply for grant funding: Access testing site and technology deployment grants and state grants for first capital, pre-seed, business accelerator and federal matching programs.

Engage with PlanetM Landing Zone: Designed to be the hub for all things mobility, the PlanetM Landing Zone offers subsidized and flexible co-working space for startups to engage with auto industry decision makers to grow their businesses.

Collaborate with key industry stakeholders: Participate in various advisory groups and steering committees focused on policy, industry development, economic development, and city-to-city collaboration.

Make company connections: Attend curated matchmaking meetings, networking events, pitch competitions, international delegations, and meet and greets.

Participate in real-world testing and deployments: Access world-class, real-world connected and autonomous vehicle research and testing facilities and on-road-vehicle technology deployments.

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We don’t like to brag, but Michigan is where big ideas in mobility are born.

1. 1st in U.S. for mobility-related patents with 2,583 over the past five years
2. $9 million in grant funding available for mobility testing in 2018–2019
3. 86% of the automotive industry’s supply needs can be met here
4. 2,000 vehicle-related R&D, engineering and testing facilities are located here

One of the first states to legalize self-driving vehicles, including ride-sharing services, on public roads

Largest deployment of vehicle-to-infrastructure (V2I) and vehicle-to-vehicle communication (V2V) technology in the U.S.

Headquarters of Fiat-Chrysler, General Motors and Ford, North American tech centers of Nissan, Toyota and Hyundai Kia, and a total of 17 OEMs

Approximately 75% of North American automotive R&D takes place here

500+ miles of roadway equipped for connected vehicle testing by 2020

Highest concentration of automotive engineering talent in U.S. with 133,000

96 of the top 100 global automotive suppliers have research facilities here

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**Michigan’s Mobility Ecosystem**

**PlanetM** is the gateway to a connected ecosystem of engaged stakeholders.

**Innovation**
Featuring companies advancing the global mobility industry

**Testing & Deployment**
World-class autonomous vehicle testing facilities

**Epicenter of Auto**
Preeminent place for global automakers

**Education**
Featuring schools with specialized automotive and mobility programs

**Growth Accelerators**
Providing access to: PlanetM Landing Zone, incubators, SmartZones, grant funding, mentors, matchmaking services and venture capital

**Innovation**

- **Technology**
- **Robotics**
- **Cybersecurity**

**Education**

- Kettering
- Lawrence Tech
- Michigan State University
- University of Michigan

**Talent**

- Highest concentration of engineering talent in U.S. (132,000+)

- Top 3 in mobility industry jobs (350,000 total)

**Growth Accelerators**

- Providing access to: PlanetM Landing Zone, incubators, SmartZones, grant funding, mentors, matchmaking services and venture capital

1. MSA 2019 Q2; 2. EMSI 2018.4, all worker classes
GET CONNECTED

To begin learning more, come to the PlanetM booth in Hall E. Just look for one of the friendly faces wearing PlanetM gear.

www.planetm.com