WHAT THE HELL IS PLANETM
and why you should care
MICHIGAN’S MOBILITY INITIATIVE
REPRESENTING THE COLLECTIVE MOBILITY EFFORTS ACROSS THE STATE.
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 testing and validation centers that cover the full spectrum of urban and highway high-speed testing scenarios.

**PLANETM CAN HELP . . .**

**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.

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

1st in U.S. for mobility-related patents with 2,583 over the past five years¹

$9 million in grant funding available for mobility testing in 2018–2019²

86% of the automotive industry’s supply needs can be met here³

2,000 vehicle-related R&D, engineering and testing facilities are located here⁴

500+ miles of roadway equipped for connected vehicle testing by 2020⁸

One of the first states to legalize self-driving vehicles, including ride-sharing services, on public roads⁵

Largest deployment of vehicle-to-infrastructure (V2I) and vehicle-to-vehicle communication (V2V) technology in the U.S.⁶

96 of the top 100 global automotive suppliers have research facilities here¹⁰

Headquarters of Fiat-Chrysler, General Motors and Ford, North American tech centers of Nissan, Toyota and Hyundai Kia, and a total of 17 OEMs⁷

Approximately 75% of North American automotive R&D takes place here¹¹

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¹ Detroit Regional Chamber, “Michigan is Auto Mobility,” 2017
² www.planetm.com, Michigan Department of Transportation
³ EMSI 2018.4, QCEW employees
⁴ Detroit Regional Chamber, Center for Automotive Research
⁵ Michigan Department of Transportation
⁶ Detroit Regional Chamber
⁷ Center for Automotive Research
⁸ EMSI 2018.4, QCEW, Non-QCEW, and Self-Employed
⁹ Detroit Regional Chamber, “Michigan is Auto Mobility,” May 2017
¹⁰ Detroit Regional Chamber, “Michigan is Auto Mobility,” May 2017
¹¹ Center for Automotive Research
Self-Driving Mode

CONNECT
POTENTIAL WITH OPPORTUNITY

Power 1

Power 2

Energy 2
MICHIGAN’S MOBILITY ECOSYSTEM
PLANETM IS THE GATEWAY TO A CONNECTED ECOSYSTEM OF ENGAGED STAKEHOLDERS.

INNOVATION
Featuring companies advancing the global mobility industry

TECHNOLOGY
- Ford
- Waymo
- LEAR Corporation
- MAVEN

ROBOTICS
- FANUC

CYBERSECURITY
- DUO
- Grimm
- Karamba Security

EPICENTER OF AUTO
Preeminent place for global automakers

- FCA
- Ford
- GM
- Hyundai
- Kia
- Nissan
- Toyota

TEDUCATION
Featuring schools with specialized automotive and mobility programs

- Kettering University
- Lawrence Tech
- Michigan State University
- Michigan Technological 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

TESTING & DEPLOYMENT
World-class autonomous vehicle testing facilities

- AMCI
- Kettering University Mobility Research Center
- Macity
- MICH DOT

¹ MSI 2018.4, QCEW, Non-QCEW, and Self-Employed
² EMSI 2018.4; all worker classes
GET CONNECTED
Open doors you have been knocking on for months.
Get your technology to market faster.
Visit www.planetm.com to learn more.