



2012-2015

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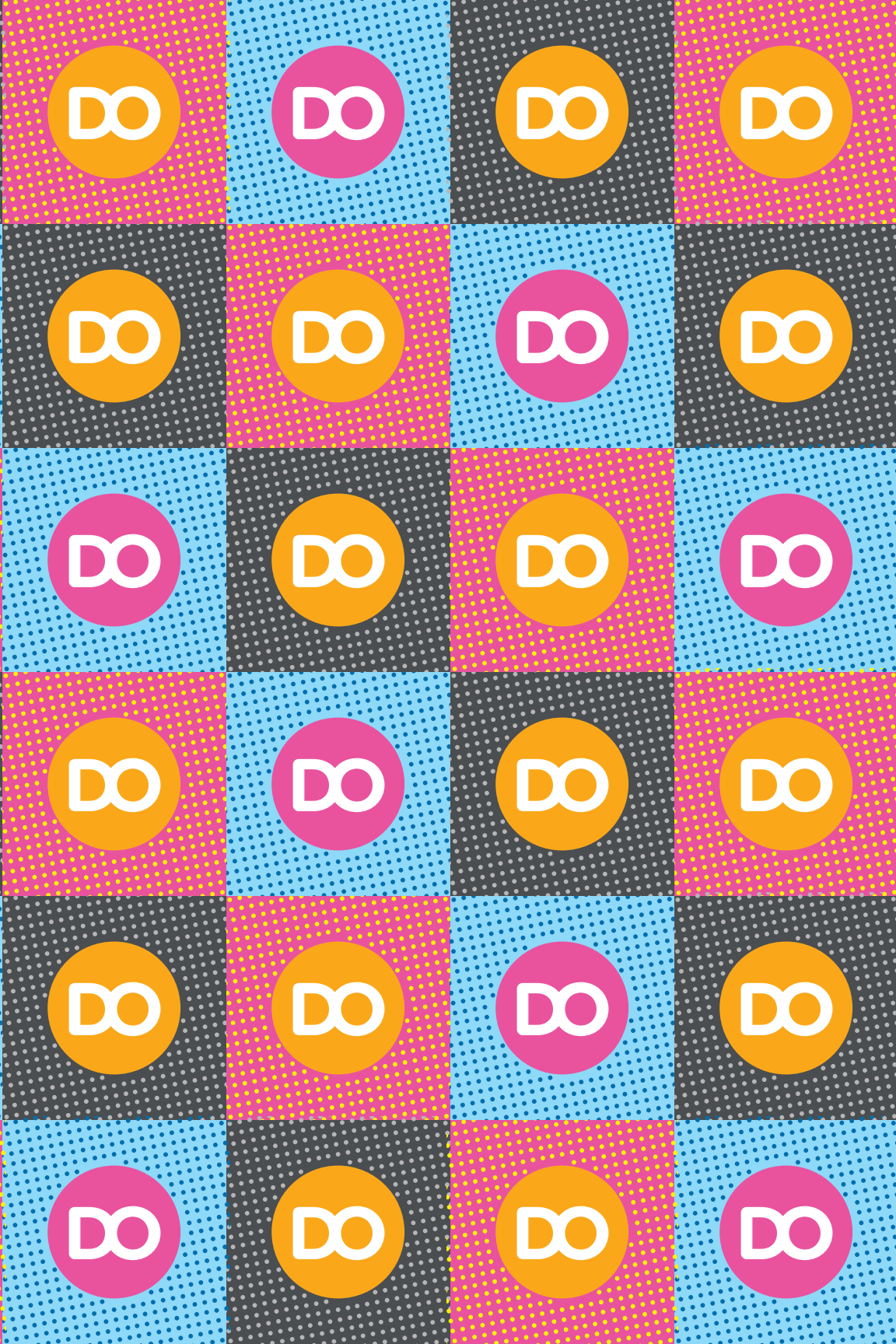
For the past 8 years, Concise has provided IT service to over 1,000 small businesses and non-profit organizations (including D:hive) in the metropolitan Detroit area and beyond. Congratulations to the dedicated team at D:hive for making such a positive impact in just three years.

www.concisepc.com



At Atto & Sons, we manufacture and distribute wholesome, healthful, and delicious supplementary foods. Our company was founded in early 2014, but the recipes have existed for over 50 years. A recent graduate of Build Institute, Atto & Sons would like to say thank you to the hard-working team at D:hive for their excellent programming. Atto & Sons would also like to thank the BUILD Institute for its entrepreneurship classes, as well as for sponsoring our Kiva Zip loan. Thanks to BUILD, we recently set the world record for the fastest ever Kiva fundraising!

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SECTION 01

What was D:hive?

LESSON 01

“Welcome can be a very powerful word.”



**DETROIT
INFO &
RESOURCES
INSIDE**

D:hive **DO**

WELCOME CENTER

D:hive

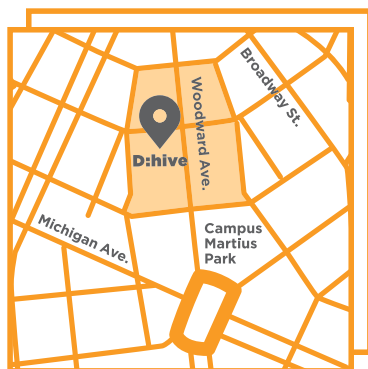


What was D:hive?


D:hive was designed to welcome new recruits and assist existing innovators in the city, in order to grow and keep more talent in Detroit. Its storefront welcome center provided individuals with information, connections, and key tools they needed to live, work, engage or build a business in the city.



D:hive was located in the heart of Downtown Detroit's Central Business District.





 D:hive's welcome center at
1253 Woodward Ave.

STRUCTURE

D:hive was formed as a program of the Downtown Detroit Partnership, a non-profit organization whose mission is to drive a clean, safe, inviting downtown Detroit. Although D:hive functioned as an autonomous brand with independent programming and a 16 member advisory council, DDP provided the infrastructure and support systems that enabled D:hive to flourish in its downtown location while conducting programs in every corner of the city.

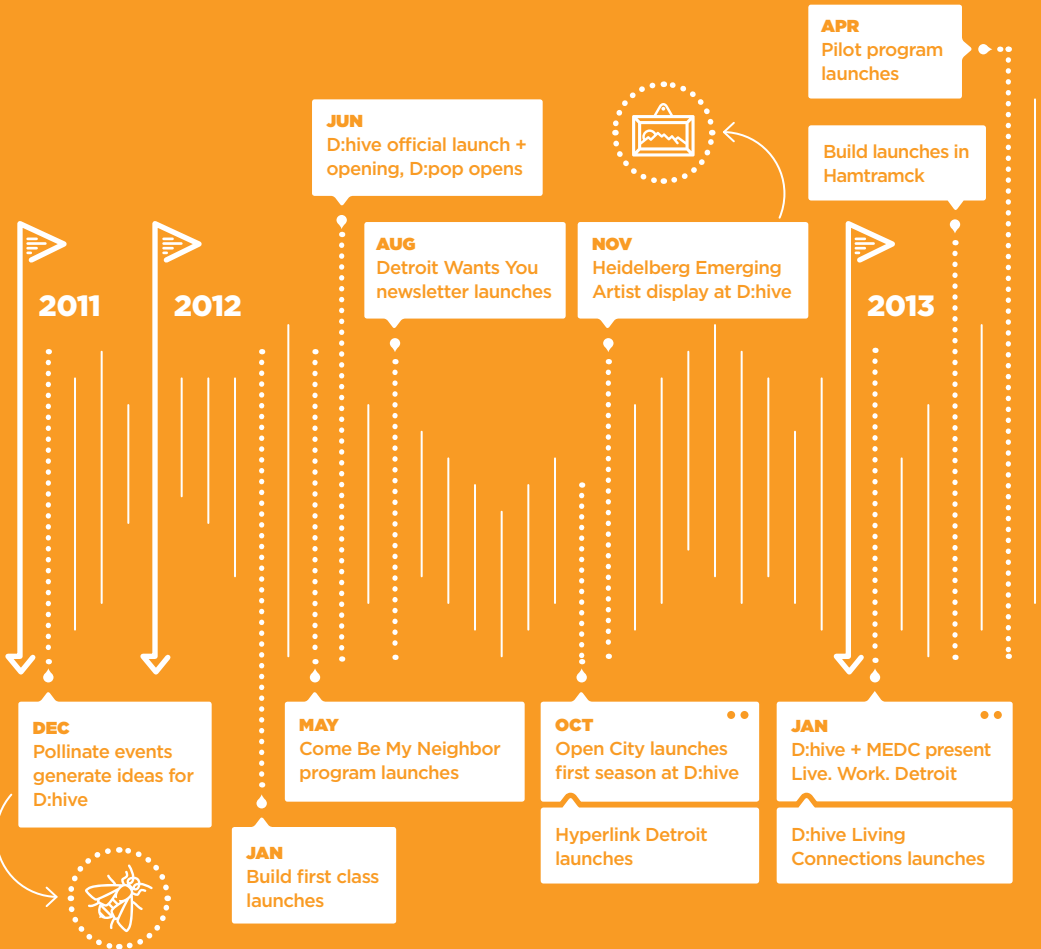
GENERAL OPERATING FUNDER

Hudson - Webber Foundation

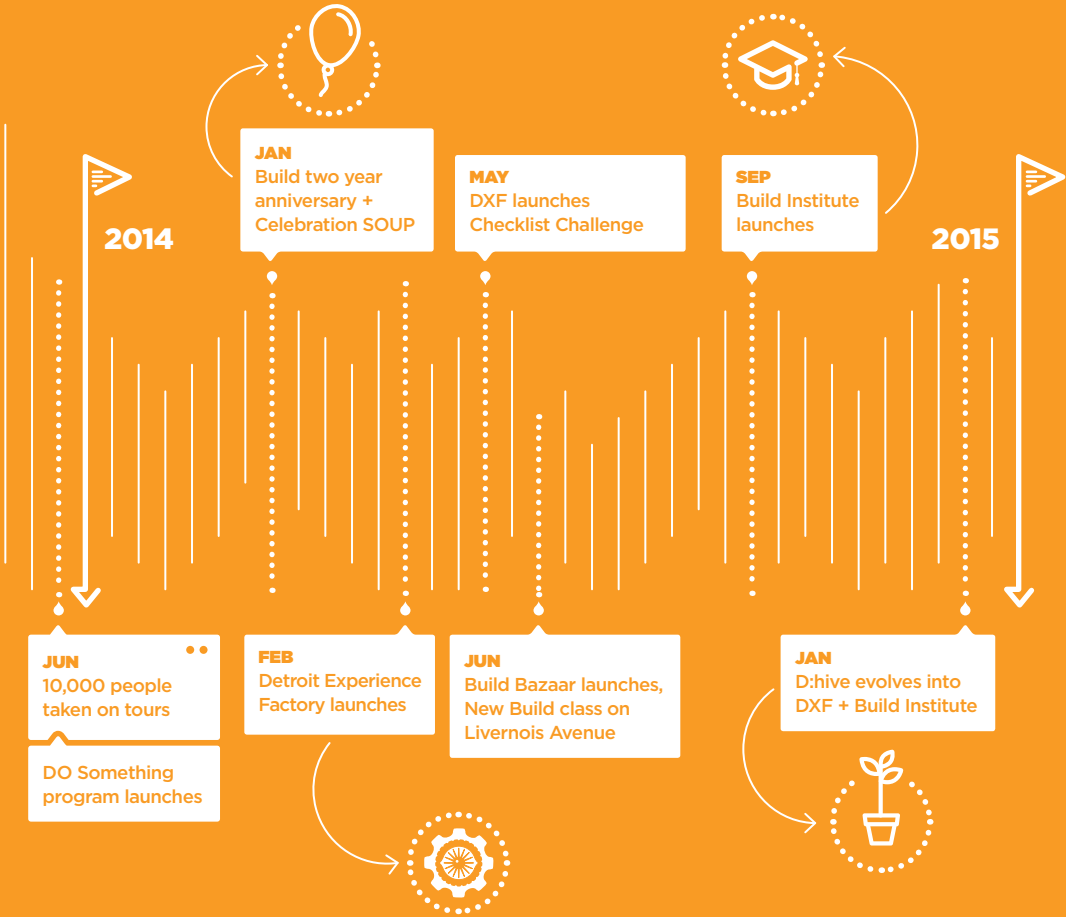
Since 1939, The Hudson-Webber Foundation has been working to improve the vitality and quality of life in Detroit. They have provided grants of over \$150 million, largely benefitting Detroit.

FIG. 1

D:hive over the years



D:hive was designed as a three year project in 2012. Beginning with its launch party in June of 2012 and ending in January 2015 with two newly formed organizations - DXF and Build Institute - D:hive accomplished a lot in a few short years.



DO Something program launches

FIG. 2

D:hive by the numbers



30,000

people served
on tours since
opening in 2012



15,000+

visitors
stopped by
the welcome
center



4,000

“Live” social media followers engaged with thousands of shared listings



3,000+

people interacted with over 2,000 job opportunities shared via our weekly jobs newsletters



400+

entrepreneurs graduated from D:hive’s small business classes

SECTION 02

Who was D:hive?

LESSON 02

“The success of any organization is almost wholly dependent on the quality of its people. Put crummy strategy in the hands of superstars, they will find a way to make it work. Put solid strategy in the hands of marginal talent, they’ll blow it.”



Permanent Staff



JEFF ARONOFF
Executive Director



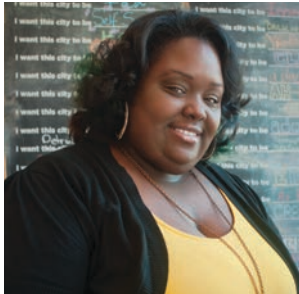
APRIL BOYLE
Director of
Small Business Initiatives



JEANETTE PIERCE
Director of
Community Relations




ANDREW KOPIETZ
Director of Design



DIONNE JOHNSON
Welcome Center Crew Chief



 Above: D:hive staff try on new t-shirts. Below: D:hive staff play a round of cornhole.





“As the months went on, D:hive became more than just a project or a job for me; it became a friend, a home, and an outlet for me to help others understand the Detroit I know and love so much.

JOEY MACHAK | D:HIVE RESIDENT


RESIDENT PROGRAM

The D:hive Resident Program offered talented and motivated college students or recent graduates an opportunity to build experience, confidence and connections working at D:hive. Typically, residents worked on a variety of projects in areas including

- Graphic, Web & Project Design
- Real Estate and Job Resource Development
- Strategies for Talent Recruitment and Retention
- Data and Analytics
- Creative Projects to Increase Engagement in Detroit
- Writing, Marketing or Social Media Management

D:hive had a total of **34 residents** rotate through its doors, launching creative and impactful projects such as Detroit Wants You, D:hive Living Connections, Build Bazaar and more.



 D:hive ambassadors help guide people on where to live, work, and engage in the city.

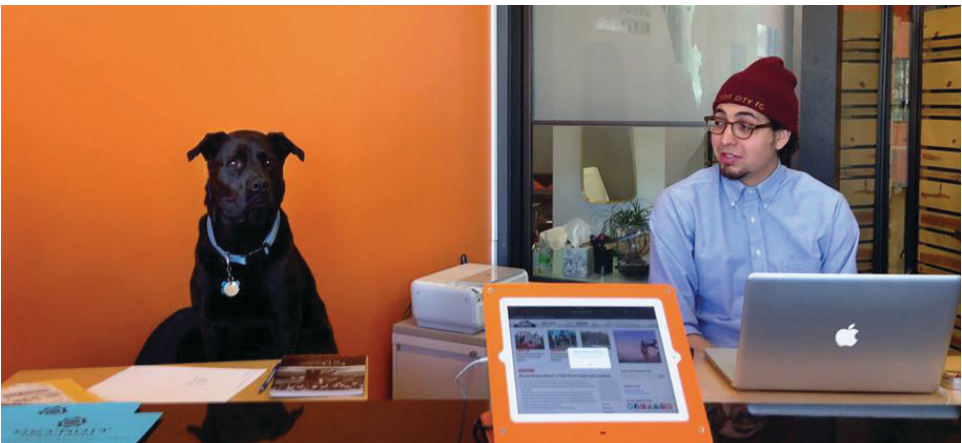


“While every day is different, the one common denominator in all of them is that I get to spend the day talking about Detroit, which is one of my favorite things to do.”

SHAWN HANDLON | D:HIVE AMBASSADOR

AMBASSADORS

D:hive welcome center ambassadors were the face of D:hive and the first people to greet visitors to its busy welcome center. Ambassadors provided visitors with information on D:hive’s programs, as well as personalized recommendations on everything from where to grab a bite, to their favorite places to visit in Detroit. D:hive had a total of **16 ambassadors** on its team over three years.





RESIDENTS

- Alex Prouhet
- Alicia Stocker
- Amanda Lewan
- Anita Davis
- Aysha Siddique
- Basia Stryjecka
- Brad Snider
- Brian Bickley
- Calvin Moore
- Deborah Schumack
- Dylan Bennett
- Erika Fulk
- Imani Jamal
- Jessica Meyer
- Jezabel Brasch
- Jon Chezick
- Joseph Machak
- Joshua Smith
- Kelsey Blevins
- Kendra Opatovsky
- Laura Hogikyan
- Luke Daenan
- Mark Shortt
- Matt Chung
- Morgan Fett
- Muna Danish
- Naomi Beasley
- Noah Kaminsky
- Oliver Honderd
- Quinn Hamilton
- Samantha Peacock
- Sharmaake Sabrie
- Shekinah Hockenhill



AMBASSADORS

- Andrey Douthard
- Chris Raimond
- Chuk Anyanetu
- Dan Zemke
- Jessie Blount
- Jill Zylinski
- Joe Krause
- John Coyle
- Kyle Bartell
- Mark Shortt
- Meghan Glenn
- Sharee Calloway
- Shawn Handlon
- Tera Holcomb
- Whitney White



📷 Left page: The inside of the welcome center.

Right: D:hive's Build two year anniversary was held in partnership with Detroit SOUP.



PARTNERS AND COLLABORATORS

D:hive was proud to work with virtually every community organization in Detroit, in one way or another. Below is a sample of organizations with whom D:hive collaborated on formal programs and projects.

- Adcraft
- ACCESS
- Avenue of Fashion Business Association
- Bizdom
- Charles H. Wright Museum
- Code for Detroit
- DEGC / Revolve
- Detroit Creative Corridor Center
- Detroit Historical Museum
- Detroit Lions
- Detroit SOUP
- DMCVB
- Duke University
- Eastern Market
- Fifth Third Bank
- FoodLab Detroit
- HATCH Detroit
- The Heidelberg Project
- Jefferson East, inc.
- Kiva Detroit
- Midtown Detroit, Inc.
- Michigan Corps
- Michigan Economic Development Corporation
- Michigan Women's Foundation
- Michigan Science Center
- MOCAD
- Model D Media
- More/InsYght
- Motown Museum
- Opportunity Detroit
- Project for Public Spaces
- Quicken Loans/Rock Ventures
- Southwest Detroit Business Association
- TechTown Detroit
- University Commons
- University of Michigan
- Urban Innovation Exchange
- Wayne State University

SECTION 03

What did D:hive do?

LESSON 03

“Digital assets are helpful, but never underestimate the power of face-to-face conversations.”


1253

WOODWARD



RENTAL
GET IT



 D:hive's welcome center was a community space for events, meetings, and co-working.



WELCOME CENTER

D:hive's welcome center, located at 1253 Woodward, provided information, connections and key tools to help people live, work and engage in the city. It served as a single physical point of access for multiple resources including Detroit maps and restaurant/retail checklists, information about jobs and housing in Detroit, and small business training. The welcome center was also a community space for hosting events, meetings and coworking and had over **45,000 visitors** come through the space.



BizGrid

HOW DO I USE THIS TOOLKIT?

1. Identify your business type and industry. 2. Review the resources listed for your business type. 3. Contact the organizations listed for more information.

INDUSTRY

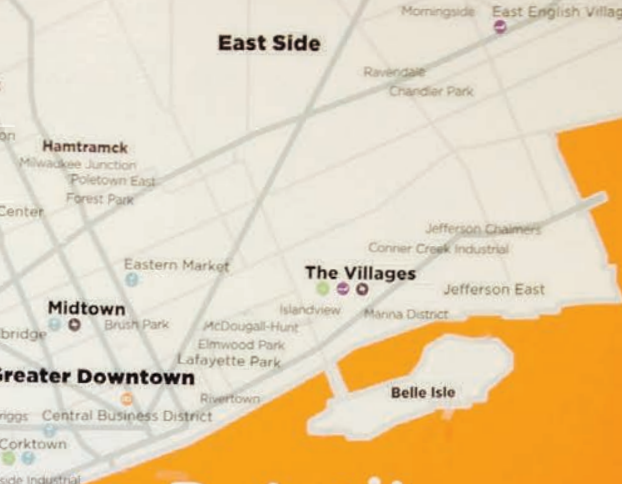
Industry	Resources
Accounting	Accounting & Finance Association of Michigan, American Institute of Certified Public Accountants (AICPA), Michigan Society of CPAs
Advertising	Advertising Council of Michigan, National Advertising Association (NAA)
Architecture	Michigan Institute of Architects (MIA), American Institute of Architects (AIA)
Automotive	Michigan Motor Vehicle Dealers Association (MMVDA), Michigan Automobile Dealers Association (MADA)
Banking	Michigan Bankers Association (MBA), American Bankers Association (ABA)
Business Development	Michigan Business Development Council (MBDC), National Business Development Association (NBDA)
Construction	Michigan Building Trades Association (MBTA), National Association of Building Trades Unions (NABTU)
Education	Michigan Education Association (MEA), National Education Association (NEA)
Engineering	Michigan Society of Professional Engineers (MSPE), National Society of Professional Engineers (NSPE)
Finance	Michigan Finance Association (MFA), National Finance Association (NFA)
Food & Beverage	Michigan Food & Beverage Association (MFBA), National Food & Beverage Association (NFBA)
Healthcare	Michigan Healthcare Association (MHA), National Healthcare Association (NHA)
Information Technology	Michigan Information Technology Association (MITA), National Information Technology Association (NITA)
Insurance	Michigan Insurance Association (MIA), National Insurance Association (NIA)
Manufacturing	Michigan Manufacturing Association (MMA), National Manufacturing Association (NMA)
Marketing	Michigan Marketing Association (MMA), National Marketing Association (NMA)
Real Estate	Michigan Real Estate Association (MREA), National Real Estate Association (NREA)
Retail	Michigan Retail Association (MRA), National Retail Association (NRA)
Service	Michigan Service Association (MSA), National Service Association (NSA)
Software	Michigan Software Association (MSA), National Software Association (NSA)
Telecommunications	Michigan Telecommunications Association (MTA), National Telecommunications Association (NTA)
Transportation	Michigan Transportation Association (MTA), National Transportation Association (NTA)
Utilities	Michigan Utilities Association (MUA), National Utilities Association (NUA)

→

**DETROIT
INFO &
RESOURCES
INSIDE**

Dublin 

WELCOME CENTER



Detroit

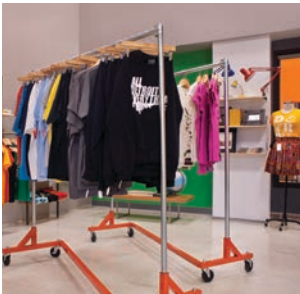
- fun
- green
- family
- culture





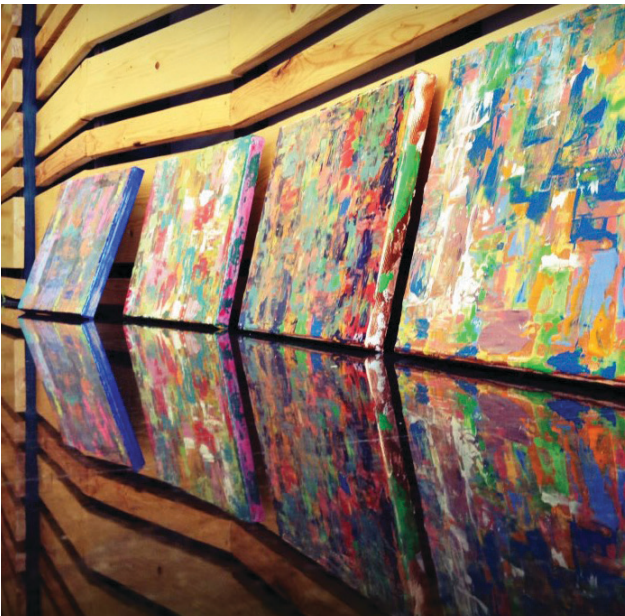
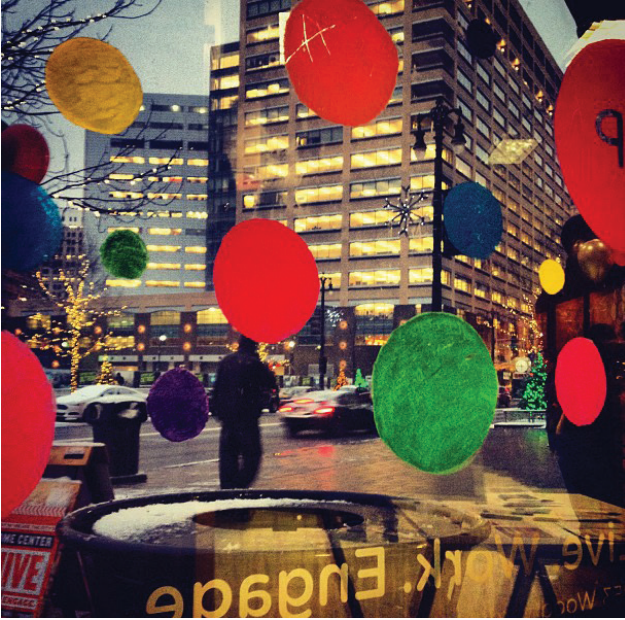
D:POP

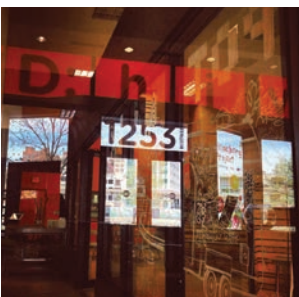
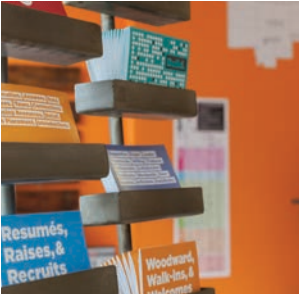
D:pop was a temporary pop-up shop located inside D:hive's welcome center that featured Detroit made goods.



THE HEIDELBERG PROJECT


D:hive partnered with The Heidelberg Project to feature emerging artists' work from their program inside the welcome center.









 D:hive provided individuals with resources to help them live and work in Detroit.



“Traditional methods of job searching are tedious & exhausting. D:hive’s postings and emails brought the opportunities to me. Most were open positions that would have taken me days and weeks of web searching and in-person networking to discover. With D:hive all I had to do was keep in touch with the residents and check my inbox.


BRODIE THIS | FOUND HIS POSITION THROUGH D:HIVE



TALENT RETENTION + ATTRACTION

D:hive offered insider tours of the city to recruits and current employees of local companies, which highlighted Detroit as an exceptional place to live, work and engage. In addition, D:hive partnered with the MEDC to put on Live. Work. Detroit. This series of events provided college graduates networking opportunities, tours of the city and engaging panel discussions. D:hive also provided resources to help people find jobs and housing in Detroit through curated online listings, as well as personalized one-on-one advice and guidance. D:hive was able to create a connection with existing and newly arrived Detroiters and provide them with feasible steps in their journey to living, working or engaging in the city.



 D:hive's Build class helped aspiring entrepreneurs launch their business concepts.



“Build really helped me build my confidence. It was amazing to sit in a class with peers who have big and audacious goals and bounce ideas off of each other. It made me feel like I could actually do this.”

DANIELLE SMITH | BUILD GRAD | FOUNDER OF DETROIT MAID

SMALL BUSINESS PLANNING

D:hive’s core small business program was Build, an 8-week small business planning class for aspiring entrepreneurs. Build provided a low cost, short-term forum enabling community entrepreneurs to test feasibility, experiment with concepts, confront failure and assess next steps. Other small business programs included Open City, Build Bazaar, and Pilot. These programs met small-scale entrepreneurs’ immediate need for continued education, support, and networking opportunities in Detroit.

SECTION 04

What were D:hive's values?

LESSON 04

“Connections are not tangible, but they are the driving force behind any successful project.”




ITS PEOPLE

Give young, driven talent the opportunity to thrive by owning projects and pushing the limits of their comfort zone. Low barrier to entry, high expectations.

THE EXPERIENCE IT DELIVERED

The work of welcoming and connecting people is deeply personal, experiential, and tactile. Inject exceptional design and a friendly voice into everything: the welcome center experience, tours, classes, events, online communications and social media.

 D:hive's resources, including brochures and buttons, were free for visitors to take.





“D:hive was a way to say welcome when that wasn’t always the default setting.

JOSHUA McMANUS | FOUNDER OF D:HIVE

ITS WORK

Plan and do simultaneously. Do not create programs arbitrarily or without forethought, but do not be paralyzed by the temptation to develop something perfect out of the gate. Ideate, think, learn, act, fail/succeed, learn, think again, adjust, act again.

ITS PLACE IN THE COMMUNITY

Cities are defined by how well their leaders collaborate. Solve only those problems for which there is not already a solution. If a solution exists but could use some fresh thinking or a new audience, lend your labor collaboratively and share the victory.

SECTION 05

Programs

LESSON 05

“In a culture of experimentation, fast failing, and ‘disruptive’ innovation, let’s not forget that the ultimate goal is still to create positive outcomes and solutions to problems.”

LIVE, WORK & ENGAGE

HERE

THANKS FOR STOPPING!

D:HIVE

313.962.4590

1253 WOODWARD AVE

DHIVEDETROIT.ORG

WELCOME CENTER + RESOURCES

LIVE

Problem: There was a lack of coordinated, current information regarding available housing, particularly rental, for the growing number of new residents considering Detroit.

RESPONSE

D:hive’s “Live” programs used social media tools—its @DhiveLive Twitter feed and Living Connections Facebook group—to communicate both internally curated and peer-to-peer information about living opportunities as quickly as possible.

TAKEAWAY

D:hive’s social media followers were thrilled to have a constant stream of fresh information not only about hard-to-find rental listings on Twitter, but also insider information about amenities that can only come from peer-to-peer tools such as Living Connections.



① Over 2,500 people consulted with “Live” staff for advice on residential opportunities, and 4,000 “Live” social media followers engaged with thousands of shared listings.

WELCOME CENTER + RESOURCES

COME BE MY NEIGHBOR

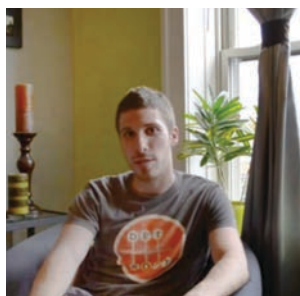
Problem: As residential information sources improved, the major barrier to housing seekers was the persistent supply shortage in the greater downtown area, and lack of knowledge about neighborhoods throughout the city.


RESPONSE

D:hive’s “Come be my Neighbor” program used resident profiles and videos to neighborhoods outside of greater downtown area. D:hive also conducted twice-yearly residential occupancy studies in the Central Business District to provide the development community with data regarding housing supply.

TAKEAWAY

Information about neighborhoods across the city provided perspective and context for housing seekers in Detroit, while the greater downtown area continued to represent the vast majority of demand for housing. Market information to drive residential development in greater downtown will be a major factor in Detroit’s population growth prospects.



 Participants in the “Come be my Neighbor” program.

WELCOME CENTER + RESOURCES

WORK

Problem: Information regarding great job opportunities in the city was sparse and lacked a central hub to keep job listings current.

RESPONSE

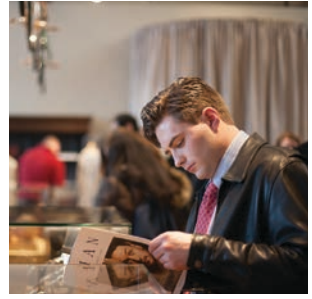
D:hive developed its “Detroit Wants You” and “Hyperlink Detroit” e-newsletters, which were distributed to thousands of job seekers. D:hive’s Work resident collected information about job seekers’ backgrounds and interests to produce and curate content designed to align with the needs of the job seeker network.



“I wouldn’t have gotten the position without D:hive. It was everything I was looking for. It’s a leadership position and I get the chance to work on exciting new projects in the city.”

MATT ROLING | ROCK VENTURES

① Over 3,000 people interacted with over 2,000 job opportunities shared via our weekly jobs newsletters.



TAKEAWAY

Nearly 90% of newsletter subscribers reported they found an opportunity on DWY or HD that they would not have found elsewhere, and D:hive received personal stories from young professionals who found their ideal job using its newsletters. D:hive also learned that a mismatch between the types of jobs available and the general type and level of training in the job seeker pool persists in Detroit, as it does in many cities.





WELCOME CENTER + RESOURCES

ENGAGE: DO SOMETHING

Problem: Residents and supporters of the city were looking for information about how they can volunteer their time and find other ways to support the city.



RESPONSE

D:hive developed its Do Something Detroit feature, which provided easy opportunities to “Know Something”, “Share Something” or “Do Something”, all of which were curated by D:hive’s engagement and communications team, so users could be assured that opportunities were high quality and meaningful. Do Something Detroit acted as a pilot for a statewide initiative on volunteering with the Governor’s office.

TAKEAWAY

D:hive found that simple informational tools can be powerful in a city where people are constantly seeking new ways to use their time for good. It also became clear that “engagement” means something a little different for everyone, and that all of D:hive’s programs involve engagement at some level.

EXPERIENTIAL TOURS

TOURS

Problem: The perception of outsiders is that no one would choose to live or work in Detroit and the perception of locals is that they already know everything about Detroit.



RESPONSE

Create entertaining and informative public and customized tours that highlight the people, places and projects that make Detroit a destination to live, work and play. Led by Detroiters who know, choose and love Detroit.



TAKEAWAY

There is a growing interest in learning about Detroit's past, present and future. When people experience and engage in the city through tours they feel more connected to it, whether they've been here a day or a lifetime.

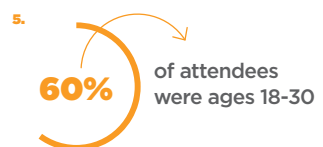
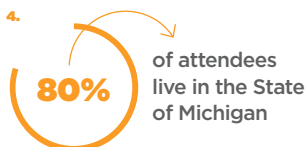
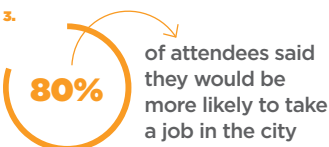
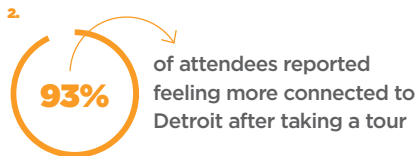
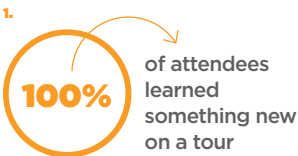
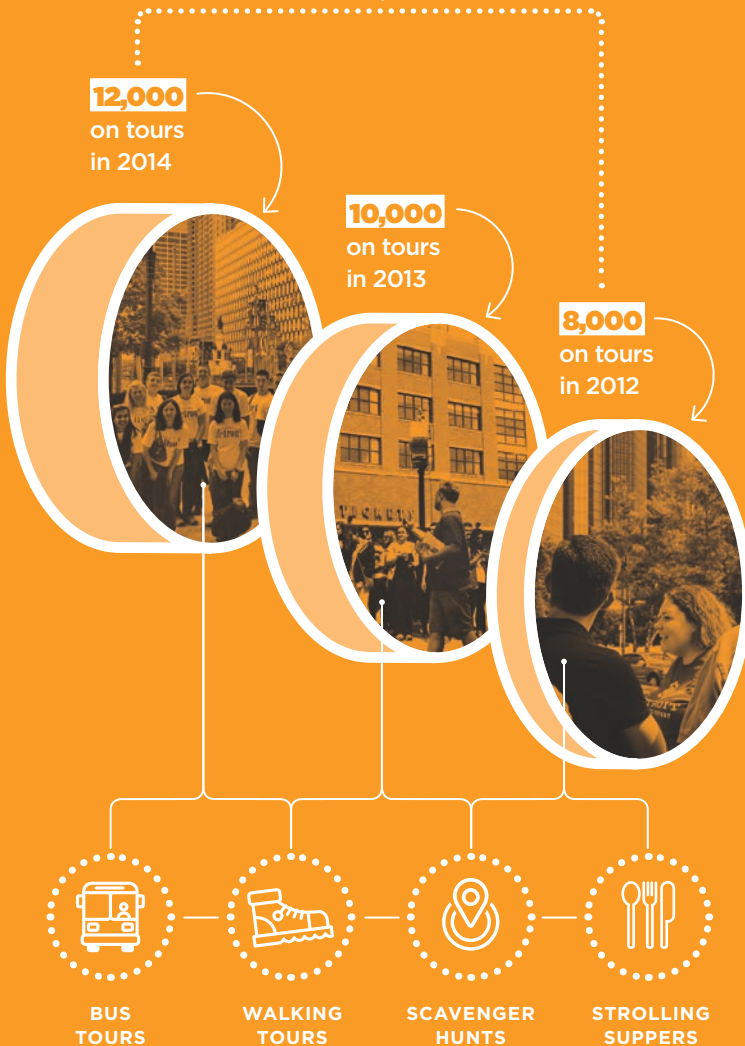


FIG. 3

Over **30,000** people have been taken on experiential tours



EXPERIENTIAL TOURS

MAPS + CHECKLISTS

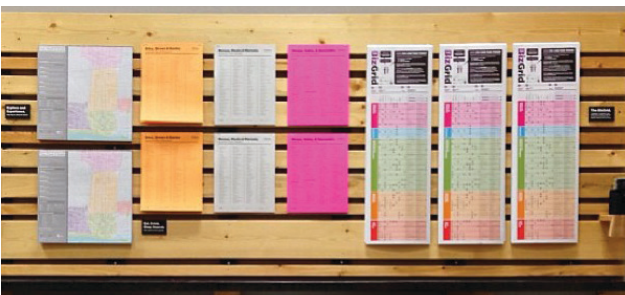
Problem: Locals and visitors don't have the resources to easily explore the city.

RESPONSE

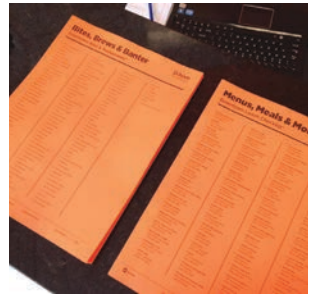
Provide information in an accessible and well-designed format that helps people understand the myriad of businesses and assets Detroit can offer them. Launch the [#DXFChallenge](#), a social media contest to get people excited about visiting every spot on the bar and restaurant checklists.

TAKEAWAY

Simple physical resources like maps and checklists are still very useful and sought after because they help people visualize the many places they can visit. Social media is a great way to activate existing resources and get the community involved.



- ① Downtown bars and restaurants checklist: 300 bars + restaurants.
- ① Downtown lunch spots checklist: 134 restaurants.
- ① Downtown retail checklist: 256 retail locations.
- ① Over 1,000 entries in the #DXFchallenge.



“ I’m a lifelong Detroiter but there’s a lot of places I’ve never been. This was a great opportunity to explore home. Instead of taking vacation this summer, I decided to stay and see everything I’ve been missing right here in Detroit.

TANINA MACKEY | WINNER OF DXF CHECKLIST CHALLENGE



EXPERIENTIAL TOURS


LIVE. WORK. DETROIT.

Problem: Too many college graduates leave Michigan after they graduate.

RESPONSE

Invite current students and recent college grads to the city for an immersive experience including an experiential tour of the city, networking with Detroit based employers and connecting with existing young professionals.



 Participants meet and greet at a Live. Work. Detroit. event.

① 14 Live. Work. Detroit events hosted over 2,500 college students and recent grads. 93% of attendees had an increased awareness about opportunities to live and work in Detroit after the event.

① 83% have a high interest in Detroit as place to live and work after attending Live. Work. Detroit.



TAKEAWAY

When young people see that Detroit is a vibrant place to live, work and play they are more likely to stay in Michigan, specifically Detroit, after graduation.



SMALL BUSINESS

BUILD CLASS

Problem: There are literally thousands of people with great ideas that have the potential to transform this city, but they don't know where to begin or what resources are available to help.

RESPONSE

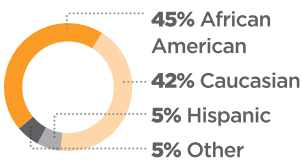
Offer a fun, accessible curriculum that covers the basics of starting a project or business facilitated by local experts in a supportive environment.

TAKEAWAY

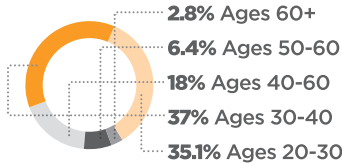
People need a safe way to explore and vet their ideas and get connected to needed resources and a supportive community. Many Build graduates have gone on to open successful businesses throughout the city such as Detroit Vegan Soul and Good Cakes and Bakes.

PROGRAM DEMOGRAPHICS

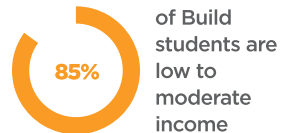
ETHNICITY



AGE RANGE

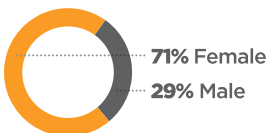


INCOME

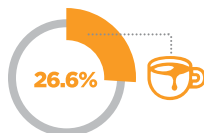


BUSINESS SECTORS

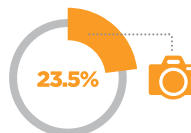
GENDER



FOOD



ARTS & CULTURE



RETAIL



FIG. 4

Building impact one student at a time



Almost
1,000
applications

with over
400
graduates



in **3 years**
representing

100 zipcodes across Metro
Detroit, including every
zipcode inside
the city



SMALL BUSINESS

OPEN CITY

Problem: There is a growing community of small business owners and aspiring entrepreneurs in Detroit but they are disconnected from each other.



RESPONSE

Host Open City, a monthly networking event started in 2007 by two local female entrepreneurs, and help bring it to a wider audience, offering panel discussions on relevant business topics.

🕒: 18 cutting edge topics with
75 expert speakers over
three seasons with
nearly 600 attendees.



TAKEAWAY

Open City events have helped local entrepreneurs make important connections and strengthen the entrepreneurial community.



📷: Attendees at an Open City event held at Cliff Bell's.

SMALL BUSINESS

BUILD BAZAAR

Problem: There is a growing desire for small batch products and there is a need for local community entrepreneurs to sell their wares and interface with customers while building their brand.

RESPONSE

Offer a rotating pop-up marketplace featuring a range of Build vendors and Detroit entrepreneurs in partnership with various organizations in Detroit.

TAKEAWAY

Build Bazaars have provided a way for local vendors to build their brand, interface with consumers and make sales. There is strength in numbers by bringing a wide range of vendors together under one roof, producing a unique shopping and vending experience.



① Provided vending opportunities to over 100 Build graduates and 50 other community vendors at a variety of events and venues including Eastern Market, Detroit Soup, Concert of Colors, Livernois Community Storefront and more.



SMALL BUSINESS

PILOT

Problem: There is a gap in the market for affordable white boxed retail space in the city and community entrepreneurs need a low barrier entry way to test their retail business concept before launching permanently. Downtown residents and office workers desire more walkable shopping options.

SECTION 05 | PROGRAMS



RESPONSE

Partner with Opportunity Detroit and Bedrock to provide a low risk pop-up program offering two months of rent-free white-box space to promising concepts with a strong community engagement aspect.

“Pilot gave me the freedom to focus on things like serving my customers best and fine tuning my business model. I learned a lot about my customer base, and was able to make new connections and build relationships, which is just as important as doing business, in fact, it is doing business.

BRANDON COLVIN
PILOT PARTICIPANT | FOUNDER OF CANVAS X DETROIT

① Featured 5 promising entrepreneurs with almost \$100,000 in sales generated and close to 40 separate local and national media articles.



TAKEAWAY

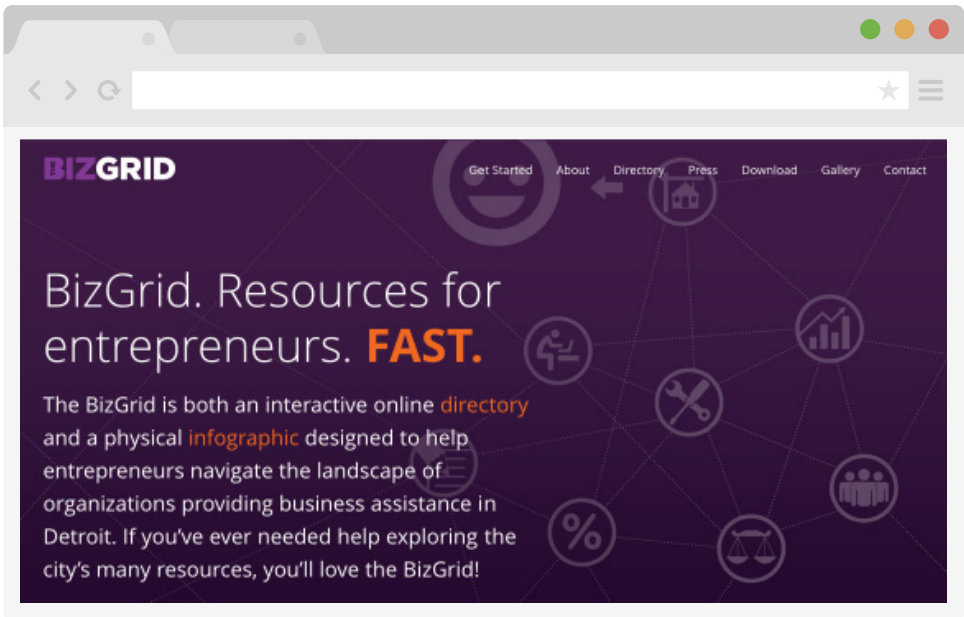
Entrepreneurs find the experience of popping up extremely valuable as it helps them develop community buy-in, grow brand awareness, test their products and make sales. This gives them real-world, on-the-job training and allows them to make changes to their business model before full launch.




SMALL BUSINESS

BIZGRID

Problem: Entrepreneurs in Detroit have an idea that there is a huge support network for them, but they aren't always sure exactly who makes up that network or how to find it.



 The BizGrid provided information about 54 local business support organizations.



RESPONSE

D:hive worked in partnership with four other organizations (Bizdom, Techtown, InsYght, DEGC) to design and produce the BizGrid, a straightforward and beautiful infographic that maps the network of business support organizations in Detroit with funding from the New Economy Initiative. A website was also launched at www.detroitbizgrid.com

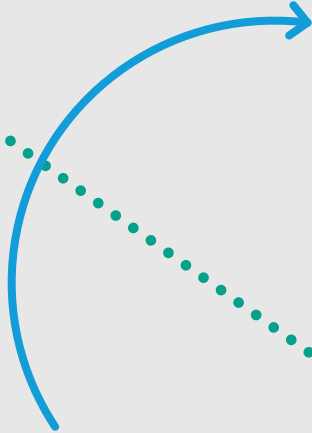
TAKEAWAY

There is nothing more powerful than a simple tool that can communicate a lot of information in an intuitive way. Entrepreneurs by the thousands got their hands on the BizGrid, and it quickly grew into a web tool and live event that continues to grow.

SECTION 06

What's next after D:hive?





After D:hive

D:hive will split into 2 separate organizations in 2015:

BUILD INSTITUTE

Build Institute

Previously D:hive's Build program, this newly formed organization trains people to turn their business ideas into reality by providing them with the necessary tools, resources, and support network in Detroit.

To date, the program has graduated 400+ entrepreneurs.

They Offer:

Classes and public forums on small business for current & aspiring entrepreneurs.



Business networking opportunities & a variety of alumni support resources.



Build Bazaar is a rotating pop-up marketplace that supports Detroit entrepreneurs.



DXF

Detroit Experience Factory

Formerly D:hive's tour program, this organization will continue to create experiences that are enlightening, in addition to serving as a welcome center for Detroiters.

They'll also offer public and customized tours, including walking, bus, bar tours, and more.

They Offer:

Public & private tours, special event coordination, & Detroit orientation experiences.



A welcome center for visitors & guests, helpful Detroit ambassadors, maps, & more!



Live and work resources for new or existing residents & developing professionals.



What's Next?

From helping people live, work, and engage in the city, to serving as a resource hub and small business activator, D:hive accomplished a lot in a few short years. At the beginning of 2015, it evolved into two distinct organizations - Detroit Experience Factory and Build Institute - which continue to carry D:hive's mission forward. There's no better time to (re)discover everything Detroit has to offer and Build Institute and DXF are where it all begins.



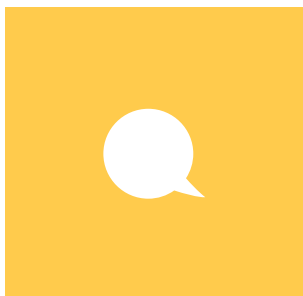
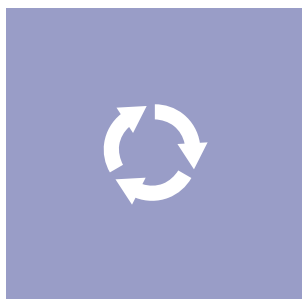
BUILD


INSTITUTE



“ I really like the energy of the program, and seeing people from different backgrounds and wildly different ideas coming together.

TIFANI SADEK | BUILD FACILITATOR



 Build Institute offers multiple programs to support aspiring entrepreneurs.

BUILD INSTITUTE

Previously D:hive's Build program, this organization trains people to turn their business ideas into reality by providing them with the necessary tools, resources, and support network in Detroit. To date the program has graduated 400+ aspiring and current entrepreneurs. Build Institute also offers networking events, mentorship opportunities, connections to resources, and a nurturing community that allows ideas to develop and flourish over time.

LEARN MORE

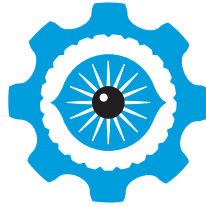
url. buildinstitute.org

email. hello@buildinstitute.org

tweet. [@startwithbuild](https://twitter.com/startwithbuild)

instagram. [@startwithbuild](https://www.instagram.com/startwithbuild)

like. [fb.com/startwithbuild](https://www.facebook.com/startwithbuild)




DETROIT

EXPERIENCE FACTORY



“ Even though many of our faculty, staff and partners have lived in the region for some time, the tour introduced them to people, places and projects that were unknown to most and left them with a renewed sense of excitement about Detroit.

NED STAEBLER | VICE PRESIDENT FOR ECONOMIC DEVELOPMENT AT WAYNE STATE UNIVERSITY

 DXF helps visitors and locals alike experience Detroit.



DETROIT EXPERIENCE FACTORY (DXF)

Formerly D:hive's tour program, this organization creates experiences that are enlightening, entertaining and led by Detroiters in order to demonstrate that Detroit is an exceptional place to live, work, and play. In 2014, DXF took over 12,000 people on tours of the city and has become a go-to resource for visitors and longtime Detroiters alike looking to explore Detroit's rich history and exciting new developments. DXF offers a wide range of experiences including walking, bus and bar tours, and customized experiences such as scavenger hunts, strolling suppers, and more. Moving forward, DXF will continue to operate the welcome center and coordinate Live/Work resources.

LEARN MORE

url. weknowdetroit.com

email. hello@weknowdetroit.com

tweet. [@weknowdetroit](https://twitter.com/weknowdetroit)

like. fb.com/weknowdetroit

123 Monroe Street
Detroit MI, 48226



* FIND MORE DXF GRAPHICS IN THE VISUAL APPENDIX



SIDEWALK VENTURES

D:hive Executive Director Jeff formed Sidewalk Ventures to work with Michigan small businesses to raise money from community investors. It's time to design new methods of funding that provide capital for businesses and empower individuals with alternative ways to support their local economy. Sidewalk Ventures operates under the philosophy that raising money locally works best with a combination of personal advice, community engagement and powerful technology. The result is good for commerce and community, which makes raising money profitable and meaningful for everyone involved.

LEARN MORE:

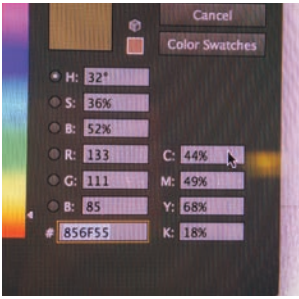
url. sidewalk-ventures.com

email. hello@sidewalk-ventures.com

like. fb.com/sidewalkventures

tweet. [@SWVenturesMI](https://twitter.com/SWVenturesMI)

SIDEWALK VENTURES



GOOD DONE DAILY

Good Done Daily is an independent graphic design studio formed by D:hive's Director of Design, Andy Kopietz. Based in Detroit, its clients include philanthropic, non-profit, cultural, and civic organizations. This small practice of designers creates identities, websites, information graphics, way-finding, books and objects for clients, audiences (and themselves). Initially hatched over a lunch-time conversation with friends, the studio continues to evolve its belief that design has the capacity to advance society and businesses alike.

LEARN MORE:

url. gooddonedaily.com

email. hello@gooddonedaily.com

instagram. [@gooddonedaily](https://www.instagram.com/gooddonedaily)

like. [fb.com/gooddonedaily](https://www.facebook.com/gooddonedaily)







SECTION 07

Visual Appendix

LESSON 007

“Design is not an afterthought.”



D:hive

D:hive

2012-2014

Bestman
Build 2012 photo
(other mums in)
Print canvas X photo
Lesson for wina's next
Build class photo
photo of train: bread
D&F photos + train
Beds



...the most important thing to do is to make sure you have a good plan for the year ahead. This is especially true if you are a parent of a child with special needs. It is important to have a clear idea of what you want to achieve for your child in the coming year, and to have a plan in place to help you achieve these goals. This plan should take into account your child's strengths and weaknesses, and should be based on a realistic assessment of your child's abilities. It should also take into account the resources available to you, and the support you can get from other people. Once you have a plan in place, it is important to stick to it as far as possible. This will help you to stay on track and to achieve your goals for your child.



COVER
to update dates
2012-2015



Jeff
Comments

WELCOME CENTER ASSETS

▼ FIG. 5

► **PROJECT:** Welcome center environmental graphics and other print collateral

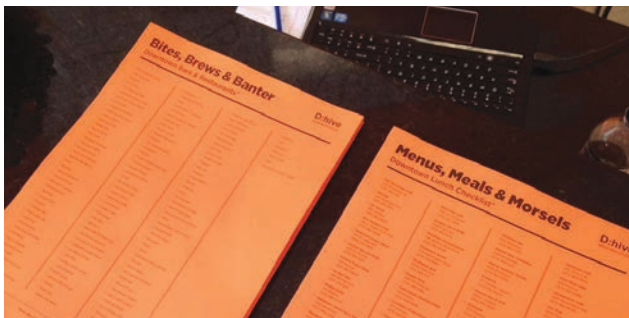
- (5.) Sidewalk a-frame, (6.) Wall map, (7.) Post-it mosaic, (8.) Bar & restaurant checklists, (9.) Conference room graphics, (10.) Chalkboard, (11.) Map, (12.) Postcards



▼ FIG. 6



▼ FIG. 7



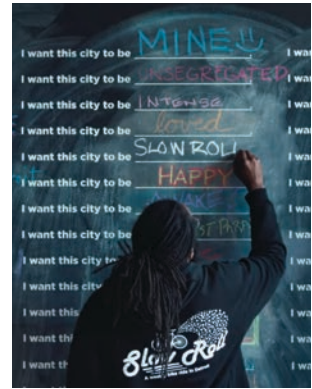
◀ FIG. 8

WELCOME CENTER ASSETS

▼ FIG. 9

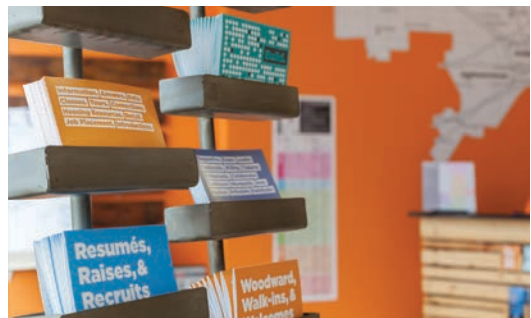


▼ FIG. 10



▲ FIG. 11

FIG. 12 ▶



LIVE WORK DETROIT

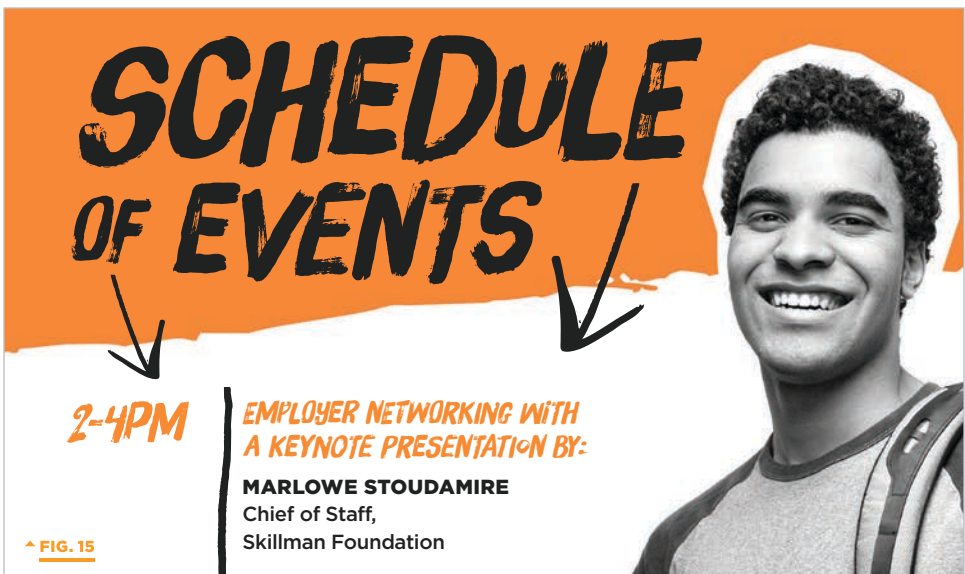
▼ FIG. 13

► **PROJECT:** Live. Work. Detroit.
visual identity

- (13.) Poster, (14.) Name tag,
- (15.) Schedule of event sign,
- (16.) Logotype, (17.) Flyer



▼ FIG. 14



▲ FIG. 15

LIVE.WORK.DETROIT

FIG. 16

FIG. 17

THINKING ABOUT WHERE YOU WANT TO BE AFTER GRADUATION? SAY HELLO TO DETROIT.

AN EVENT BY LIVE.WORK.DETROIT®

DETROIT IS HOME to some of the nation's best high-tech startups, cutting edge medical researchers, fashion trendsetters, unrivaled restaurants, world-renowned museums and affordable places to live. Ever wondered where all the up and comers are going? We can show you! **Join us** to get the inside scoop on what's going on in Detroit from people who live, work and play in the city. Dinner is included!

FEB 3 • 5:30 - 7:30PM • WESTERN MICHIGAN UNIVERSITY • BERNHARD CENTER, ROOM 211

REGISTER FOR OUR NEXT EVENT HELD AT THE WESTIN-BOOK CADILLAC IN DOWNTOWN DETROIT AT: DHIVEDETROIT.ORG/LIVETWORKDETROIT

POWERED BY: **D:hive**  PURE MICHIGAN® Talent Connect

Design by D:hive

OPEN CITY

▼ FIG. 18

▼ FIG. 19

► **PROJECT:** 2013-2014 print collateral

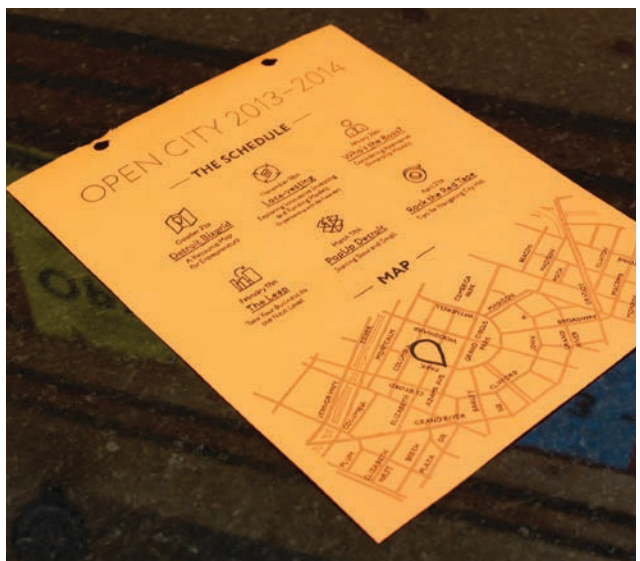
(18.) Postcard, (19.) 2015 season poster, (20.) Interactive tear-off flyers, (21.) 2015 postcard, (22.) Flyer/map



▼ FIG. 20



▲ FIG. 21



▲ FIG. 22

POT & BOX

▶ **PROJECT:** Space design and print collateral

- (23.) Screen printed posters,
- (24.) Storefront design,
- (25.) Pins, (26.) Bladed signage,
- (27.) Poster detail

▼ FIG. 23



▼ FIG. 24

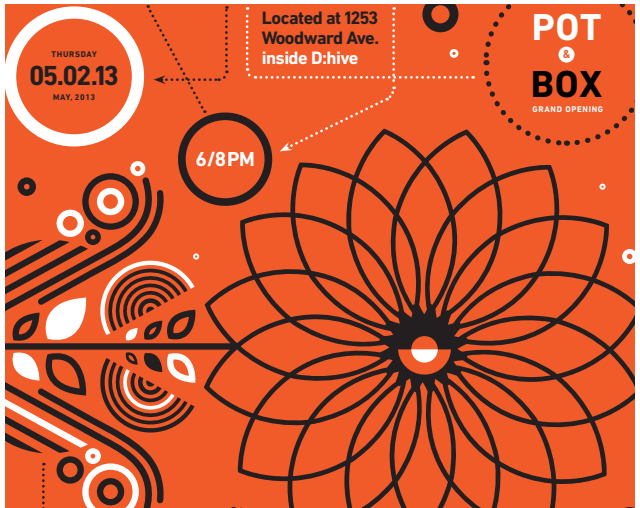


▲ FIG. 25

▼ FIG. 27



▲ FIG. 26



SPIELHAUS TOYS

► **PROJECT:** Environmental graphics and print collateral

(28.) Reading nook, (29.) Wall super-graphic, (30.) Poster, (31.) Wall graphics

▼ FIG. 28



▼ FIG. 29



▼ FIG. 30



▲ FIG. 31

CANVAS X DETROIT

► **PROJECT:** Environmental signage and Graphic Identity

(32.) Storefront design

▼ FIG. 32



KIDPRENEUR

▼ FIG. 33

► **PROJECT:** Environmental signage and space

- (33.) Window/door signage,
- (34.) Signage install, (35.) Striped wall



▼ FIG. 34



▲ FIG. 35

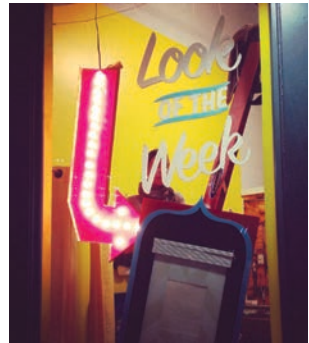
TRISH'S GARAGE

► **PROJECT:** Window graphics

- (36.) Storefront graphics,
- (37.) 3D-window installation



▲ FIG. 36



▲ FIG. 37

BUILD BAZAAR

▼ FIG. 38



▼ FIG. 39



► **PROJECT:** Environmental signage and print collateral

(38.) Sidewalk signage, (39.) Information kiosk, (40.) Bazaar participants, (41.) Event poster

▼ FIG. 40



D:HIVE IS PROUD TO PRESENT

BUILD BAZAAR

JUNE 15 • EASTERN MARKET SUNDAY ST. MARKET
JULY 12-13 • CONCERT OF COLORS
AUGUST 21-24 • LIVERNOIS COMMUNITY STOREFRONT

BUILD BAZAAR IS A ROTATING POP-UP MARKETPLACE CELEBRATING EMERGING ENTREPRENEURS FROM D:HIVE'S BUILD PROGRAM. FROM ARTISANAL CANDLES AND SOAP, TO FRESH BAKED GOODS AND HANDMADE WARES, EVERY EVENT WILL FEATURE AN EXCITING AND DIVERSE RANGE OF LOCAL VENDORS. SHOP THE BAZAAR AND SUPPORT THE SMALL BUSINESS ECONOMY IN DETROIT! LEARN MORE AT: DHIVEDETROIT.ORG/BUILD/BAZAAR

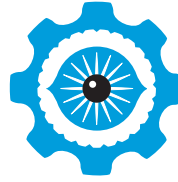
POWERED BY
D:hive DO

DETROIT EXPERIENCE FACTORY

▼ FIG. 42

► **PROJECT:** Visual identity and print collateral

(42.) Logo, (43.) Brochure, (44.) Pins, (45.) Screen printed poster, (46.) Postcards, (47.) Coasters, (48.) Letterhead, (49.) Checklists



DETROIT

EXPERIENCE FACTORY

▼ FIG. 43



▼ FIG. 44



DETROIT EXPERIENCE FACTORY

▼ FIG. 46



▲ FIG. 45



▼ FIG. 47



▲ FIG. 48



▲ FIG. 49

DETROIT EXPERIENCE FACTORY

▼ FIG. 50

► **PROJECT:** Visual identity and print collateral (cont.)

(50.) Business cards, (51.) Postcards, (52.) Experience pass, (53.) Website



▼ FIG. 51



DETROIT EXPERIENCE FACTORY

▼ FIG. 52

Visit weknowdetroit.com/pass to learn more!



NOTE* This pass is good for one ticket to each experience below.

PASS VALID FROM:	/	/
THROUGH:	/	/

EXPERIENCES:

- Charles H. Wright Museum
- Detroit Historical Museum
- Detroit Institute of Arts
- Detroit Experience Factory Walking Tour
- Museum of Contemporary Art Detroit
- Motown Museum
- Michigan Science Center

DETROIT EXPERIENCE PASS

CURATED BY DETROIT EXPERIENCE FACTORY

Add to your experience by stopping by one of the local participating shops or restaurants also offering great deals.

For a full list of discounts visit: weknowdetroit.com/pass



Supported by:





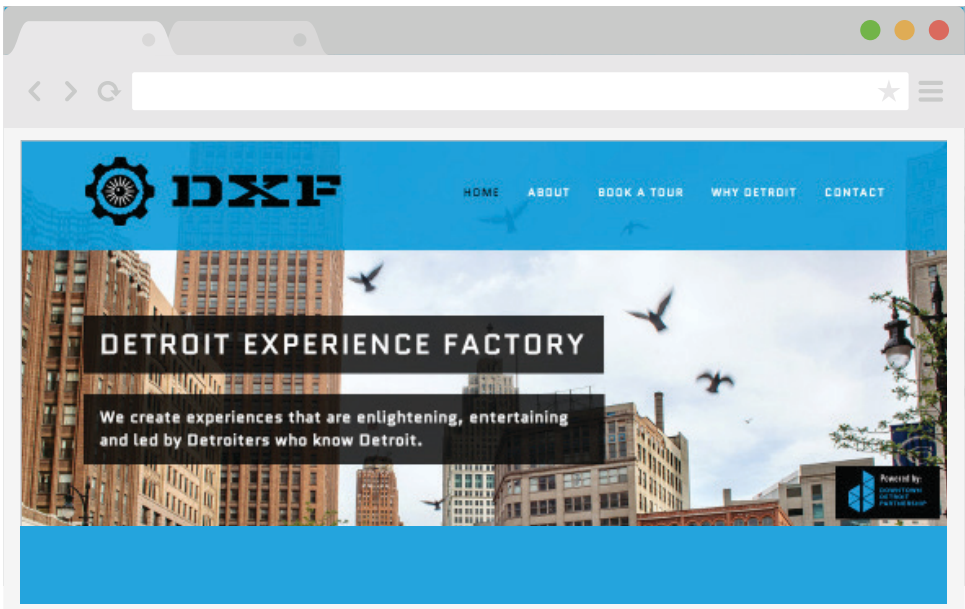




Powered by:



▼ FIG. 53



The screenshot shows the website's header with the DXF logo and navigation links: HOME, ABOUT, BOOK A TOUR, WHY DETROIT, CONTACT. The main banner features a cityscape with birds and the text: "DETROIT EXPERIENCE FACTORY. We create experiences that are enlightening, entertaining and led by Detroiters who know Detroit." A small logo in the bottom right corner of the banner reads "Powered by: DOWNTOWN DETROIT PARTNERSHIP".

BUILD INSTITUTE

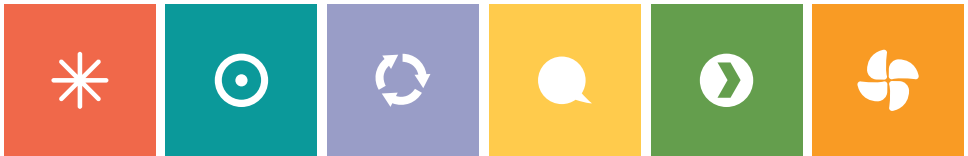
▼ FIG. 54

► **PROJECT:** Visual identity and print collateral

(54.) Logotype, (55.) Sub-program iconography, (56.) Business card, (57.) Tote bag, (58.) Alumni zip code map



▼ FIG. 55



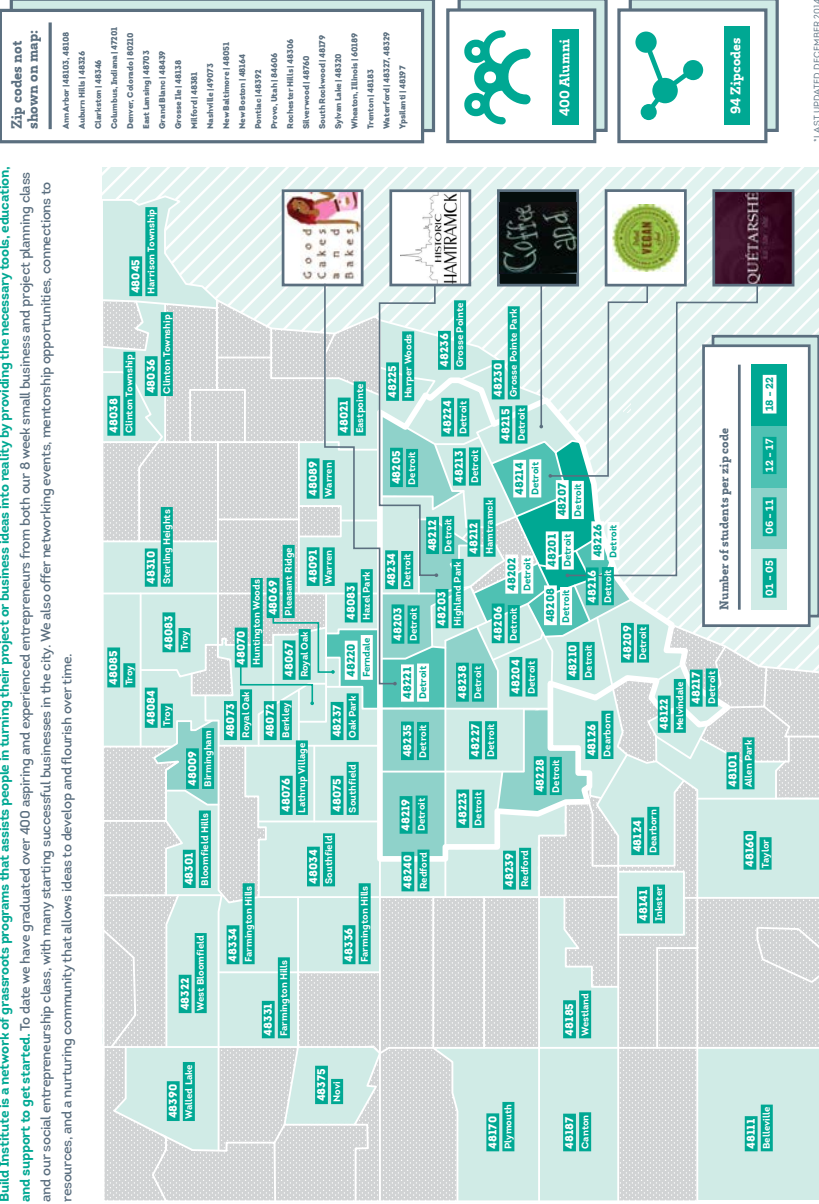
◀ FIG. 56

▼ FIG. 57



BUILD STUDENTS BY ZIPCODE

Build Institute is a network of grassroots programs that assists people in turning their project or business ideas into reality by providing the necessary tools, education, and support to get started. To date we have graduated over 400 aspiring and experienced entrepreneurs from both our 8 week small business and project planning class and our social entrepreneurship class, with many starting successful businesses in the city. We also offer networking events, mentorship opportunities, connections to resources, and a nurturing community that allows ideas to develop and flourish over time.



*LAST UPDATED DECEMBER 2014

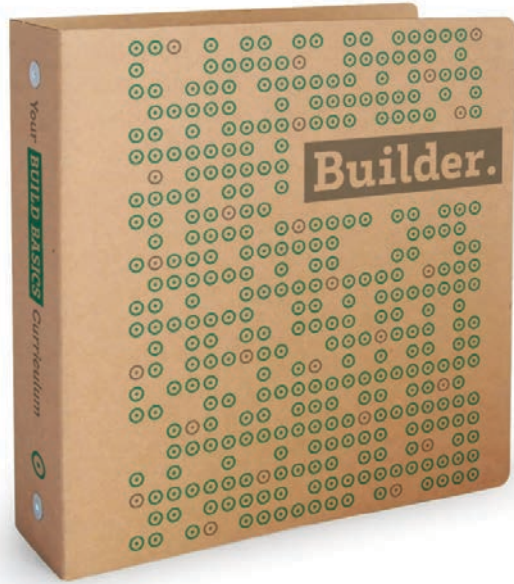
▲ FIG. 58

BUILD INSTITUTE

▼ FIG. 59

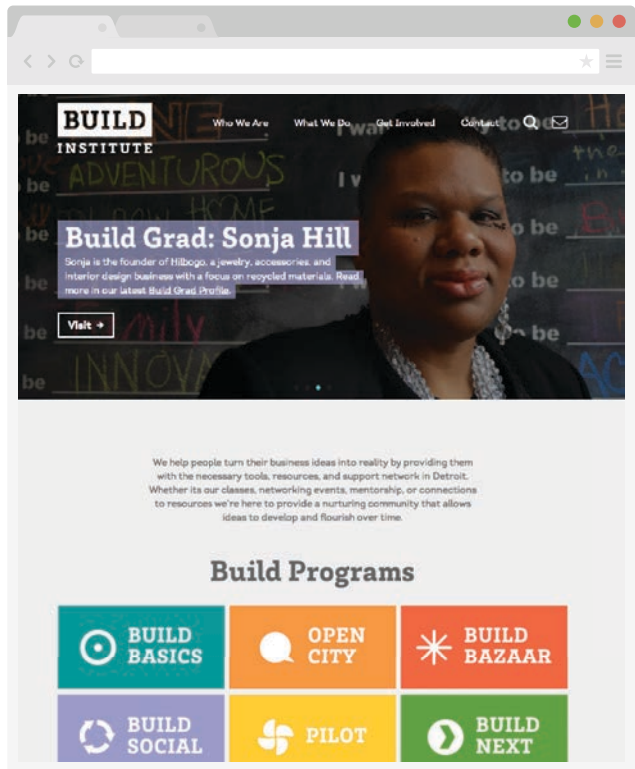
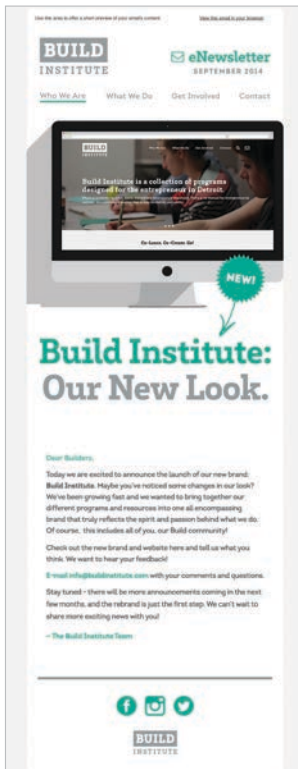
► **PROJECT:** Visual identity and print collateral (cont.)

- (59.) Build Basics workbook,
- (60.) eNewsletter, (61.) Website,
- (62.) Graduate diplomas



▼ FIG. 61

▼ FIG. 60



▼ FIG. 62

BUILD BASICS 2015
Turn your idea into an actionable plan.

This certificate is awarded to:

Participating Student

Instructor signature:

Date:

THIS CERTIFICATE hereby certifies that you have successfully completed Build Institute's Build Basics and in doing so, have begun the process of turning your idea into an actionable plan.

BUILD SOCIAL 2015
Building your business through Social Entrepreneurship.

This certificate is awarded to:

Participating Student

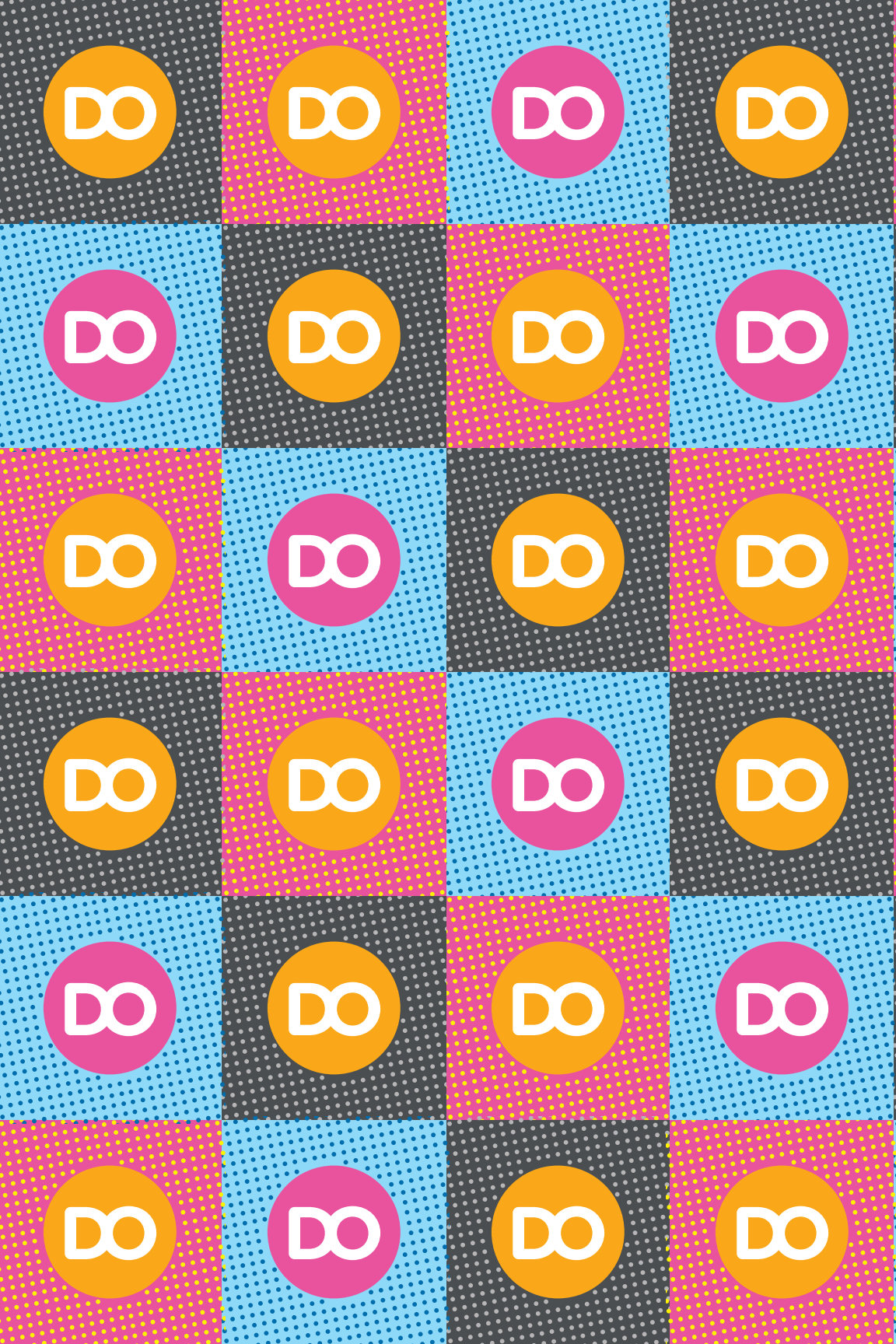
Instructor signature:

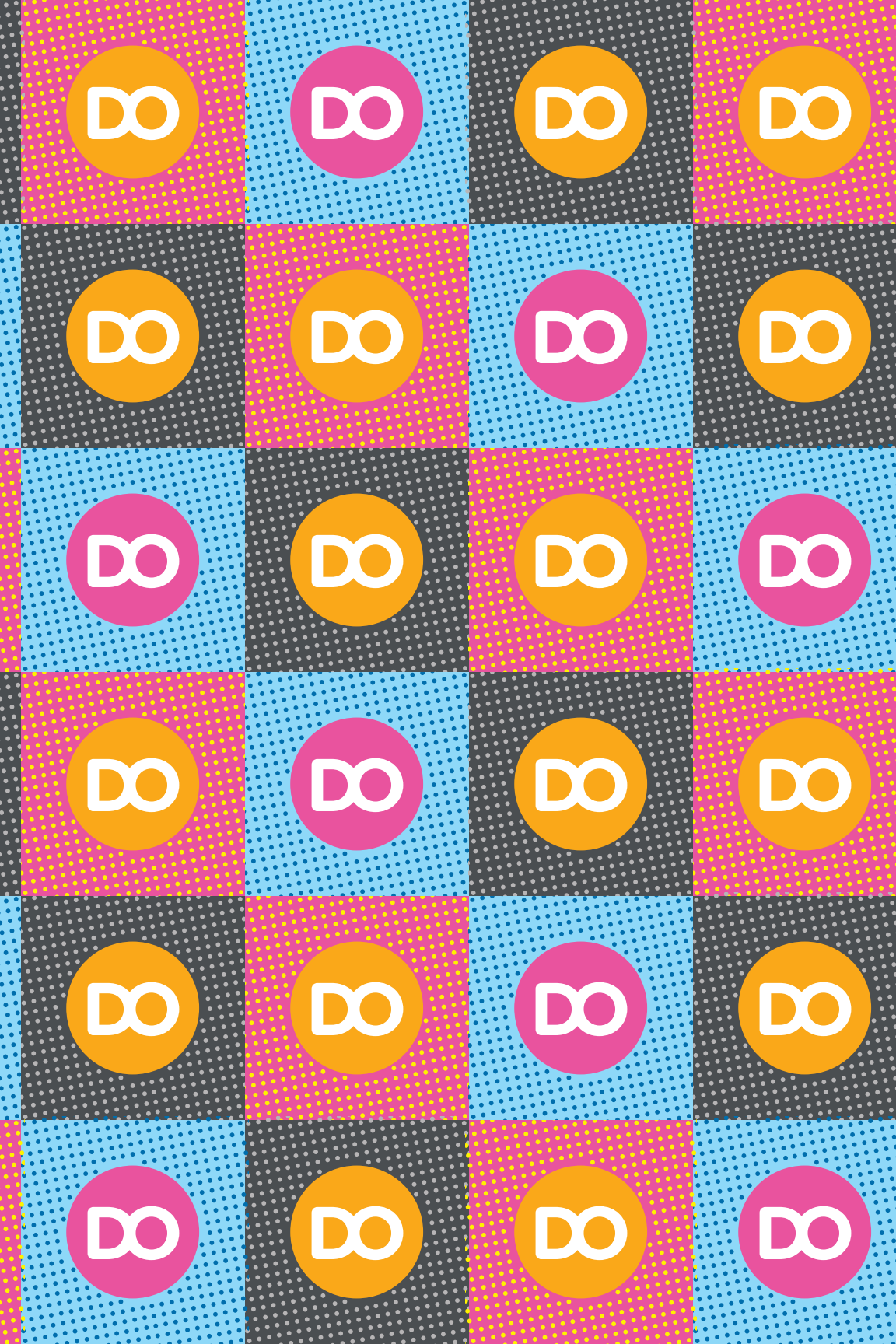
Date:

THIS CERTIFICATE hereby certifies that you have successfully completed Build Institute's Build Social and in doing so, have begun the process of turning your idea into an actionable plan.

BUILD INSTITUTE

SECTION 07 | VISUAL APPENDIX





D:hive was designed as a three year project in 2012. Its welcome center provided individuals with the information and resources to live, work, engage or build a business in the city. Over three years, D:hive launched multiple programs and assisted countless visitors and existing Detroiters at its location in downtown Detroit. Its success led to the formation of two new organizations in 2015 - the Detroit Experience Factory and Build Institute - which continue to carry D:hive's mission forward.

In this book, you'll read about the people, programs, and values that made D:hive an inspiring place to so many. There are numerous lessons to be learned from this journey, several of which are detailed throughout these pages. Hopefully, the stories and insight imparted here will fuel innovators and doers everywhere. At its core, D:hive was about making connections between people and that means each and every one of you.



Design:

D:hive Office of Design
Good Done Daily
gooddonedaily.com

Visit our archive at:
dhivedetroit.org

D:hive was located at:
1253 Woodward Ave.
Detroit, MI 48226