

**NNIP Idea Showcase**

January 2015

**DETROIT**  
**INNOVATION**  
**INSIGHTS**

**URBAN INNOVATION EXCHANGE**

**DATA DRIVEN DETROIT**   
A Michigan Nonprofit Association Affiliate

# Overview

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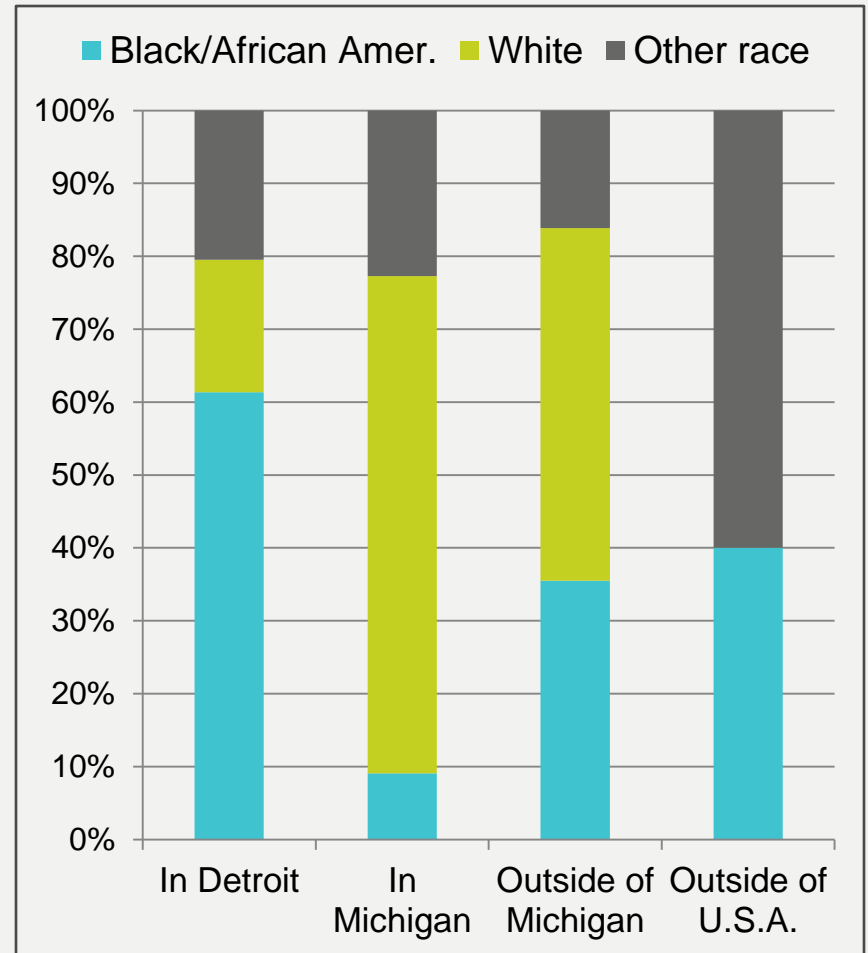
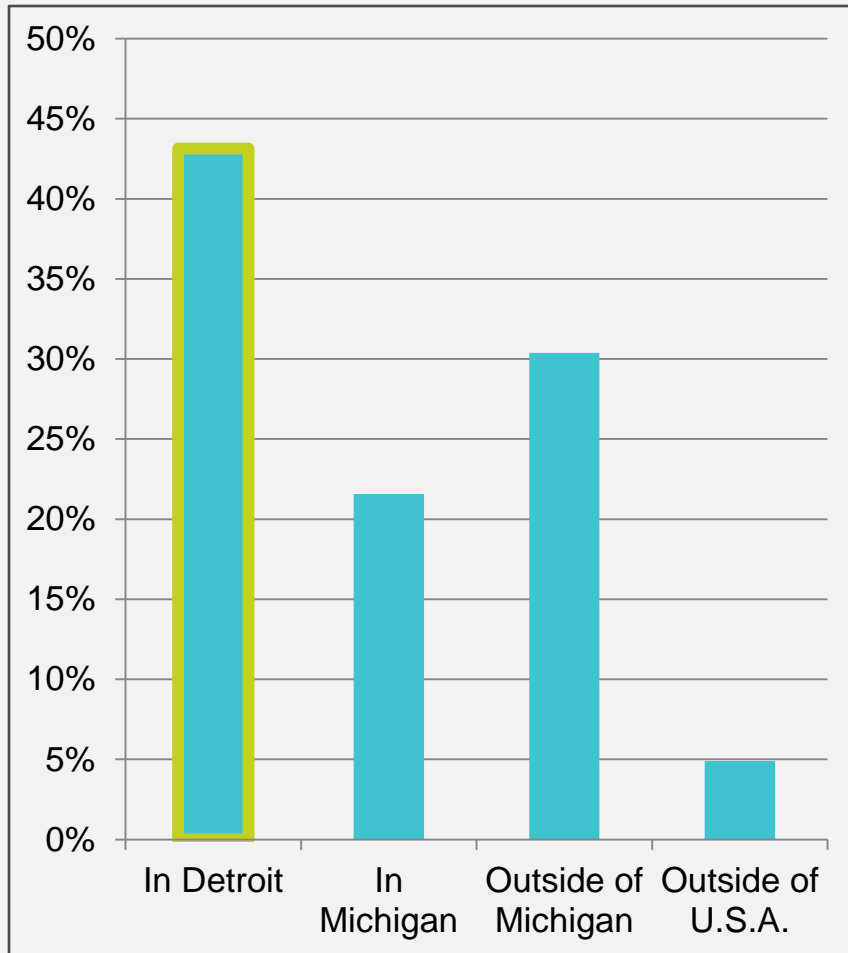
- 3-year storytelling & research initiative funded by the Knight Foundation
- Engage, document, and better understand the ecosystem
  - Who are “urban innovators” in Detroit?
  - How are they doing this work?
  - What’s changing?

# Our methods & tools

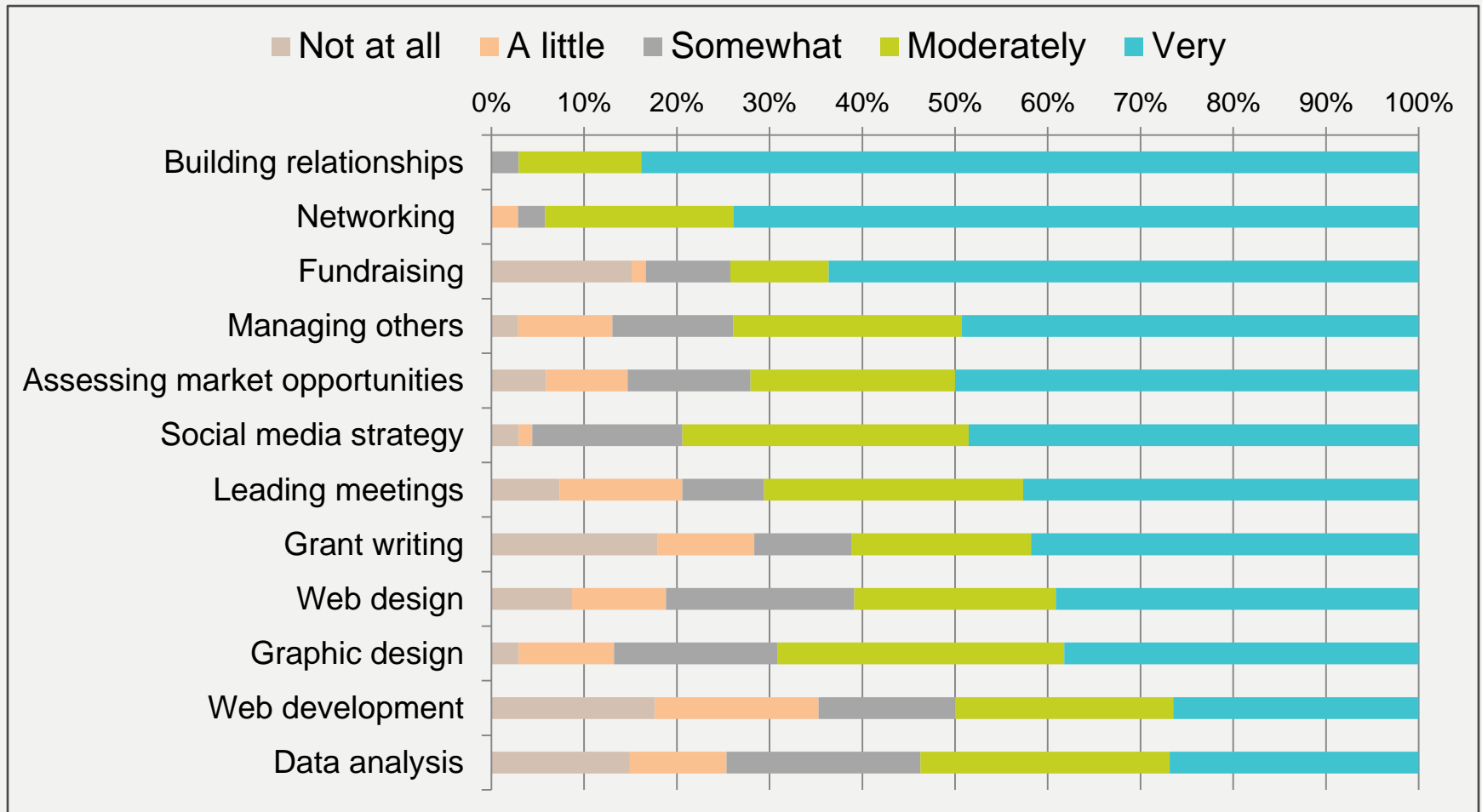
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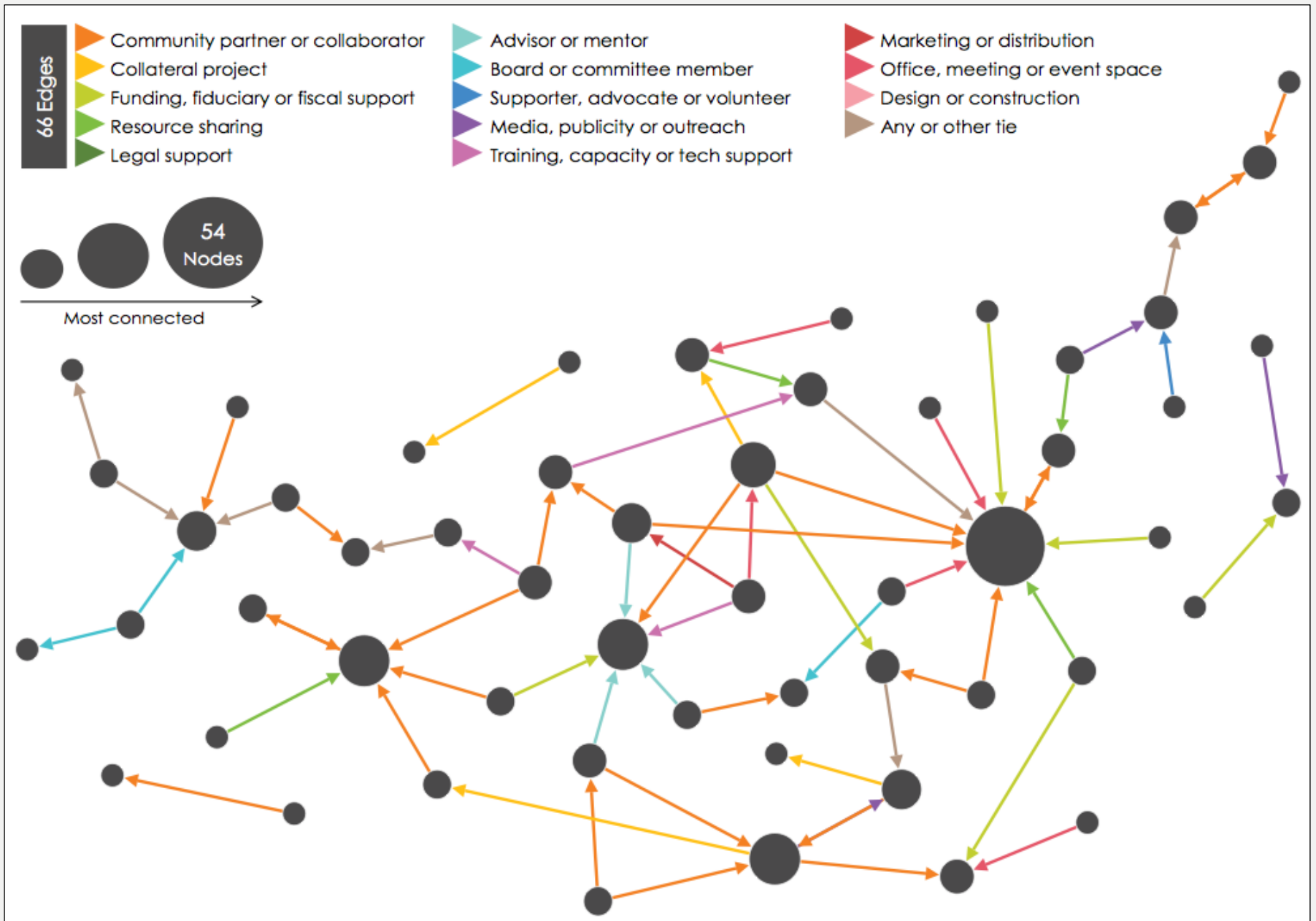
- **Surveys**
  - Gathering data on demographics and perceptions
- **Network analysis**
  - Mapping support systems and exchanges
- **Interviews**
  - Checking back in about supporting, sustaining, and scaling this work

# Where are innovators born?



# How important are the following skill sets to your success?





# How has your work and your role changed since you've started?



AMY KAHERL  
Detroit SOUP  
Founded 2010

**“I stopped doing Detroit SOUP about six months ago, and I started selling SOUP. I haven’t done any work. I’ve got to sell the project, I’ve got to sell the program.”**

# Where do you need to build capacity to achieve your vision?



**NOAM KIMELMAN**  
Fresh Corner Café  
Founded 2010

“We’re dealing with a different kind of **reward** that’s not financial and it lasts for a certain amount of time. But we’re getting to that point where we have to **compensate** and the money has to come in. Then we can really engage people in feeling **ownership** over it.”



# Participatory analysis

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- Inviting innovators themselves to help us sift through our findings and craft meaningful messages to share out
  - What resonates? Is anything still missing?
  - What needs to be shared with the funding community? With innovators in other cities? With Detroiters?

# Detroit Innovation Insights

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- Recent report detailing key data insights paired with strategic recommendations from UIX for supporting this movement
- [Start reading here](#)

**Questions? Feedback?**

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