



Evaluation of Global Entrepreneurs-in-Residence (Global EIR) Program - Pilot Phase & Development of Blueprint for Expansion as a *Michigan* Model for Global EIR

Request for Proposals

Background:

Global Detroit is a regional economic development initiative focusing on immigrants and global talent. It was created in response to the 2009/2010 Global Detroit study launched with support from the New Economy Initiative, Detroit Regional Chamber, and Skillman Foundation. The findings revealed that immigrants have had a *profoundly positive* impact on the economy of Metro Detroit and greater Southeast Michigan –creating high-tech firms and retail businesses, providing needed workforce skills, and contributing in other ways that have benefitted all sectors and groups across the region.

The Global Detroit study further identified eleven specific strategies to capitalize on the positive potential of immigrants in growing and strengthening the regional economy. Guided by those strategies, since 2010, Global Detroit has launched a wide range of independent programs, as well as worked to build inclusive economic strategies, policies, practices and programs regionally and across the state. Today, Global Detroit is recognized as a national leader in the emerging field of immigrant economic development. We helped coordinate the economic integration sessions at the White House’s first immigrant integration convening, led the White House’s Building Welcoming Communities Campaign work on immigrant entrepreneurship and have authored articles for the International Economic Development Council, Migration Policy Institute, Politico and others.

Our in-house strategies include launching the nations’ first [international student retention initiative](#) outside of a university targeting graduate STEM degree majors. More recently, Global Detroit launched a [Global Entrepreneurs in Residence \(Global EIR\) program](#) to provide a pathway for foreign-born entrepreneurs to launch their companies here in Michigan. While immigrants account for about a quarter of all U.S. inventions and entrepreneurial activity and comprise more than half of the billion-dollar startups in the country, they face myriad challenges including securing capital, navigating the start-up community, striking deals and implementing them properly.

Often, however, the biggest hurdle for immigrant startup founders is the “visa problem” - securing a visa to enable them to stay in the country to launch, locate and grow their businesses.

The Global EIR program - first launched in Massachusetts in 2014- addresses not only the typical challenges faced by *all* entrepreneurs, but specifically the “visa problem” as outlined above, which can make or break the success of an *immigrant* entrepreneur. The essence of the Global EIR program model is to place immigrant entrepreneurs with universities to mentor and teach, while working on their startups, thus allowing them to tap into the university’s access to an uncapped supply of H-1B visas. This in turn enables them to remain in the U.S. to launch and grow their companies *and* create jobs until their companies mature to a point at which they can transfer to other more permanent visa solutions.

According to the University of Massachusetts - Boston which administers the Massachusetts program, in the first five years since the program’s inception in 2014, it has secured 110 initial H-1B and other follow-on visas. Of those visas, 74 percent of the entrepreneurs remain active in the U.S. employing 940 people and raising more than \$523 million in venture capital funding.

Global Detroit’s Michigan version of the Global EIR program launched with the University of Michigan’s Economic Growth Institute (EGI) in summer 2019 and in its first 18 months brought on four entrepreneur founders and startup companies. Three of those founders graduated from the program and are working on their startup full-time. Collectively, since joining the program, these firms raised \$8 million in venture-backed capital and are projected to account for 25 jobs in 2021. The fourth company is working toward graduation from the program. Additional immigrant entrepreneurs are in the pipeline to begin shortly, including the first founder placed at Wayne State University’s Office of Business Innovation.

We believe the success of this initial pilot phase demonstrates the potential for developing a statewide *Michigan Model* for attracting and retaining immigrant talent to help grow, strengthen and diversify the state’s economy. It has the potential to be widely used as an essential tool by the state’s investment community. Global EIR gives the region’s startup community and innovation industries (mobility, electric and autonomous vehicles, biotech, info tech, etc.) a competitive advantage to attract top companies and innovators from Silicon Valley to New York who would have no pathway for pursuing their startup without the program. A recent article in Crain’s Detroit Business highlights this potential - <https://www.crainsdetroit.com/innovation/immigrant-founded-startups-find-growth-opportunities-global-detroit>. Global Detroit has convened a Global EIR Task Force to help guide the program’s growth and development, as well as to help design and build support for a *Michigan Model*.

More information about Global Detroit and the Global EIR program is available at www.globaldetroitmi.org.

Project Summary

Global Detroit is seeking a consultant to evaluate the pilot phase of its Global EIR program (August 2019 to present) and to draft a blueprint for developing a *Michigan Model* for Global EIR. Minimally, we hope the report will address the following questions:

- What are the key metrics best used in evaluating the success of the pilot?
- What is the impact of the pilot program to date, both quantitatively and qualitatively?
- What is the potential future economic impact of an expanded Michigan Model for Global EIR on Southeast Michigan and the State of Michigan as a whole?
- What should be the key goals of a Michigan Model expansion?
- Who are the key stakeholders in the development of a successful Michigan Model Global EIR program?
- How do we best use the pilot program metrics and its potential future impact to engage key stakeholders?
- How long will it take to demonstrate material impact of a Michigan Model Global EIR and its key metrics?
- Are there key program components/structures/strategies that should be changed with the expansion to the Michigan Model?
- What strategies and network connections would be most valuable for maximizing impact of the program?

We will use the resulting report to pitch the program's potential to the startup, investment and high-tech communities, as well as universities, state officials and policy makers. Given our intention, we are seeking a firm that has a proven track record of credibility with Michigan's economic development and startup communities.

The consultant will have access to key Global EIR program staff as well as any documents that will help in the pilot evaluation process.

Evaluation Selection Process and Timeline

Release of the RFP	June 9, 2021
Deadline for proposals	June 30, 2021
Interviews with selected evaluator candidates	July 6 - 8, 2021
Evaluator selected	July 15, 2021
Final Report Due	October 12, 2021

Deliverables

The consultant will prepare a summary report evaluating the pilot phase of Global Detroit's Global Entrepreneur-in-Residence (EIR) Program (August 2019 to present) and providing a blueprint for developing the program into a *Michigan Model* for Global EIR. While we will work with the selected consultant to determine the exact nature of the report (written document, PowerPoint, etc.) we expect that a written report would be 20-40 pages in length. Other presentation collateral will be subject to agreement between Global Detroit and consultant.

It is expected that consultant will help present findings of the report to at least three audiences, including the existing Global Detroit Global EIR Task Force

Budget

Total bids should not exceed \$30,000, inclusive of an estimate for expenses.

Proposal Guidelines

The proposal should be submitted electronically with one additional hard copy and should be no longer than 10 pages in length. It should include the following components:

1. Narrative description, including but not limited to:
 - Overview of proposed methodological approach for both the evaluation of the pilot program and blueprint for its expansion into a Michigan Model
 - Rationale for using that approach
 - Planned methodology for collecting data
2. Work plan
3. Preferences (if any) regarding intellectual property
4. Narrative description of team's qualifications, including biographies of evaluation team members
5. Estimated hours devoted to the project
6. Projected budget

Submit proposals by 5:00pm, June 30, 2021 by emailing as a PDF document to: neeta@globaldetroitmi.org

For questions or additional information, please contact Neeta Delaney at Global Detroit at neeta@globaldetroitmi.org or (517) 937-0795