

Winter 2024 Catalog



The Detroit Neighborhood Entrepreneurs Project (DNEP) at the University of Michigan is offering a variety of programs and courses in the January - April 2024 (Winter) semester. To help business owners identify the classes, programs, and workshops that best suit your needs, this catalog includes dates, time commitments, and eligibility requirements to be placed with teams of U-M students.

No applications are required for DNEP's workshops and programs. Applications and interviews ARE required for faculty-led DNEP classes, where students receive course credit to work with business owners. The application information for various classes can be found on page 5.

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To learn more about DNEP, or to access the free calculators, comparison guides, and how-to videos on our website, visit detroitsmallbusiness.umich.edu.

Accounting Magic: Getting Investment-Ready

DNEP will lead four accounting workshops in 2023-2024 in the community at Detroit partner sites to help businesses establish strong financial practices and get investment-ready. No application is required, but registration is required.

In today's fiercely competitive business landscape, being "bankable" is essential, whether you seek traditional loans, venture capital, or alternative financing. The Accounting Magic workshops equip small business owners with the knowledge, tools, and strategies needed to attract investment and secure capital for growth. Registration will be required (linked below); dinner provided.

Accounting Magic Workshop Dates with Registration Links:

1. [Thursday, November 9 from 6-8pm at TechTown](#), 440 Burroughs St., Detroit
2. [Monday, November 20 from 6-8pm at Eastside Community Network](#), 14711 Mack Ave., Detroit (*this is a repeat of 11/9)
3. Thursday, February 8 from 6-8pm at Grandmont Rosedale Development Corporation, 19120 Grand River Ave., Detroit
4. Monday, February 19, 2024 from 1-3pm at Jefferson East, Inc., 14300 E. Jefferson Ave., Detroit (*this is a repeat of 2/8)

Workshop Leaders & Accounting Consultants:



Ricardo Peres Da Silva
Ross School of Business Junior Ford School of Public Policy MPP



Lingfeng Zeng

Ernst & Young Partners & Team Leaders:



Paul Steih, CPA
Executive-in-Residence, DNEP



Will Love, CPA
Executive Mentor, DNEP

Free Accounting Fridays returns!

Beginning in December 2023, Ricardo & Lingfeng will be in Detroit every other Friday at our partner's locations to offer in-person 1:1 coaching sessions focused on helping business owners set up and use their accounting software and implement the practices of a financially healthy business, as detailed during the workshop. **Priority scheduling for 1:1 coaching will be offered to business owners/non-profit leaders who attend an Accounting Magic workshop.**

Thank you to ENGAGE Detroit and the University's Office of Vice President for Research (OVPR) for providing funding for this program. Thank you to our partner organizations who are hosting or co-sponsoring this effort: Center for Community Based Enterprise (C2BE), City of Detroit Business District Liaisons, DEGC, the Detroit LGBT Chamber of Commerce, Detroit Means Business, Grandmont Rosedale Development Corp., Jefferson East, Inc., Eastside Community Network, and TechTown.

Free Accounting Fridays (1:1 Accounting Help)

Overview: Students from the Ross School of Business and the Ford School of Public Policy, under the supervision of U-M alumni, will offer biweekly 1:1 coaching in-person at Eastside Community Network, Jefferson East, Inc. (JEI) and Grandmont Rosedale Development Corporation (GRDC) beginning in December 2023.

Assistance Student Accounting Consultants Can Provide:

How do I use accounting software? How should I set up my bookkeeping system? What story do my numbers tell? How can I use my financial statements to support my pitch? What are the parts of a loan application? When does a line of credit make sense?

Common Deliverables: 1:1 coaching for setting up accounting software and best practices, support with the financial part of grant or loan applications.

Eligibility: Open to both for-profits and non-profits in metro Detroit, Hamtramck and other underserved areas of Detroit, with priority scheduling offered to those who attended an Accounting Magic workshop. Learn more about the program [here](#), and schedule an appointment [here](#).

Client Commitment: Unlike our classes, we pay accounting consultants by the hour, whether clients show up for their appointments or not. Therefore, we ask clients to keep their appointments or provide 24 hours' notice if they need to cancel. Clients who no-show or who are otherwise unprepared to participate (eg., joining the call while driving) will be bumped to the bottom of the list. Clients who no-show twice are unlikely to be selected for other DNEP classes and programs for one academic year.



Executive-in-Residence:
Paul Steih, CPA
(Ret.) Global Assurance Partner, Ernst & Young

Workshop Leaders & Accounting Consultants:



Ricardo Peres Da Silva
Ross School of Business Junior



Lingfeng Zeng
Ford School of Public Policy MPP



"I wanted to thank you for the opportunity you provided me to help with the DNEP program. I truly learned a lot from the experience. The team and the mission of the org was exactly what I was looking for... Funny enough, part of my role was helping store managers and area leaders to understand their businesses' numbers. I think I can attribute my early success from my time with DNEP. [My time as an accounting consultant] was a great learning opportunity to better help communicate my message and teach financial acumen/competency to my company's operators.

- Michael Wong, MBA '21, DNEP Accounting Consultant 2020-2021

Community Tech Workers

Offered in partnership with Jefferson East, Inc.

Jefferson East, Inc.
Go East™

Leadership Team: Lutalo Sanifu (JEI), Christie Baer (Ross School), Julie Hui & Tawanna Dillahunt (School of Information), Kristin Seefeldt (Ford School)

Overview: Community tech workers from the Jefferson Chalmers neighborhood and from U-M provide 1:1 technology training, free of charge, to Detroit entrepreneurs and nonprofits in person or virtually.

Questions Community Tech Workers Can Help You Answer:

Which website platform should I use to host my site? How do I create effective videos for social media? How do I get my business to show up higher when someone searches Google for it? Am I paying too much for my point of sale system?



Community Tech Worker
Edwin Taylor signs up a client

Common Deliverables: One-on-one coaching to teach you how to update your website or make social media posts, videos, flyers, or websites using Canva (free design software); technology audits; advice about point of sale integration; group workshops on Search Engine Optimization, CapCut

Eligibility: Open to anyone in the Detroit metro area, for-profits and nonprofits, at any stage, at no charge to business owners. Not sure what you need? Take the [10 minute Digital Assessment](#) on the Detroit Means Business site, and then book an appointment online with CTWs Edwin Taylor or Diamond Hatcher on that same page!

Client Commitment: All clients complete an intake interview so the Community Tech Worker can learn more about your needs; from there, entrepreneurs and nonprofits may schedule as many 1:1 coaching sessions as they like to get their tech needs addressed. Note: Community Tech Workers are trained to empower entrepreneurs and nonprofits to use technology on their own; they are not able to act as an on-demand help desk or as original content creators.



"[The CTWs] were so amazing. I thought I was good with social media, but younger people know so much more. My social media was trash and my website was terrible. And I had an issue with SEO. I remember in our meeting, there was some acronym, and [my tech worker] was able to explain it in layman's terms. For me, being able to say I don't know, and them being able to break it down, without me feeling super old, was nice."

- Dessaray Seay, Bow-Aholic Bowtique

Winter 2024 Classes

DNEP is now recruiting clients to work with student teams in the following classes:

1. [Legal Transactional Work \(Community Enterprise Clinic - Law\)](#)
2. [Business Models \(Urban Entrepreneurship - Engineering\)](#)
3. [Business Plans \(Social Entrepreneurship - UM-Dearborn College of Business\)](#)
4. [Business Growth \(Capstone MAP - Ross\)](#)
5. [Business & Technology \(Capstone MAP - Ross\)](#)
6. [Design/Branding \(Design Studio: DNEP - Stamps\)](#)
7. [Market Research \(Consumer Behavior - Ross\)](#)
8. [Marketing/Advertising \(Persuasive Communication - Ross\)](#)
9. [Needs Assessment & Usability Evaluation \(School of Information\)](#)
10. [Systems/Processes/Design \(Practicum in Production & Service Systems - Engineering\)](#)

The Detroit Neighborhood Entrepreneurs Project (DNEP) matches Detroit business owners with student talent from seven University of Michigan schools. Faculty-supervised student teams learn critical skills while providing business owners with accounting, design, financial, marketing, legal, operational, and technology services at no cost to the business owner. Business owners get thought partners, data that can be inserted into business plans, and research-based work products. Students get a chance to apply and grow their skills while supporting business owners' visions for their communities.

Our Ideal Clients for Classes: Second-stage small businesses in Detroit who (a) could serve as the heart of a neighborhood by meeting an established community need, (b) have the potential to grow into a national or global brand, or (c) provide services that support other Detroit businesses. Some faculty accept established nonprofits; a couple can work with start-ups.

How We Approach Our Work: Whether in classes or DNEP-created programs, students learn that it is not just what we do, but how we do it. DNEP faculty and staff provide students with professional development and cultural competency training as part of their learning experience. Our goal is to empower business owners and produce high quality work for them.

Ready to Apply for One of our Fall Classes?

1. Complete the [Client Prospect Form](https://detroitsmallbusiness.umich.edu) on the DNEP website at detroitsmallbusiness.umich.edu; then
2. If contacted for an interview by DNEP's program manager, a supervising faculty member, or an associated staff member, respond immediately to schedule your interview.

Law School Community Enterprise Clinic

Overview: Under the supervision of Michigan attorneys/faculty, Michigan Law students in their second or third year conduct legal research and provide legal advice for transactional issues that entrepreneurs and nonprofits encounter. Unlike other DNEP classes, law students act as pro bono legal counsel.

Insights Student Research Can Provide:

What do I need to do to set up the ownership structure of my company correctly? How do I protect my intellectual property? What kind of agreements do I need for my workers or vendors?

Common Deliverables: Contracts, leases, by-laws or operating agreements, MOUs, trademark applications, memos with advice about licensing or regulatory requirements.

Eligibility: For-profit or nonprofit entities in underserved areas, especially in Detroit, but not exclusively. In line with its community and economic development goals, the Community Enterprise Clinic weights more favorably applications by social enterprises and businesses/organizations that have the ability to make a difference in a neighborhood. Preference also for entrepreneurs who are low-income and/or from the neighborhood they seek to improve. Where there are multiple owners without written decision making allocated to only one person, all owners must participate in and provide responses to student questions.

Client Commitment: This course offers the most variation in time commitment. All owners must make themselves available for initial interviews and a site visit, plus respond to law student questions within 48 hours. Generally, law students work on 1-3 matters per client in any given year. Clients who respond quickly to student inquiries tend to get more work completed.



Instructor:
Susan Chase



Instructor:
Dana Thompson



"I am beyond grateful for DNEP and the students' services. Being an artist, it's essential to have your work protected. Over the years, I have had several instances when someone would ask to use my artwork without mention of compensation. The law students were able to successfully trademark my business name and copyright all of my artwork, including editing the contracts that I use for commission work. Now, I feel more confident and secure knowing that my business and artwork are protected."

- Sherrie Savage, Naturally ILLUstrated & The Coloring Museum

Business Models (Urban Entrepreneurship)

Overview: Business owner clients work with a team of students primarily from the College of Engineering and the Ross School of Business. Students conduct market, industry, and customer research to understand the client's business model, and then propose changes to the business model that might take advantage of new opportunities, improve efficiency or profitability, or scale vertically or horizontally.

Insights Student Research Can Provide:

Where am I positioned in the market now? Where are my competitors? Are there new opportunities to use technology or other innovations that could make my business more successful? What are businesses in other urban markets doing that might prove instructive for my business?

Deliverables: Research data and final presentation with recommendations for how the business might scale

Eligibility: For-profit businesses located in the City of Detroit, 1+ year old, with at least \$100k in sales and a website. Owners must be full-time in the business; prefer that the business have two full-time employees. Start-ups are ok if they have a sales history; no non-profits. This class is designed to support urban entrepreneurs by incorporating new innovations and technologies to help businesses scale and make lasting improvements in the quality of life of urban residents. It is usually not a good fit for food businesses or others with well-established business models. It is terrific for tech companies, healthcare, transportation, and environmental businesses.

Client Commitment: Students can only reflect back to you what your business model is based on the information you provide. Accordingly, clients will be required to share customer data and contact information so students can do surveys, conduct interviews and do site visits/observations. Clients commit to responding to student team inquiries within 24 hours, a standing weekly meeting, and joining students' final pitch presentations (with judges) via Zoom. Time commitment averages about 1 hour/week x 13 weeks.



Instructor: David Tarver



Business Plans (Social Entrepreneurship)

Overview: Are you a Detroit social entrepreneur wanting to know how to maximize profit and social impact? Work with a diverse team of U-M Dearborn students to create a business plan that solves the needs in your community while generating a sustainable profit.

Deliverables: Research data and comprehensive business plan that addresses the social/environmental issue the business is trying to solve.

Insights Student Research Can Provide:

How do I make sure my business model is profitable? How do I measure community impact? How do I decide whether my idea should be a for profit business or a nonprofit business model? I want to do good for my community and make an honest living—how can I do both?

Eligibility: Located in Detroit; organization working on a social or environmental issue in Detroit, including existing for-profits, nonprofits, and hybrid businesses, and entrepreneurs still in the startup/ideation phase

Client Commitment: Three hour time commitment per week, including a standard weekly meeting with student teams for approximately four months (January-April). Regularly communicate with student teams and respond to student emails within 24 hours, including on weekends. Visit the U-M Dearborn campus to meet with student teams 1-2 times during January-April.



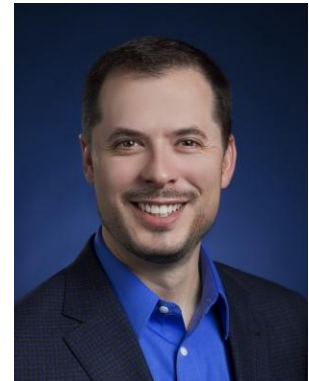
Instructor: Marcus Harris



Business Growth (Capstone MAP - Ross)

Overview: Are you a small business facing a complex business problem? Receive free data-driven recommendations through U-M's Capstone MAP Course. You'll work with a diverse team of top undergraduate students in the Ross School of Business guided by faculty to address your critical business needs.

Deliverables: Research data and final presentation with recommendations of next steps for the business to take to achieve its goals



Instructor: Chris Mueller

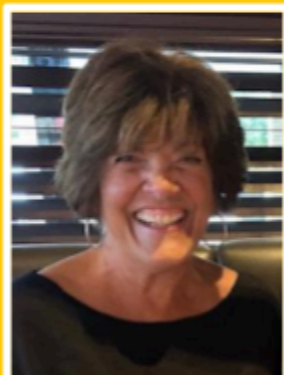
Insights Student Research Can Provide:

If an existing business launches a new product line, where should they focus their energy/resources? If a business wants to expand, where should they open a new location? If a business caters to two different customer segments, what should they price their products at?

Eligibility: Located in Detroit or Hamtramck; business facing a complex problem with no apparent solution; owner is full time in the business; in business at least one year; business has made sales and care share data for analysis

Client Commitment: Three hour time commitment per week, including a standard weekly meeting with student teams for approximately four months (January-April). Regularly communicate with student teams and respond to student emails within 24 hours, including on weekends.

***Exception for Applying to this Class:** Unlike other DNEP classes, you should NOT wait to be contacted for an interview. Instead, after (1) completing DNEP's standard [Client Prospect form](#), please (2) [submit a proposal](#) directly to the Office of Action-Based Learning team.



"Great program! The team of students was delightful to work with—full of enthusiasm. They were professional and well-organized, dedicated to regularly scheduled meetings and each team member was responsible for certain tasks. We were thrilled with the results of their research and the recommendations that they presented to us."

- Becky Riess, Thumbprint Fulfillment

New to DNEP!

+TECH Consulting (TECH+ Undergrad Club)

Overview: Are you a small business owner who suspects that you are doing something inefficiently? Need a technological solution to one of your pain points, but no time to research? Receive free data-driven recommendations through Business+Tech's student club, TECH+. You'll work with a diverse team of top undergraduate students at the University of Michigan guided by faculty to address your critical business needs.



Instructor: Phil Brabbs

Deliverables: Assess the technical needs and solutions that will enable key business objectives. The final presentation will include recommendations of next steps for the business to take to achieve its goals; depending on time, it may be possible for students to begin implementation of the selected technology solution.

Insights Student Research Can Provide:

What products already exist on the market that could potentially be used to resolve a business pain point or to gain more traction as a business? Which product(s) make the most sense for my business, given my business' staffing, budget, and comfort with technology?

Eligibility: Located in Detroit or Hamtramck; business facing a complex problem with no apparent solution; owner is full time in the business; in business at least one year; business has made sales and can share data for analysis.

Client Commitment: Three hour time commitment per week, including a standard weekly meeting with student teams for approximately four months (January-April). Regularly communicate with student teams and respond to student emails within 24 hours, including on weekends.

NOTE: This class is a pilot for the 2024 Winter Semester coordinated by Michigan Ross Business+Tech, in partnership with Detroit Means Business. The spaces for this class are full for Winter 2024, but we might be able to arrange help via another means.

Design/Branding (Stamps DNEP Class)

Overview: Business owner clients work with students in the Stamps School of Art & Design to enhance their business's brand identity and visual presence. Students emphasize unique brand stories through storytelling, language analysis, and visual branding. They'll provide services including the (re)design of a company's logo and other visual elements, along with integrating the visual assets into the company's marketing and operational materials (e.g. website, social media, etc.).

Common Deliverables: Branding guidelines, revised websites, refined logos, renaming recommendations.

Insights Student Research Can Provide:

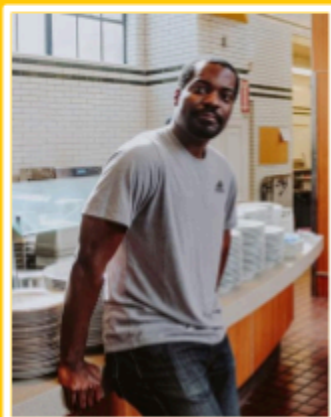
How can I ensure my branding materials are consistent with my brand identity? How can I incorporate my brand's story and values into my visual identity? How can I optimize my website's design to enhance user experience and engagement?

Eligibility: Detroit-based small business. 2nd stage businesses preferred, who do not already have a designer.

Client Commitment: Standard weekly meeting with student teams for approximately four months (January-April). Regularly communicate with student teams and respond to student emails within 24 hours, including on weekends.



Instructor: Jill Greene



"Our website now looks better than the majority of our much richer competitors - I'd say we have a top 3 website in our space period. I'm simply blown away and very very thankful - thank you for taking a chance on us AND sticking with us, a year from now looking back I'm sure I'll be able to say it made all the difference, it's already making a difference now!"

- Kwaku Osei, Owner & CEO of Farmacy Foods

Market Research (Consumer Behavior)

Overview: Business owner clients work with TWO teams of marketing students from the Ross School of Business & the College of Literature, Science & the Arts (LSA). Students conduct market research to help clients understand who their customers are, then propose marketing strategies based on that research, and develop marketing materials that clients can use to implement the strategies. Because you work with two different teams simultaneously, you get two different perspectives on marketing strategies & double the final deliverables.



Instructor: Amy Angell

Insights Student Research Can Provide:

What is the perception of my brand? Who is my target customer?

How are my customers experiencing their interactions with my business? Based on market and industry research, where are my opportunities to grow?

Sample Deliverables (1 per team): Market research that can be added to a business plan, plus social media calendars, signage or trade show mockups, wireframes for proposed website redesigns, design files with new slogans.

Eligibility: Second-stage businesses or nonprofits, where the business/organization has been operating for >1 year, has made 100+ sales, and has email addresses for at least 100 customers. Nonprofits are ok; absolutely no start-ups. Great for Business to Consumer businesses; B2B does not work well. Prefer that the owner or executive director be full-time. This class is best for businesses that have an established customer base because the teams will survey or interview current and former customers, create paid panel surveys, conduct focus groups, and analyze the data.

Client Commitment: This class requires significant input and engagement from clients. Clients must share their customer data for analysis. Clients commit to responding to student team inquiries each day via email or text, plus a standing weekly meeting. On average, 3 hours/week total x 13 weeks. Additionally: attendance at the beginning of the semester kick-off, midpoint presentation (Zoom ok), and final presentation (Zoom ok). Make it possible for teams to come do a site visit at least once. Product businesses should be prepared to bring samples.



"The students that I worked with in the Ross School of Business were very talented and they brought a fresh perspective to my business model that I did not even realize I needed. I was blown away by the recommendations they gave for my business and I began to implement some of them immediately."

- Fred Paul, Fahrenheit 313

Marketing/Advertising (Persuasive Communication)

Overview: Business owner clients work with a team of students from the Ross School of Business & the College of Literature, Science & the Arts (LSA). This class is a simulation of working with advertising agencies. Student teams compete against each other to design and present pitches for paid advertising campaigns. Each client chooses a winner from the 3-4 different pitches; you keep the deliverables for the winning ad campaign and can use them as you see fit.

Insights Student Research Can Provide:

How do I attract new customers? Where should I focus my marketing efforts to reach my target customers? How much of an advertising budget do I need, and how could I best spend that money? How might I measure the success of an advertising campaign to know if it's working?

Sample Deliverables (1 per team): Market research that can be added to a business plan, a pitch presentation that includes materials for a comprehensive ad campaign, including a slogan/theme plus some combination of: signage or trade show mockups, wireframes for proposed website redesigns, short videos for your website or social media, newsletter series, automations.

Eligibility: Looking for one product business and one service business. The service business could be a nonprofit. The business must be profitable enough to have a marketing budget that includes paid advertising campaigns. Clients will have been making sales for >1 year, have made 100+ sales, and have contact information for some past customers (students will interview them, plus conduct A/B testing with target potential customers). Absolutely no start-ups. Prefer that the owner or executive director be full-time. This class is best for businesses that have an established customer base.

Client Commitment: This class requires significant input and engagement from clients. Clients must share their customer data for analysis. Clients will be providing feedback to 3-4 different student teams on their campaign ideas via email or text, plus a standing weekly meeting. On average, expect to spend 3 hours/week total x 13 weeks. Additionally: attendance at the beginning of the semester kick-off, midpoint presentation (Zoom ok), and final presentation (Zoom ok). Make it possible for teams to come do a site visit at least once. Product businesses should be prepared to bring samples. The fair market value of deliverables for this class is around \$25,000.



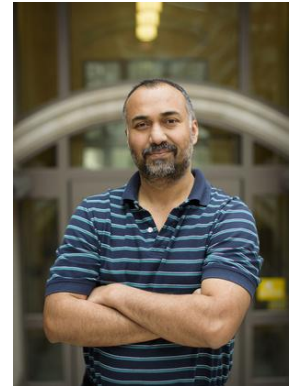
Instructor: Amy Angell



Needs Assessment & Usability Evaluation (School of Information)

Overview: Business owner clients work with master's-level graduate students in the School of Information to evaluate how well the user experience of their product or system meets the needs of its users using specific methods to identify areas where the product or system succeeds, and where it can be better at helping users achieve their goals.

Deliverables: Series of reports with key findings and recommendations along with a final video presentation. Deliverables include interview reports with personas and scenarios, comparative analysis, survey design, heuristic evaluation, and usability test reports.



Instructor: Joyojeet Pal

Insights Student Research Can Provide:

What aspects of my product or system can be improved to meet the needs of the users? What are some pain points and challenges customers encounter when using my product? How does my product compare to competitors in terms of usability and user satisfaction?

Eligibility: Businesses that have complex and/or interactive products including websites, apps, automotive consoles, VR interfaces, for which they would like to receive user experience research, assessment, and feedback. Product must be in a stable version and businesses must be able to provide access to actual or potential users for user testing.

Client Commitment: 45-60 minute weekly or bi-weekly meetings with the student team. Regular feedback and communication with the student team based on the course schedule, including reviewing and providing feedback to students on assignments. Completion of the project evaluation. Introduction to stakeholders and users for interviews and/or data gathering. Provide students access to a software system (e.g., a website, desktop software, mobile application, voice-activated peripheral, etc.) to evaluate, along with access to organizational data, systems, and/or resources necessary for project completion.

***Exception for Applying to this Class:** Unlike other DNEP classes, you should NOT wait to be contacted for an interview. Instead, after (1) completing DNEP's standard [Client Prospect form](#), please (2) complete UMSI's intake form (different questions) at <http://umsi.info/clientregister>.



"The student team presented an overview of what seemed to be working and what could be improved on within the website, with achievable follow-up steps. We learned that our resources can sometimes be hidden or not easily navigable, and have begun to work on some of the students' proposed solutions. The findings that came out of the project will help the office create a more navigable site."

- Ellie Diaz, American Library Association Office for Intellectual Freedom

New to DNEP!

Systems/Processes/Design (Practicum in Production & Service Systems - Engineering)

Overview: Business owner clients work with Industrial & Operations Engineering (IOE) students in the College of Engineering to use engineering and design principles to diagnose the source of business' pain points and propose solutions to those pain points. Students in this field are especially good at data analytics, redesigning processes, redesigning physical layouts to be more efficient, and finding ways to improve quality and lower costs.

Deliverables: Report with diagnostics and recommendations. If time permits, students may be able to prototype solutions.

Insights Student Research Can Provide:

How could I design or re-design the interior of my store to increase sales? How might I design my intake process to be more efficient? How would I convert my static website to an e-commerce site? How can I set up a lean manufacturing process? How would I set up a better onboarding process for my employees? How can I improve quality, lower costs or shorten lead time? What metrics should I be using to monitor the status of my business?

Eligibility: Detroit-based small business or nonprofit. Start-ups welcome.

Client Commitment: Standard weekly meeting with student teams for approximately three months (January 15 -April 22, 2024). Regularly communicate with the student team, provide access to data & information and respond to student emails within 24 hours, including on weekends.



Instructor:
Debra Levantrosser



Instructor:
Elaine Wisniewski

Preparing for Your Interview for a DNEP Class

Thanks for your interest in working with U-M students! We are honored to have a chance to work with you to achieve your business goals and improve Detroit neighborhoods.

Program Costs:

Our program is offered at no financial cost to business owners, but it requires a significant investment of your time. DNEP is based on reciprocity and mutual learning. Students are applying their coursework to your business under faculty supervision, and you are teaching these professionals-in-training how to work with clients. Only you know what paths your business has taken or explored, so students rely on you to share your business data and learn the important things about your business that do not appear on the internet.

Every student team does research and analyzes data as part of their course instruction, so in every course, you will be required to share confidential sales/client information with your student team (students sign Confidentiality Agreements, whenever requested).

What We're Looking For:

1. **Dependability.** In most classes, students have weekly assignments due. Assignments help them complete your project timely and give you better work product. We prioritize clients whose life circumstances allow them to keep their weekly standing meetings, respond to texts or emails within 24 hours, and be attentive during meetings (eg., not driving while trying to review a presentation).
2. **Preparedness.** As with any other consultant, we can help you more if you are organized and know what you need.
3. **Open-Mindedness.** Students' grades depend on them proposing changes to how your business is operating now, so we are looking for business owners who are open-minded. As with any consultant, if you don't agree with students' recommendations, you are under no obligation to take their advice, but we can be more helpful to business owners who are able to be curious about what the data shows.

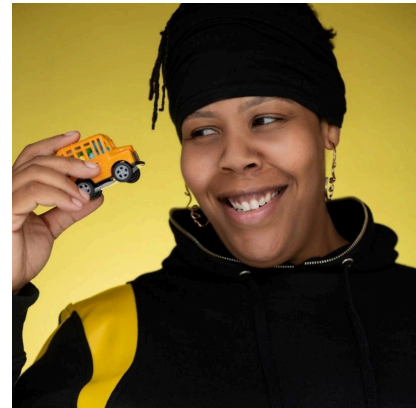
How to Prepare for the Interview:

1. Complete the [Client Prospect Form](#);
2. For any class you are interested in being considered for, please create a list of business challenges that could potentially be addressed in that class;
3. Be prepared to describe either (a) how your business/organization meets an established need in your neighborhood, or (b) why your business could be a national brand, or (c) how your business supports other Detroit businesses. (We will ask!)

December 2023 Holiday Markets

Our Entrepreneur-in-Residence, Achsha Jones, has advised us that Detroit has a shortage of affordable indoor holiday market opportunities. We know how important it is for you to have a chance to participate in #ShopSmall campaigns, and your U-M community wants to support you. Therefore, for the first time, DNEP will host two curated indoor markets this winter for DNEP clients.

Tables are \$50 each, and include table, linens, and chairs. Interested in having a table for your business? Apply by filling out the form [here](#)!



Curator: Achsha Jones
Entrepreneur-in-Residence,
DNEP Founder, TripSlip

SAVE THE DATES FOR THIS WINTER'S
HOLIDAY MARKETS

Support Detroit's local businesses while finding unique gifts for this holiday season by shopping from a variety of local minority-owned businesses at DNEP's Holiday Markets!

NOEL NIGHT	DNEP HOLIDAY MARKET
SATURDAY, DECEMBER 2	FRIDAY, DECEMBER 15
U-M Detroit Center	Jam Handy
3663 Woodward Ave, Detroit	2900 E Grand Blvd, Detroit
4-8 PM	3-8 PM

Interested in having a table for your business? Apply by scanning the QR code!



M | DETROIT NEIGHBORHOOD
ENTREPRENEURS PROJECT

BUSINESS+IMPACT
M | MICHIGAN ROSS