

GEM Referrals

How to Refer
(always CC
gemreferrals@detroitregionalpartnership.com)

Pillar	Summary of Services Provided	How to Refer
Talent	<p>For companies: Talent Transformation Services (from apprenticeship through executive/C-suite level) upskilling and reskilling for existing workforces. <i>GEM services focused on advanced mobility companies and our pillar includes regional MIWorks! agencies which provide a wide array of talent acquisition and development support.</i></p> <p>For job seekers: Access to free or affordable training, coaching, and placement assistance for advanced mobility jobs in the region. <i>GEM services are focused on advanced mobility jobs and careers but MIWorks! agencies provide a wide array of career support.</i></p>	<p>Pillars can send referral information via email to: Jacklyn.salazar@semca.org and gem@semca.org</p>
STC	<p>The STC will assess regional manufacturers' needs and connect them with the technical assistance necessary to help them stabilize, diversify, grow, and/or responsible ownership transition. <i>GEM services have some restrictions but the Economic Growth Institute assesses all companies for potential support with alternative funding sources.</i></p>	<p>The referral point of contact for interested companies is Kiarra Terry- kiawells@umich.edu or partners can fill out our online company referral form.</p>
MAIN	<p>Support for mobility entrepreneurs in both software and hardware development in any stage of the business development process: from ideation to investment due diligence and capital connections. Also supports university-based ideation for advanced transportation and computer technologies.</p>	<p>Pillars can send referral information via email to: bellak@techtowndetroit.org Alternatively, companies can jump directly to filling out MAIN's intake form.</p>
Testing and Proving	<p>Support for companies of all sizes to identify suitable testing solutions in controlled or simulated environments.</p>	<p>Pillars can send referral information via email to: LaurenM@nextenergy.org</p>
VIP	<p>Access to tailored support for companies looking to locate new operations in the Detroit region.</p>	<p>Pillars can send referral information via email to: shannon.selby@detroitregionalpartnership.com and alan.weber@detroitregionalpartnership.com</p>

Steps for sending a referral:

- 1) Identify the appropriate pillar and contact email address.
- 2) Provide the referral information via email (suggested format below) and **CC gemreferrals@detroitregionalpartnership.com**.
- 3) If you do not hear back within 1 week, please follow up on your referral.

Steps for receiving a referral:

- 1) Review the information and reach out for any additional information needed to complete the referral.
- 2) Connect with the business/person being referred.
- 3) Reply to the person who sent you the referral and CC gemreferrals@detroitregionalpartnership.com to confirm receipt of the referral and provide a brief status update (e.g. *I've schedule a consultation with this business for Monday*)

Referral Email Content to Include:

- Name of person and company you are referring:**
- Contact email:**
- Contact phone number:**
- Context for referral: why are you referring this person/company?**

Always CC gemreferrals@detroitregionalpartnership.com for tracking and metrics
When referring to more than one pillar, send **one email to both pillar contacts**