

UTC Project Information	
Project Title	Mapping New Mobility Business, Innovation, and Employment Opportunities in Michigan: Developing a Data-Driven Graphic Platform for Assessing and Advancing Laboratory Development and Entrepreneurship Opportunities in Urban Regions
University	University of Michigan
Principal Investigator	Susan Zielinski Managing Director University of Michigan SMART susanz@umich.edu
PI Contact Information	See above
Funding Source(s) and Amounts Provided (by each agency or organization)	\$106,290: NEXTRANS Center / USDOT \$108,453: Cost Share (Sources below) \$15,481: Total Rockefeller Matching Funds: \$19,708: Total Alcoa Matching Funds: \$59,210: Total Ford Matching Funds: \$14,055: Total Taubman College Matching Funds
Total Project Cost	\$214,743
Agency ID or Contract Number	DTRT12-G-UTC05
Start and End Dates	1/1/2013
Brief Description of Research Project	<p>This work will develop a data-driven mapping platform for assessing local and regional economic development, employment, entrepreneurship, and industry cluster development opportunities related to New Mobility, starting with southeast Michigan as the initial prototype area. The mapping activity will assemble through a GIS-based toolset, a dynamic visualization and geospatialization platform to illuminate existing material and economic flows between related sector agents, as well as to identify network gaps via methodologies related to value-chain mapping.</p> <p>In general, this suite of network visualization tools relates specifically to New Mobility industry and enterprise, fills an</p>

	<p>important analysis gap and will result in more informed decision making and innovation by governments, large business, entrepreneurs and other innovators. The work addresses the specific interests of project partners by integrating diverse sets of data and interrelations that operate within 'blind spots' of individual sector participants. The tools proposed for development aim to result in more informed decision-making and risk assessment in emerging sectors, while identifying the priority strategic actions Michigan policy and business leadership can advance that support the growth of the new mobility industry sector in Michigan. The proposed tools will be developed with the intent that process and product can be scaled and translated to other sites and globally.</p>
<p>Describe Implementation of Research Outcomes (or why not implemented)</p> <p>Place Any Photos Here</p>	
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	

Web Links <ul style="list-style-type: none">• Reports• Project website	