



Advanced Mobility

The Ann Arbor Region's Industry,
Innovation, Resources, and Talent

Ann Arbor, Michigan

Ann Arbor's technology ecosystem is robust, building on a strong history of innovation. The University of Michigan's involvement in the ARPANET project, the precursor to the internet, set the stage for continued evolution. Today, the sector boasts over 323 companies and employs more than 15,295 people. Recently, Ann Arbor has emerged as a leader in mobility innovation, driving advancements in advanced automotive and other mobility technologies.

POPULATION

122,233
City of Ann Arbor

374,744
Washtenaw County

2,312,616
45-Minute Drive

MEDIAN AGE

27
City of Ann Arbor

34.4
Washtenaw County

39.9
State of Michigan

MEDIAN HOUSEHOLD INCOME

\$82,212
City of Ann Arbor

\$89,180
Washtenaw County

\$72,875
State of Michigan

EDUCATION: BACHELOR'S DEGREE+

77.9%
City of Ann Arbor

58.7%
Washtenaw County

32.4%
State of Michigan

2025 NATIONAL RANKINGS



The Ann Arbor region has seen rapid growth in automotive and mobility technology. At the heart of it all is Ann Arbor, where business intersects with advanced research, out-of-the-box thinkers, abundant financial resources, a vibrant economic development initiative, and an immense talent pool.

Sources: Ann Arbor and Washtenaw County Economy Overview – Lightcast, Ann Arbor SPARK – Facts and Rankings

Business Community Profile

A key indicator of a region's economic strength is its leading employers across various industries, both public and private. Below is the most recent list of top employers in Washtenaw and Livingston counties, compiled by Ann Arbor SPARK.



University of Michigan, one of the world's top universities and health systems, is the Ann Arbor region's largest employer, with

37,000
employees.



5000+
Employees

- Trinity Health Michigan (multiple locations)



2500+
Employees

- VA Ann Arbor Healthcare System
- Ann Arbor Public Schools



900+
Employees

- IHA Health Services Corp.
- Toyota Motor North America Research and Development (2 locations)
- Eastern Michigan University
- Washtenaw County Government
- Domino's Pizza
- RealTruck (formerly Truck Hero)



400+
Employees

- City of Ann Arbor
- Zingerman's Family of Businesses
- Ford Rawsonville Plant
- KLA Corporation
- Stellantis – Chelsea Proving Grounds
- Martinrea Bishop Circle Assembly
- Washtenaw Community College
- JAC Products
- Thomson Reuters
- Google AdWords
- Duo Security
- National Vehicle and Fuel Emissions Laboratory
- Ypsilanti Community Schools
- NTT Data
- McKinley, Inc.
- Manpower, Inc of SE Michigan
- Forvia
- TekWissen
- Histosonics, Inc.



The Detroit metropolitan statistical area is a world center for automotive headquarters, operations, research, design, and manufacturing. The headquarters of Ford Motor Company, General Motors, and Stellantis are within 60 miles of Ann Arbor.

Toyota, Hyundai, Honda, Subaru, Mercedes, and Mitsubishi all have an Ann Arbor presence. Ann Arbor is where business intersects with advanced research, out-of-the-box thinkers, abundant financial resources, a vibrant economic development initiative, and an immense talent pool.



AMERICAN CENTER FOR MOBILITY
SAFE. SUSTAINABLE. SECURE.

Proving Grounds for the Future of Driving

On the site where B-24 bombers once rolled off the line one per hour, the American Center for Mobility (ACM) now tests the technology reshaping how vehicles drive, charge, and communicate. Built on Ypsilanti's historic Willow Run property, ACM opened in 2017 after decades of automotive manufacturing at the site ended in 2009. Its mission: accelerate the safe, sustainable development of connected and automated vehicles before they ever touch a public road.

The 500-acre campus brings together a closed-course proving ground, real highway conditions, a 700-foot curved tunnel for sensor testing, and sixteen distinct test environments, all backed by megawatt-scale power and campus-wide 5G. Its EV Charging Basecamp, opened in 2024, gives the industry a dedicated space to test charging interoperability across manufacturers and standards.

"Testing advanced mobility technologies calls for a wide range of specialized environments, equipment, and expertise," the organization notes. "ACM brings all of it together on one site, so companies can validate their technologies here rather than maintain that full capability themselves." Even large, well-resourced companies choose to test at ACM rather than build out that infrastructure on their own. They work alongside startups in the same ecosystem.

Much of the on-the-ground engineering work runs through Michigan Technological University's Advanced Power Systems Research Center, known as APS LABS. It's ACM's engineering services partner, staffed by professional engineers with advanced degrees and industry experience.

In 2026, SPARK selected ACM to host the a2Tech360 Mobility Summit, spotlighting the campus as the place where Michigan's next generation of mobility technology is proven before it hits the road.



Built to Scale, Powered by Ann Arbor's Ecosystem

Torc Robotics had already proven itself as a leader in autonomous vehicle technology, built out of a third-place DARPA Urban Challenge finish in 2007 and over a decade of bootstrapped, profitable growth. The company didn't need a lesson in building a business from its next location. It needed room to scale, and it had to happen quickly.

After Daimler Truck became Torc's sole investor in 2019, the company committed entirely to autonomous long-haul trucking and began expanding its footprint. Ann Arbor stood out for a specific combination: deep automotive and safety engineering talent paired with an entrepreneurial, university-driven culture. *"The local ecosystem brings that innovative entrepreneurial culture together with a deep-rooted automotive and safety culture,"* says Andrew Culhaine, Torc's Chief Commercial Officer.

Ann Arbor SPARK supported Torc's expansion on nearly every front: connections to the Michigan Economic Development Corporation for economic incentives, recruiting support, introductions to real estate brokers and building management companies, and help securing local media coverage and PR support. That full-service partnership let Torc build and staff its Ann Arbor presence in weeks rather than years, earning the company Ann Arbor SPARK's Business Development Project of the Year award.

Now more than 800 employees strong, with recent milestones including Auto-ISAC membership and a first-of-its-kind safety partnership with Edge Case, Torc continues advancing TorcDrive toward commercial deployment. *"There are very few places on the planet that understand what it takes to scale an automotive product like Ann Arbor,"* Culhaine says.

Regional Mobility Companies

The Ann Arbor region boasts a dynamic mobility ecosystem, anchored by Michigan's automotive R&D and manufacturing industries. Southeast Michigan stands as the nation's hub of automotive research, employing 1.1 million people in the industry—double that of second-place Ohio. Michigan also leads the nation in automotive R&D spending, with an annual investment of \$11.8 billion. New mobility technology initiatives thrive in the region, including CAV, electrification, advanced air, and more.



SOFTWARE-DEFINED/ AUTONOMOUS VEHICLES

- ▶ Torc
- ▶ Applied Intuition
- ▶ May Mobility
- ▶ Retrospect
- ▶ Woven by Toyota
- ▶ Applied Dynamics International
- ▶ Derq
- ▶ Snowbotix
- ▶ Interplai
- ▶ Bedestrian
- ▶ P3Mobility
- ▶ Buymyspot
- ▶ Connected Traffic Intelligence
- ▶ Voxel51
- ▶ Motion Sync



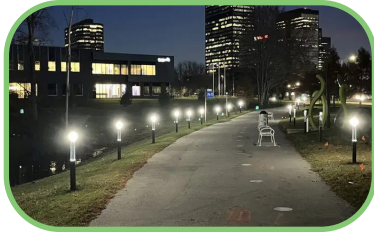
ADVANCED AIR AND AEROSPACE

- ▶ Redwire
- ▶ SkySpecs
- ▶ Sniffer Robotics
- ▶ Liebherr-Aerospace Saline
- ▶ Michigan Aerospace
- ▶ Dynamic Aerospace Systems
- ▶ General Orbit
- ▶ A3 Technologies
- ▶ Controlled Light
- ▶ Calyx
- ▶ Ghostlure



MANUFACTURING

- ▶ Forvia
- ▶ Ford Rawsonville
- ▶ Martinrea Bishop Circle Assembly
- ▶ JAC Products
- ▶ Hatch Stamping
- ▶ Dexter Fastener Technologies
- ▶ Gestamp
- ▶ Phoenix Contact
- ▶ Coherix
- ▶ Control Gaging
- ▶ Lear
- ▶ Arvin Sango
- ▶ Ulendo Technologies



ELECTRIFICATION

- ▶ Arbor Batteries
- ▶ Surge Mobility
- ▶ Navitas Advanced Solutions Group
- ▶ EAVX
- ▶ AVL
- ▶ EGI Battery
- ▶ Volt Harbor
- ▶ Thought Labs
- ▶ xPower



AI AND CYBERSECURITY

- ▶ KLA
- ▶ New Eagle
- ▶ Censys
- ▶ Quantum Signal AI
- ▶ SensCy
- ▶ Voxel51
- ▶ A2 Intelligence
- ▶ LiveRoad Analytics
- ▶ Khenda
- ▶ SaferDrive AI
- ▶ Satori XR USA Inc



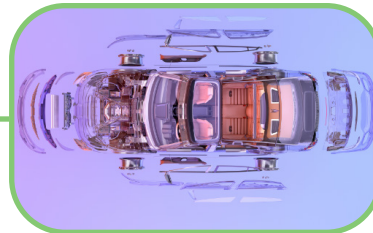
SUSTAINABILITY

- ▶ Low Carbon Fuel Systems
- ▶ OrbAid
- ▶ NX Fuels
- ▶ Carbon Scavenger
- ▶ Heat2Power
- ▶ XF2 Water Technologies
- ▶ HiPer Fibers



TESTING AND ENGINEERING

- ▶ American Center for Mobility
- ▶ Mcity
- ▶ Treetown Tech
- ▶ Switchbox
- ▶ Venshure Test Services
- ▶ GM&T Engineering
- ▶ White Pine Software Technologies
- ▶ A&D Technology



RESEARCH & DEVELOPMENT

- ▶ Toyota Motor North America R&D
- ▶ Hyundai America Technical Center
- ▶ Honda Research Institute
- ▶ Mercedes-Benz Stellantis
- ▶ Mitsubishi Motors R&D
- ▶ AGC Automotive Americas R&D
- ▶ Center for Automotive Research
- ▶ NAVV Systems
- ▶ SBD Automotive
- ▶ Southwest Research Institute

International Airport Connectivity

Detroit Metropolitan Airport (DTW) is approximately 30 miles from downtown Ann Arbor and is one of the nation's major airline hubs. The airport provides nonstop access to destinations across North America, Europe, Asia, the Middle East, and the Caribbean, serving more than 125 nonstop destinations with over 800 flights per day across three continents.

Top International Nonstop Destinations

- Amsterdam
- Paris
- London
- Frankfurt
- Munich
- Dublin
- Istanbul
- Rome
- Tokyo
- Seoul
- Shanghai
- Toronto
- Mexico City
- Monterrey

Top Domestic Nonstop Destinations

- New York
- Chicago
- Washington, D.C.
- Boston
- Atlanta
- Dallas–Fort Worth
- Denver
- Los Angeles
- San Francisco
- Seattle
- Austin
- Raleigh-Durham

DTW Ranked #2

among Mega Airports for Passenger Satisfaction

2025 J.D. Power North America Airport Satisfaction Study





Building the Control Systems To Drive Vehicles of Tomorrow

New Eagle builds the embedded software and electronic control systems that power vehicles across automotive, defense, aviation, agriculture, and industrial markets. Its Raptor platform gives engineering teams a complete toolchain, spanning software, hardware, and services, to move vehicle controls from concept to production without building every layer from scratch. For developers working on autonomous vehicles, New Eagle's drive-by-wire kits offer plug-and-play control already configured for platforms ranging from passenger SUVs to Class 8 trucks.

The past two years have brought rapid expansion: new ECUs developed with John Deere, the launch of the OpenECU NX3 for megawatt EV charging, a cloud-based virtual ECU toolchain, and the integration of Pi Innovo into a unified OpenECU and Raptor ecosystem. The company's controls work now spans everything from Class 8 autonomous trucks to hybrid wakesurf boats.

In 2024, the Ann Arbor-based company consolidated into a larger, 60,000-square-foot global headquarters near downtown, complete with a Vehicle Integration Center, while expanding into Hyderabad, India, and Ho Chi Minh City, Vietnam. Ann Arbor SPARK has supported New Eagle since its founding, first as a client of SPARK's entrepreneurial services and later as a partner through the company's relocations and growth.

Each fall, New Eagle brings the industry together at its Raptor Innovation Summit. *"Autonomy and electrification are fundamentally changing what vehicle engineering teams are being asked to deliver,"* says Chief Commercial Officer Kevin Alley. *"The summit brings together the technologies, engineering expertise, and ecosystem needed to turn those challenges into practical, production-ready systems."*



An Educational Powerhouse

Michigan Engineering ranks as the **#5 best undergraduate engineering program** and the **#12 best engineering graduate school**. With 13 departments, 18 undergraduate majors, and 56 graduate degrees, the College leads globally, shaping engineers who will build a future that elevates all people. Located on a campus that connects engineering with top business, medical, and liberal arts colleges, the University of Michigan fosters interdisciplinary collaboration. Michigan Engineering's commitment to engineering fundamentals, integrated disciplines, and equity-centered values drives its research, education, culture, and partnerships.

UNIVERSITY OF MICHIGAN ANNUAL RESEARCH SPENDING

\$2.11 BILLION
#4 in the U.S.

Source: Rankings by total R&D expenditures – National Science Foundation



University of Michigan Graduates

Total graduates	16,039
Engineering	4,439
Computer and Information Sciences	1,889

Source: Facts and Figures – Michigan Engineering
 University of Michigan-Ann Arbor – Integrated Postsecondary Education Data System

University Graduate Retention Rates



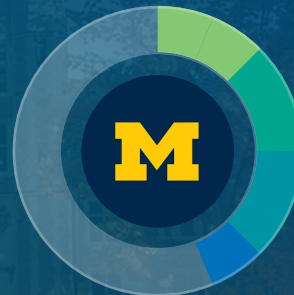
Year 24-25

More than

4,400

engineering graduates (Bachelors, Masters, and Doctoral) graduated from the U-M College of Engineering in the 24-25 academic year.

Source: <https://www.engin.umich.edu/about/facts-figures/>



40%

U-M Alumni live in Michigan
 Represents over 700,000+ grads

Source: <https://alumni.umich.edu/michigan-alum/guest-column-celebrating-scholarship-and-service/>



WASHTENAW COMMUNITY COLLEGE

WCC Advanced Transportation Center (ATC)

integrates advanced manufacturing and information technology to equip students with the skills area employers need. The center offers programs in EVs, Intelligent Transport Systems, Advanced Manufacturing, Automotive Service, and more. The new Electric Vehicle Service Technician Program focuses on EV maintenance and repair, covering battery systems, electric drivetrains, diagnostics, and safety protocols, preparing graduates to meet the growing demand for skilled EV technicians in a rapidly expanding industry.

Washtenaw Community College

Total Enrollment	11,133
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Source:
<https://nces.ed.gov/ipeds/institution-profile/172617#enrollment>

Students enrolled in ATC affiliated programs	1,000+
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Source:
<https://www.wccnet.edu/atc/>



EASTERN MICHIGAN UNIVERSITY

The **GameAbove College of Engineering and Technology** provides world-class experiences in engineering, cybersecurity, construction management, autonomous vehicles, drone technology, aviation, and other areas of study in high-demand technology fields. Offering more than 35 undergraduate and graduate degree programs and graduate certificates, the College serves nearly 2,500 students through research-informed education and diverse programs that emphasize practical application of scientific knowledge.

Eastern Michigan University

Total graduates	3,264
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GameAbove graduates	324
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Source:
<https://nces.ed.gov/ipeds/institution-profile/169798#completions>



Regional Universities

Ann Arbor employers can recruit from nearby institutions including University of Michigan, Eastern Michigan University, Lawrence Technological University, Wayne State University, Michigan State University, and Kettering University, all within an hour's drive.

University of Michigan Labs and Resources



The **University of Michigan Transportation Research Institute (UMTRI)**—part of Michigan Engineering and home to Mcity—is a global leader in transportation research. Working with automotive companies, independent labs, and government agencies, UMTRI helps shape policy, drives innovation, and supports a safe, equitable, and efficient mobility future. UMTRI is one of the largest research institutes at U-M in terms of research expenditures, at \$20 million annually. The institute has conducted over 1,000 research projects and collected hundreds of terabytes of data to advance safe, equitable, and efficient transportation and mobility.



Michigan Engineering Online & Professional Education (ME-OPE) provides world-class, flexible educational opportunities for ambitious professionals seeking to advance their careers. Whether you're looking to earn an advanced degree, master new skills, or explore emerging technologies, their programs connect you with renowned faculty, cutting-edge research, and the prestige of a University of Michigan education. They support three key learning paths: online graduate degrees, professional education certificates, and custom training for organizations. With a commitment to quality, flexibility, and real-world impact, ME-OPE is the trusted choice for growth-oriented professionals and organizations.



The **Michigan Artificial Intelligence Laboratory's** partner program, AI Connections at the University of Michigan, provides a formal venue for a community of AI leaders to convene and collaborate.



The **University of Michigan Robotics Department** creates the next generation of robotics and roboticists for the benefit of society.



Mcity is a public-private partnership bringing together industry, government, and academia to transform mobility for the benefit of society. With a world-class test facility and mixed-reality testing capabilities, Mcity is the hub for applied research and testing—from connected and automated vehicles to smart city applications and emerging mobility solutions on land and in the air, through M-air.



The **University of Michigan Battery Lab** is where battery ideas take shape. As an open-access, IP-neutral facility, we help industry, government, and academic users prototype, test, and scale energy storage technologies—with expert guidance every step of the way. Spanning two complementary sites in Ann Arbor, the lab offers full-service cell and module fabrication, testing, and analysis for a wide range of formats and use cases.



M-air is an extension of the Mcity public-private partnership, focused on advanced air mobility, including drones and eVTOL (electric vertical takeoff and landing) aircraft. Air mobility resources at U-M also includes M-Air Net, a 10,000 sq ft, four-story, netted scientific facility that enables the study of autonomy and collaborative robotics in the “wild,” with emphasis on dealing with the full range of Michigan weather, -30C to 38C, with rain, sleet, wind, and snow. M-Air Net is operated by the U-M Robotics Department.



The **Ann Arbor Connected Environment 2.0** is updating the world’s first, large-scale connected vehicle pilot thanks to funding from the U.S. Department of Transportation (USDOT) Advanced Transportation Technology and Innovation (ATTAIN) program. This includes expanding the 21 intersections already retrofitted with roadside units (RSUs) through the Federal Highway Administration Smart Intersections Project to a total of 72 within the city limits. Additionally, the U-M Transportation Research Institute (UMTRI) will equip 100 vehicles with a low-cost aftermarket on-board unit (OBU) to test different use cases, including transit signal priority (TSP) and emergency vehicle preemption (EVP).



They educate, innovate, and engage to accelerate the future of electric mobility. Through research, education, and industry collaboration, the **Electric Vehicle Center** connects students, faculty, and partners to develop the next generation of electric mobility technologies.

PEROT JAIN TECHLAB at Mcity

Perot Jain TechLab at Mcity pairs students with innovative transportation startups, tackling industry challenges through technical projects. This immersive program offers a unique opportunity to collaborate with high-growth ventures and dive into the world of entrepreneurship.



MTRAC supports the commercialization of cutting-edge technologies in the transportation sector. It is part of a statewide initiative to accelerate the transition of research from university labs to innovative products and companies. Focused on automotive and mobility innovations, the hub provides funding, mentorship, and resources to researchers, aiming to drive economic growth and maintain Michigan’s leadership in transportation.

“Southeast Michigan offers an unparalleled concentration of automotive talent and resources”

- Jacob Larimore,
EAVX



State and Regional Resources



With industry-driven education, advanced facilities, and hands-on training, the **Advanced Transportation Center (ATC)** prepares students and working professionals with the skills needed for today's—and tomorrow's—mobility workforce.

ATC delivers training across a range of technologies and disciplines:

- ▶ Automotive technology and advanced manufacturing
- ▶ Robotics, mechatronics, and automation
- ▶ Cybersecurity, data analytics, and information technology
- ▶ Artificial intelligence (AI)
- ▶ Semiconductor and battery manufacturing
- ▶ Connected, autonomous, electric, and hybrid vehicles

By combining industry-aligned curriculum, advanced facilities and hands-on learning, ATC helps build a skilled talent pipeline prepared to support the continued evolution of mobility, advanced manufacturing, semiconductor and battery production, information technology and other high-growth technology industries.

Michigan SBDC

The **Michigan SBDC** enhances Michigan's economic wellbeing by providing consulting, training and market research for new ventures, existing small businesses and advanced technology companies. With ten offices across the state, they provide entrepreneurs and business owners with convenient access to free consulting and training throughout Michigan.



MICHIGAN OFFICE OF FUTURE MOBILITY & ELECTRIFICATION

OFME works across state government, academia, and private industry to enhance Michigan's mobility ecosystem, including developing dynamic mobility and electrification policies and supporting the startup and scale up of emerging technologies and businesses.



MichAuto is the state's only automotive and mobility association with a mission to promote, retain, and grow Michigan's signature industry. It provides a platform for industry leaders and stakeholders to engage in advocacy, discuss industry priorities, attract and retain high-tech talent, and create an innovation-forward environment to support next-generation mobility developments. As the automotive and mobility industry continues to evolve, MichAuto serves as a trusted advisor and representative for the industry, ensuring Michigan maintains its global leadership and competitiveness.



General Orbit

Navigating by the Rocks Beneath Us

At General Orbit, the future of navigation doesn't come from satellites. It comes from signals in the earth, unchanging and undeniable. Spun out of the University of Michigan's Magnetometer Lab, General Orbit builds sensors that measure magnetic fields with startling precision.

General Orbit's critical innovation uses the magnetic signature of the Earth's crust, literally the rocks in the ground, to tell a vehicle exactly where it is and where it's headed. No satellites required. That's a big deal for defense, where GPS is routinely jammed, spoofed, or knocked out entirely. CEO Parker Boundy is quick to point out the applications go far beyond the battlefield.

"Let's say a robotaxi is trying to get from one point in town to another," he says. "These cars can't afford to have the GPS drift a block over while they're stopped in the middle of an intersection." Autonomous systems need a backup that doesn't rely on the sky. General Orbit built one that relies on the ground instead.

The company is working with NASA to send its sensors to the Mars, alongside a growing slate of commercial satellite launches in the coming year.

Ann Arbor SPARK has been instrumental at every stage of that climb. Business accelerator grants funded a website, logo, and trade show presence that Boundy says make the young company look more mature than its age. SPARK's Entrepreneur-in-Residence program provided a mentor that helped shape their go-to-market strategy through notoriously long defense and space sales cycles, becoming, in Boundy's words, *"more than a mentor"* and *"part of the team."* The SPARK Capital team brought in SkySpecs founder Danny Ellis during fundraising, delivering mentorship instead of the usual investor scrutiny.

"Working with the SPARK team, this is not just a job for them," Boundy says. "They see this as more of a mission." For General Orbit, that mission shows up in hardware bound for Mars, sensors guiding vehicles here on Earth, and a business built to deliver both.



The Michigan Connected Corridor

is a public-private initiative to develop a first-of-its-kind corridor of connected roadways between Ann Arbor and Detroit. With the initial phase launched in 2024, the three-mile pilot phase will provide critical information on the infrastructure needed to support connected and autonomous vehicles.

Public and private stakeholders, including MDOT and Cavnue, are working to create a scalable, adaptable corridor that will enhance safety, mobility, and economic growth in Southeast Michigan.



Recovering What the Auto Industry Wastes

Every car built consumes roughly 40,000 gallons of water, much of it lost in a single manufacturing step: e-coat, short for electrocoat, the multi-stage bath and rinse process that protects a vehicle's body from corrosion before painting. Multiply that across the tens of millions of vehicles produced each year, and trillions of gallons disappear down industrial drains annually. "People don't realize water is not an infinite resource," says Kirsten Kulik, CEO XF2 Water Technologies. "It eventually goes away. We can't produce forever."

XF2 is a multigenerational family company poised for exponential growth in the near future, built on patented filtration technology from Kulik's father, Scott Yaeger, known in the industry as "the Guru of Filtration." The company's Electro Deposition Water Saver (EDWS) system recovers 87.5% of e-coat rinse water in a single pass, far outpacing conventional filtration, and delivers it back into the plant at a quality that exceeds city water standards.

Rather than sell equipment outright, XF2 offers water recovery as a subscription service, with no capital investment required and billing only for water that meets spec. Founded in February, the company has already piloted its system with an EV manufacturer, Nissan's Smyrna plant, and a Michigan parts coater, with a General Motors purchase order in the works.

Ann Arbor SPARK has helped fuel that momentum through its Business Accelerator grant, along with other startup-focused programs. "*SPARK is the least time-wasting route to take,*" Kulik says.

As automotive plants, data centers, and oil fields compete for a shrinking water supply, XF2's bet is simple: the smartest new water source isn't a new source at all. It's the water already flowing through the pipes.

Tap into the Region's Workforce

The best practices and resources here have been curated to help your company attract and retain the perfect candidates to support your operations in the greater Ann Arbor region.

Developed by Ann Arbor SPARK in partnership with the Greater Ann Arbor Society of Human Resource Management (GAASHRM) and Michigan Works! Southeast, this content will shed some light on talent acquisition in Ann Arbor while also connecting you with resources and a professional support network.



LABOR MARKET OVERVIEW

The size and skill of Ann Arbor's workforce may be different than you'd expect. [Learn more about the geographic footprint.](#)



LOCAL TALENT ACQUISITION & RESOURCES

Explore the basics and beyond to ensure your recruitment and retention efforts are [aligned with the market.](#)



SALARY & BENEFIT TRENDS

Pricing talent is a critical part of the equation. [Learn more about the cost of local talent here.](#)



CAMPUS RECRUITING

Recruit students from local colleges and universities through [career centers and programs.](#)



SUPPORT NETWORK

Connect with local talent search and recruitment experts throughout the region. [View the network.](#)



JOB BOARD

[Explore job opportunities at the region's leading tech companies.](#)

Mobility Startup Support

Ann Arbor SPARK offers a variety of talent programs designed to support entrepreneurs, startups, and early-stage companies. These programs are designed to support the growth of a vibrant entrepreneurial ecosystem in the Ann Arbor area, helping new ventures navigate the challenges of starting and scaling a business. Here are some key programs:



STARTUP ACCELERATION

This program provides grants, education, and other resources to help startups achieve significant product development milestones.

ENTREPRENEUR-IN-RESIDENCE (EIR) PROGRAMS

The EIR programs are designed to provide startups with access to seasoned entrepreneurs who offer mentorship and strategic guidance. These experienced entrepreneurs work closely with startups to help them navigate challenges and accelerate their growth. The program leverages the knowledge and networks of the EIRs to support the entrepreneurial ecosystem in the Ann Arbor region.

SPARK INTERNSHIP MATCH PROGRAM

Clients located within the LDFA SmartZone are eligible to hire 1-2 interns with up to a 50% wage match up to \$3,000. SPARK handles administrative tasks like payroll and taxes.

DIGITAL SUMMER CLINIC

A partnership with Eastern Michigan University's Digital Engagement Program. College students from southeastern Michigan complete a 90-hour internship consisting of digital media and marketing projects. This is provided at no cost to eligible SPARK clients.

EVENTS AND WORKSHOPS

SPARK hosts a variety of events, including seminars, workshops, and conferences, where entrepreneurs can meet potential collaborators, mentors, and investors. These events cover topics like business development, funding, marketing, and quarterly Mobility Meetup networking events.



[Learn more about SPARK Entrepreneurial Services.](#)

Coworking Spaces

The Ann Arbor region is blooming with incubators, accelerators, and co-working spaces. Entrepreneurs and their growing companies are in constant need of space and inspiration.

Between the city itself and the surrounding areas, there are co-working spaces for businesses at every stage, in a variety of industries, and even for students.

Below is a highlight of some of the co-working spaces in Ann Arbor and Ypsilanti. Click [here](#) for more information [about the area's coworking spaces](#).





Defining the Next Generation of In-Cabin Comfort

Every driver can see the turn coming. Passengers can't, and that invisible gap is what led University of Michigan professor Dr. Shorya Awtar to pursue the research that became Motion Sync AI, after experiencing severe car sickness on a winding mountain road in 2019. The question he asked that day, what if passengers could anticipate vehicle motion the way drivers do, grew into Preact, a predictive haptic technology developed over years of University of Michigan research.

Motion Sync AI has turned that research into its first consumer product: the Preact Pillow, a portable, app-connected pillow that vibrates to warn riders of an upcoming turn or stop before it happens. The company is pursuing automotive partnerships in parallel, working to build the same predictive comfort technology directly into vehicle seating. Ann Arbor SPARK has supported the company since May 2025, through Business Accelerator grants, an Entrepreneur-in-Residence mentorship that shaped its go-to-market strategy, and community connections that led directly to early customers and a first-place finish at the Michigan Investor Coalition pitch competition.

The mission has grown well beyond motion sickness. As co-founder Lynx Yin puts it, *"How can vehicles take better care of the people inside them?"* It's a question Motion Sync AI is betting will only matter more as autonomous vehicles become part of everyday driving.



Powering Ann Arbor's Electric Future

What if an EV could charge in 10 minutes and still perform in a Michigan winter? Arbor Batteries, founded in 2022 out of University of Michigan research, is betting the answer is yes. The company's patented laser-patterned electrode technology already gets EVs from zero to over 90% charge in 10 minutes.

A newer nanoscale coating now tackles the industry's other stubborn problem: keeping that speed intact in cold temperatures. *"It widens the optimization manufacturers can do, whatever they want to prioritize,"* says CEO Andrew Davis.

The technology is already turning heads. Arbor is sending samples to multiple top-five automotive and battery OEMs for independent testing, with defense offering the company's fastest path to commercial deployment.

Ann Arbor SPARK's early support, including Business Accelerator grants for legal and accounting services, helped get Arbor off the ground, and the relationship continues today through shared events like The Battery Show.

"We're not just building better batteries," Davis says. "We're building a better future."

Community Engagement

ANN ARBOR'S UNIQUE BUSINESS CULTURE

The greater Ann Arbor region's business culture is best described as Silicon Valley with Midwest values. The people who choose to work and live here recognize the value that strong business activity has on the region, from job creation to local investments.

Get connected to the local Mobility and Tech community:

www.annarborusa.org/events/

- * **Made in A2 Slack:** A place to meet people in the early-stage startup community
- * **A2 Mobility Tech:** A face-to-face community of people interested in mobility tech
- * **Ann Arbor FinTech Meetup:** A local group for anyone interested in Finance + Technology
- * **All Hands Active:** Ann Arbor's original makerspace
- * **A2 New Tech:** A monthly event where companies get 5 minutes to pitch their product
- * **Funding Opportunities:** Ann Arbor offers an array of local funding opportunities to support business growth
- * **Industry Mix:** A thriving business community with abundant networking, conferences, and resources
- * **Tech Inclusive:** A group dedicated to fostering professional growth for underrepresented people in tech
- * **Upcoming Events:** Connect with Ann Arbor SPARK and other like-minded thought leaders and creative visionaries at events hosted by SPARK or one of our community partners
- * **SPARK's Mobility Newsletter:** Focused on opportunities, events, and insights in the Ann Arbor Region

a2TECH360

Ann Arbor SPARK's a2Tech360 is a series of events celebrating Ann Arbor's spirit of innovation through experiences, conversations, and connections that strengthen and expand the region's vibrant technology ecosystem. The **Mobility Summit** is one of eight Signature Events that celebrates how sustained mobility innovation is driven by collaborative engagement between industry, applied research, and startups and bolstered by public/private partnerships.

Destination Ann Arbor

Every community offers something unique to its residents, but the Ann Arbor area offers much more than the usual quality of life indicators. From recreation to culture, we offer large city amenities with a small-town feel. Read on to learn more about living here.



RECREATION

In Michigan, you're never more than a few miles from water. In Washtenaw County, we can top that by saying you're never more than a few miles from a lake, river, park, golf course, cross-country trail, or other recreational option.

Washtenaw County boasts 4,000 acres of parkland, of which 2,200 acres are natural areas ideal for hiking, bird watching, or mountain biking. The Border-to-Border trail, kayaking liveries, and golf courses add to the county's recreation inventory.

The city of Ann Arbor has 157 parks totaling 2,090 acres, 1,200 acres of which are natural areas. An additional 2,000 acres of farmland and open space surround the city of Ann Arbor, purchased with a Greenbelt millage.

Ann Arbor parks offer baseball and softball diamonds and leagues, soccer fields, disc golf, ice skating, and an excellent skateboard park.



HOUSING

County residents have access to a variety of housing options in cities, towns, rural areas, and suburbs. These options include single-family homes, downtown lofts, condos, and apartments. Housing costs in Washtenaw County are lower than those on the East and West Coasts. The median sale price of a single-family home in Washtenaw County is \$479,805.



SCHOOLS

Exceptional public, charter, and private schools are found in Washtenaw County. **Ann Arbor Public Schools (AAPS) ranks among the top 10 public schools in America.**



Ann Arbor has an active Sustainability and Innovations department focused on community-wide carbon neutrality by 2030. With dedicated bike lanes, shared mobility, including May Mobility, and People-Friendly Streets, Ann Arbor is committed to safe, equitable, and energy responsible transportation solutions.



Ann Arbor SPARK

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Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture.

