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 SOS Community Services supports our area with housing and family services - how you can help



FOUNDER 2 FOUNDER

Founder: Guy Suter
Company: Ampll
Stage: Seed
Date Founded: 2020
Headcount: 8
Industry: Wellness

Reality Needs Joy: Lessons learned from failure and starting over

Last year [I wrote about some good advice](#) I got when my last startup failed. For the past year, my life has been more or less “cleaned up,” and I’ve essentially started over.

Today, my team and I are diving deep into this new era of work. It is an exciting time of change in the workplace, with many new challenges and benefits. Work impacts our whole life — from the means to survive, to self worth, and even to our core identity. It should be no wonder work is directly connected to health. That’s why we are building a [health app for work](#).

It’s great to be on the upswing and to have found an exciting purpose to focus on again. Even still, I continue to apply a few lessons I learned the hard way through starting over. I thought I’d share them. Happily, I don’t think you need to fail big and start over to try applying any of these lessons for yourself.

First lesson learned - Start with people.

[Click to continue reading three actionable lessons learned.](#)



- *A2EF Member Highlight:* Voxel51 [announced a partnership](#) with Google on the Google Image Search to improve data quality
- Ann Arbor startup, [Salud, brings wedding planners as a subscription online](#)
- MI mobility startups making moves: [LiveRoad Analytics](#), [Interpl.ai](#), [P3Mobility](#)
- Detroit startup company, [Livegistics, wins \\$1 million grant](#) through Pharrell Williams-backed initiative
- Urban air quality mapping startup, [Rapids Air Quality, deploys proof of concept](#) in downtown Grand Rapids

NOTEWORTHY NONPROFIT

SOS Community Services

SOS promotes housing stability and family self-sufficiency through collaboration, care and respect. Each year, SOS helps more than 7,000 people in Washtenaw County by providing integrated and comprehensive services for those who experience homelessness or face challenges that could result in homelessness.

SOS helps homeless families find permanent homes through shelter and rapid re-housing. For families living paycheck to paycheck, we offer food, utility assistance, and other resources to overcome financial emergencies without becoming homeless. SOS helps families in public housing avoid eviction, find work, and access education. And for children, SOS offers parenting support, early childhood intervention, and educational summer activities.

SOS was recently awarded a grant through AACF's Community Grantmaking Program for their services to marginalized parents and families through the Parents as Teachers (PAT) program. PAT promotes kindergarten readiness and healthy child development, reducing child abuse and neglect. By investing in programs and organizations like SOS, our community can address issues exacerbated by the COVID-19 pandemic.

Want to get involved? Learn more at: soscs.org



- We're back in-person tomorrow at Zingerman's Roadhouse! [A2EF Founders Breakfast](#) is an opportunity to share a meal and exchange with fellow founders and funders. **This will be a regular program for A2EF Members, with remaining seats open to the rest of the startup community.** If you are interested in attending the next breakfast, email community@a2ef.org.
- The Fund Midwest, RustBuilt and PGH Tech are bringing a delegation of Pittsburgh investors and founders to Detroit with several MI VCs participating. [Free meetings and networking events](#) will take place **starting tomorrow, 7/22 and 7/23**
- Summer [mobility show and tell](#) at Bamboo - July 27
- Startup [Detroit Open Pitch Night](#) by ID Ventures - Aug 12
- [A2NewTech Startup Pitches](#) - Aug 17



RESOURCE ROUNDUP

- Hiring? **WomenHack** diversity recruiting event is coming to **Detroit virtually** on **Aug 5th**. This is a chance to meet and interview more than 80 local professional female talents looking for new opportunities and a fun and engaging way to connect. [Click for details and to RSVP](#)
- Cleantech companies - [Apply for funding from the Clean Energy](#) Trust until Aug 2nd. They are supporting early-stage startups in the Mid-Continent region of the US.
- [Access markets in 90+ countries around the world](#) - MEDC shares how their International Trade Program helps small and medium-sized businesses diversify and grow - July 27
- [2021 Detroit Entrepreneurial Ecosystem Report](#) by EntryPoint - 24 startup companies in the Detroit area attracted more than \$316.5 million from venture capital firms
- [Detroit Future City Economic Equity Dashboard](#) - explore the insights from their latest research report
- [Applications for SXSW Pitch 2022 Open Now!](#)

The Ann Arbor Entrepreneurs Fund (A2EF) is a vibrant hub for peer learning and networking that enables local entrepreneurs to turn business success into positive community impact. *Interested in becoming a member?* Please contact us at community@a2ef.org.