



In this issue:

Are you focusing on the right problems as you build your startup?

New UMich spinoff closes seed round

 EMU Alum launches new mobility investment division

Apple is now accepting applications for its  Developer Academy in Detroit

Asian American Pacific Islander Heritage Month events (*did you know, Asian Americans are the fastest growing population in Michigan?*)

Arts & Culture at the Kerrytown Concert House 



FOUNDER 2 FOUNDER

Founder: Trevor Hough, Co-Founder & CEO

Company: Yottled

Stage: Pre-Seed

Date Founded: 2020

Headcount: 5

Industry: E-Commerce & Content Management



Focusing on the right problems

It's incredibly challenging to be part of a start-up. There's pressure from everywhere: meeting customer deadlines, effectively managing burn, acquiring customers, quality code, communicating your value, and more. Here are the top 3 lessons that have allowed our team to be more effective and acquire more users:

- Focus on one problem
- Focus on one metric
- Use data effectively

Let's dig in. Read more in Trevor's [Founder2Founder blog](#).



- Ripple Science [achieves 96% retention](#) in clinical trials
- U-M spinoff Dvant Pharma, [an Ann Arbor cancer drug startup, gets \\$1.2 million](#) seed round, aims to start human testing
- Immigrant-founded startups [find growth opportunities with Global Detroit](#)
- EMU Alum's, [Capstone Holdings, launches GameAbove Mobility Investment Division](#)

NOTEWORTHY NONPROFIT

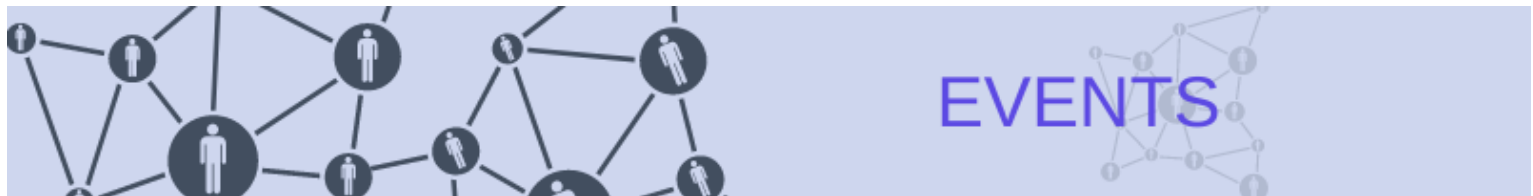
Kerrytown Concert House

Kerrytown Concert House (KCH) engages, educates and entertains the public by bringing high-quality artists and audiences together for diverse performing arts experiences, presenting more than 200 events yearly.

A professionally managed concert space in Ann Arbor, KCH has earned a national reputation as a venue for chamber music, jazz, cabaret, and more. In addition to being an important part of the cultural fabric of our area, Kerrytown Concert House is also a meaningful community resource, providing an affordable venue for private events.

KCH benefits from the Sharon & Dallas Dort Fund for Kerrytown Concert House, a nonprofit endowment established at AAACF by longtime supporters to provide for the future stability of the organization. Nonprofit endowments allow donors to “annuitize their giving” and build a stronger financial future.

Want to get involved? Learn more at: www.kerrytownconcerthouse.com



- Renaissance VC Spring [2021 UnDemo Day](#) - May 18
- [New Enterprise Forum Pitch Pit](#) - May 20
- [The SHOP: Virtual Edition - Celebrating Tech Founders](#)
- Tonight: [Open Pitch Night at Bamboo](#)
- Ann Arbor [SPARK Annual Meeting](#) on May 18
- AAPI heritage month [celebration at Detroit Institute of Arts](#)
- Asian Pacific American [Chamber of Commerce events](#)

RESOURCE ROUNDUP

- Apple's Developer Academy in Detroit (in partnership with MSU) is [accepting applications for both students and mentors](#) for its program, which will begin on October 4, as part of their \$100 million Racial Equity and Justice Initiative
- [AAPI owned businesses](#) to know in Ann Arbor and Metro Detroit

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.