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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 🎼

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**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.

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**Startup Skinny**

- 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](#)
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

EVENTS

- 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.