Yes/Detroit Collaborator Toolkit

Amplify: help us find the innovators who will build what's next for Detroit.

Thank you for amplifying Yes/Detroit

Yes/Detroit's first challenge is open to innovators in Detroit, across Michigan and around the world, and the best match for this challenge might be one share away. This toolkit has everything you need to spread the word: a program overview, key facts, ready-to-post copy for social, workplace channels and newsletters, plus branded graphics.

How to use this toolkit

- **Copy and paste** All text is ready to use. Adjust the voice to fit your organization.
- **Link to the landing page** Use the text michigancentral.com/yesdetroit, hyperlinked with the tracking link https://hubs.li/Q04DMVYN0 in posts so people can learn more, find info sessions and apply. Some posts link directly to the application where noted.
- **Pair with graphics** Each post suggests a graphic from the asset pack (Section 8).
- **Tag and hashtag** Use #YesDetroit and tag Michigan Central (handles below).
- **Timing** Launch (Nov. 10), before each info session (Nov. 16 and Dec. 9), and the final week before applications close on Dec. 22, 2026.

Handles and links

Channel / item	Use
Facebook	@Michigancentral
Instagram	@michigancentraldetroit
LinkedIn	Michigan Central
X	@michigancentral
Hashtag	#YesDetroit
Landing page	michigancentral.com/yesdetroit - tracking link https://hubs.li/Q04DMVYN0
Application	https://www.cybergrants.com/fordmichigan/yesdetroitapplication
Info session, Nov. 16, 10:00 AM EST (virtual)	https://tinyurl.com/yesdetroitinfosession1
Info session, Dec. 9, 1:00 PM EST (virtual)	https://tinyurl.com/yesdetroitinfosession2

1. Yes/Detroit at a glance

Learn More	Detail
What it is	A global initiative where the first activation is an innovation challenge to find and deploy technology that makes the infrastructure Detroiters rely on every day more resilient - more affordable, reliable, safe, and sustainable
Challenge	Yes/Detroit Innovation Challenge: Building Resilient Urban Infrastructure
Who's behind it	Led by Michigan Central in collaboration with Amazon Web Services, Cisco, Deloitte and Oracle. Yes/Detroit is working with the City of Detroit and the State of Michigan and supported by more than two dozen organizations.
Global context	Detroit is the fourth city in the World Economic Forum's Yes/Cities programme, joining San Francisco, Boston, and Bengaluru.
Focus areas	**Build** (Housing & the Built Environment) **Move** (Transportation & Mobility) **Power** (Energy & the Grid) **Sustain** (Water & Waste Systems)
Across every area	Work and workers: new or retained jobs, transferable skills, training pathways, safer tasks or higher productivity
Who can apply	Seed through Series A ventures using robotics, autonomy, sensing, simulation or connected technologies, with proven solutions that can deploy in Detroit within 18 months. Companies don't need to be based in Detroit, and hardware and software solutions are both welcome.
What they get	$25,000 in non-dilutive deployment funding; Michigan Central / Newlab membership; deployment support; access to physical AI testing infrastructure; expedited permitting through the City of Detroit's Transportation Innovation Zone for qualifying deployments; AWS cloud credits; Oracle Cloud Infrastructure and AI consumption credits; introductions to

	corporate collaborators, community organizations and policymakers; potential access to the Yes/Cities Innovator Portfolio
Info sessions	Virtual: Nov. 16, 10:00 AM and Dec. 9, 1:00 PM
Key dates	● Applications open Nov. 10, 2026 ● Applications close Dec. 22, 2026 ● Pitch Day (up to 20 applicants) March 4, 2027 ● Cohort of 10 innovators announced March 2027 ● Program begins April 2027

2. Key messages

Why this challenge

Detroit built the machines and methods that built the modern world. Today, it runs on infrastructure engineered for nearly three times as many people as live here now, some of it relying on technology more than 100 years old. Physical AI, meaning intelligence applied to machines that operate in the real world, is maturing fast enough to change what it takes to build, move, power and sustain a city. Yes/Detroit is calling on innovators and local institutions to close the gap between what tech can do and what Detroiters experience every day.

Why it's exciting for Detroit

- Detroit is on a global stage, joining San Francisco, Boston, and Bengaluru as the fourth city to join the World Economic Forum's Yes/Cities program.
- It plays to Detroit's strengths. There's no better place to close the gap than the No. 1 U.S. metro for deployed industrial robots.
- Solutions get tested in real conditions at Michigan Central and Newlab Detroit, with the testbeds, the talent, and the track record to lead what comes next.
- It's about residents: more affordable, reliable, safe and sustainable infrastructure.
- It's about jobs: every venture should create or sustain local jobs and work with the neighborhoods and workers its deployment affects.
- Solutions that work here can become models for cities around the world.

Facts you can use

- A 1930s-era water main burst in Southwest Detroit in February 2025, flooding hundreds of homes.
- Storms and fallen trees drive roughly half of the city's power outages.
- Rough roads cost the average Detroit-area driver an estimated $2,921 a year.
- 36% of Detroiters face transportation insecurity.

- Detroit needs 1,100 new housing units a year.

**Source citations are available on request.*

3. Social media: Instagram, Facebook, Threads and X

X posts stay under 280 characters (links count as 23). Instagram captions can't carry clickable links, so use "link in bio" or a Story link sticker. Use the tracking link to the webpage https://hubs.li/Q04DMVYN0 ,but use the text michigancentral.com/yesdetroit or 'Learn More' as the text the link hides behind. Tag Michigan Central: @michigancentraldetroit on Instagram/Threads, @Michigancentral on Facebook, @michigancentral on X.

Launch / program overview

Instagram / Facebook / Threads (graphic: Launch announcement)

Resilience, engineered by Detroit. Yes/Detroit is here. Detroit is the fourth city in the World Economic Forum's Yes/Cities program, and its first challenge is calling on startups to make the infrastructure Detroiters rely on every day more affordable, reliable, safe and sustainable. Building robotics, autonomy, sensing, simulation or connected tech? Applications are open through Dec. 22. 🔗 michigancentral.com/yesdetroit (link in bio) @michigancentraldetroit #YesDetroit

X (graphic: Launch announcement)

Led by Michigan Central, Detroit is the fourth city in the World Economic Forum's Yes/Cities program. The Yes/Detroit Innovation Challenge is calling on startups to build more resilient urban infrastructure. Apply by Dec. 22: [URL] @michigancentral #YesDetroit

The challenge / why it matters

Instagram / Facebook / Threads (graphic: Stat card)

We built the machines. Now let’s rebuild the city’s infrastructure.

Detroit runs on infrastructure engineered for nearly three times as many people as live here now, and some of it relies on technology more than 100 years old.

Yes/Detroit is calling on innovators to close the gap between what tech can do and what Detroiters experience every day. Apply by Dec. 22.

🔗 michigancentral.com/yesdetroit (link in bio)
#YesDetroit

X (graphic: Stat card)

Detroit runs on infrastructure built for nearly 3x as many people as live here now. Yes/Detroit wants startups using physical AI, robotics, and sensing to make it more resilient. Apply by Dec. 22: [URL] #YesDetroit

Focus area series (one post per area)

Instagram / Facebook / Threads: Build (graphic: Focus area card, Build)

BUILD. One of four Yes/Detroit focus areas.

Let’s build homes faster and more affordably, for a city that needs 1,100 new units a year. Think robotic fabrication, modular and additive construction, and AI-assisted design and permitting.

Building something like this? Apply by Dec. 22 → link in bio
#YesDetroit

X: Build

BUILD: Let’s build homes faster and more affordably. Robotic fabrication, modular construction, AI-assisted permitting. Startups, apply to Yes/Detroit by Dec. 22: [URL] #YesDetroit

Instagram / Facebook / Threads: Move (graphic: Focus area card, Move)

MOVE. One of four Yes/Detroit focus areas.

Let’s move people and goods more reliably, for the 36% of Detroiters facing transportation insecurity. Think autonomy, connected corridors, microtransit, and drone inspection of roads and bridges.

Building something like this? Apply by Dec. 22 → link in bio
#YesDetroit

X: Move

MOVE: Let’s move people and goods more reliably. Autonomy, microtransit, drone inspection of roads and bridges. Startups, apply to Yes/Detroit by Dec. 22: [URL] #YesDetroit

Instagram / Facebook / Threads: Power (graphic: Focus area card, Power)

POWER. One of four Yes/Detroit focus areas.

Let’s power a more efficient, resilient grid by bringing modern technology to century-old systems. Think distributed energy and storage, grid hardening, line inspection, and community microgrids.

Building something like this? Apply by Dec. 22 → link in bio
#YesDetroit

X: Power

POWER: Let’s power a more resilient grid. Distributed energy, grid hardening, line inspection, microgrids. Startups, apply to Yes/Detroit by Dec. 22: [URL] #YesDetroit

Instagram / Facebook / Threads: Sustain (graphic: Focus area card, Sustain)

SUSTAIN. One of four Yes/Detroit focus areas.

Let’s make water and waste systems sustainable with new ways to sense, manage, and care for them. Think inspection robotics, sensor networks, digital twins, and recovering value from electronics, batteries, and magnets.

Building something like this? Apply by Dec. 22 → link in bio
#YesDetroit

X: Sustain

SUSTAIN: Let's make water and waste systems sustainable. Inspection robotics, sensor networks, digital twins, materials recovery. Startups, apply to Yes/Detroit by Dec. 22: [URL] #YesDetroit

Who should apply / benefits

Instagram / Facebook / Threads (graphic: What you get)

Calling seed through Series A founders 📣 Selected Yes/Detroit innovators get: ✅ $25,000 in non-dilutive deployment funding ✅ Michigan Central / Newlab membership ✅ Support matching you with the right site, partner and path ✅ Access to physical AI testing infrastructure ✅ AWS cloud credits ✅ Oracle Cloud Infrastructure and AI consumption credits ✅ Introductions to corporate collaborators, community organizations, and policymakers You don't need to be based in Detroit or have a signed deployment partner. You need a proven solution that can deploy here within 18 months. Apply by Dec. 22 → link in bio #YesDetroit

X (graphic: What you get)

Seed–Series A founders: Yes/Detroit offers $25K in non-dilutive deployment funding, Michigan Central/Newlab membership and access to physical AI testing infrastructure. Apply by Dec. 22: [URL] #YesDetroit

Info sessions (post about 5 days before each session)

Instagram / Facebook / Threads (graphic: Info session card)

Have questions before you apply?

Join a virtual Yes/Detroit Applicant Information Session. We'll walk through the challenge, who we're looking for, the application and selection process, and what participation looks like.

🗓️ Nov. 16, 10:00 AM ET
🗓️ Dec. 9, 1:00 PM ET

Links at michigancentral.com/yesdetroit (link in bio)
#YesDetroit

X (graphic: Info session card)

Questions about the Yes/Detroit Innovation Challenge? Join a virtual applicant info session: Nov. 16, 10 AM ET or Dec. 9, 1 PM ET. Details: [URL] #YesDetroit

Last call (final week)

Instagram / Facebook / Threads (graphic: Deadline countdown)

⏰ Last call, founders. Yes/Detroit applications close Dec. 22.

If your technology can make urban infrastructure more affordable, reliable, safe or sustainable, this is your moment to say yes to Detroit.

Apply → link in bio
#YesDetroit

X (graphic: Deadline countdown)

⏰ Yes/Detroit applications close Dec. 22. Building tech for more resilient cities? Say yes to Detroit: [URL] @michigancentral #YesDetroit

Instagram Story text (graphic: Story template)

Frame 1: Detroit built the modern world.
Frame 2: Let's build what's next.
Frame 3: Startups: apply to Yes/Detroit by Dec. 22 [link sticker → michigancentral.com/yesdetroit]

In X posts, replace [URL] with michigancentral.com/yesdetroit (or the application link). Character counts assume a 23-character link.

4. LinkedIn

Tag Michigan Central by typing "@Michigan Central" and selecting the company page.

Organization post: launch

Detroit is on the global stage for urban innovation.

Today, Yes/Detroit launched as the fourth flagship city in the World Economic Forum's Yes/Cities initiative, joining San Francisco, Boston and Bengaluru. Its first challenge, Building Resilient Urban Infrastructure, is calling on seed through Series A startups using robotics, autonomy, sensing, simulation and connected technologies to make the infrastructure Detroiters rely on every day more affordable, reliable, safe and sustainable.

The challenge focuses on four areas: Build (housing), Move (transportation), Power (energy and the grid) and Sustain (water and waste). Every venture will also be evaluated on its impact on Detroit workers.

[Organization name] is proud to support Yes/Detroit, led by Michigan Central in collaboration with Amazon Web Services (AWS), Cisco, Deloitte, and Oracle. Yes/Detroit is a local initiative of Yes/Cities, a global program of the World Economic Forum. The initiative also works in close collaboration with the City of Detroit and the State of Michigan and more than two dozen local organizations.

Applications are open through Dec. 22.
👉 michigancentral.com/yesdetroit

@Michigan Central #YesDetroit

Organization post: why it matters

Detroit runs on infrastructure engineered for nearly three times as many people as live here now. Some of it relies on technology more than 100 years old.

The effects show up in everyday life. In February 2025, a 1930s-era water main burst in Southwest Detroit and flooded hundreds of homes. Storms and fallen trees drive roughly half of the city's power outages. Rough roads cost the average Detroit-area driver an estimated $2,921 a year.

The gap between what technology can already do and what residents experience every day is the opportunity. That's why we're supporting Yes/Detroit, a global challenge to bring physical AI, robotics, and sensing to the systems cities run on.

Know a founder building in this space? Send them this: michigancentral.com/yesdetroit Applications close Dec. 22.

@Michigan Central #YesDetroit

Personal post: for leaders and staff

Some news from Detroit I'm excited about. 🚀

Yes/Detroit just launched a global challenge for startups making urban infrastructure more resilient: housing, transportation, energy, water and waste. Selected innovators get $25K in non-dilutive deployment funding, Michigan Central / Newlab membership, and support to deploy their tech right here in Detroit.

If you know a seed–Series A founder working in robotics, autonomy, sensing or simulation, please pass this along. Virtual info sessions are Nov. 16 and Dec. 9, and applications close Dec. 22.

michigancentral.com/yesdetroit #YesDetroit

Investor / accelerator post: portfolio referral

Portfolio founders building physical AI, robotics, or infrastructure tech: take a look at the Yes/Detroit Innovation Challenge.

Up to 20 applicants will pitch on March 4, 2027, and 10 innovators will be selected to deploy in Detroit, with $25K in non-dilutive deployment funding, deployment support and potential access to the Yes/Cities Innovator Portfolio.

Seed–Series A, proven solution, deployable in Detroit within 18 months. You don't need to be based in Detroit. Deadline: Dec. 22.

michigancentral.com/yesdetroit #YesDetroit

5. Slack, Microsoft Teams and internal channels

Short message

:rocket: *Yes/Detroit is live!* Detroit is the newest flagship city in the World Economic Forum's Yes/Cities initiative, and its first challenge is calling on startups to build more resilient urban infrastructure (housing, mobility, energy, water and waste).
Know a seed–Series A founder in robotics, autonomy, sensing or simulation? Send them this: michigancentral.com/yesdetroit
Applications close *Dec. 22*. #YesDetroit

Longer message (founder, portfolio or community channels)

Founders: apply to the Yes/Detroit Innovation Challenge
What: A global challenge to make urban infrastructure more affordable, reliable, safe and sustainable
Focus areas: Build (housing) · Move (transportation) · Power (energy and grid) · Sustain (water and waste)
Who: Seed–Series A ventures with a proven solution that can deploy in Detroit within 18 months (no need to be Detroit-based)
What you get: $25K in non-dilutive deployment funding, Michigan Central / Newlab membership, deployment support, access to physical AI testing infrastructure, AWS cloud credits, Oracle Cloud Infrastructure and AI consumption credits
Info sessions: Nov. 16, 10 AM ET · Dec. 9, 1 PM ET
Deadline: Dec. 22, 2026
Learn more: michigancentral.com/yesdetroit
Apply: https://www.cybergrants.com/fordmichigan/yesdetroitapplication

Info session reminder

Questions about Yes/Detroit? Join a virtual applicant info session: Nov. 16, 10 AM ET / Dec. 9, 1 PM ET. Details and links: michigancentral.com/yesdetroit

Final-week reminder

Reminder: Yes/Detroit applications close **Dec. 22**. Know a founder who should apply? Share now: michigancentral.com/yesdetroit

6. Email newsletters

Short blurb (about 75 words)

Subject line options:

- Detroit joins the World Economic Forum's Yes/Cities programme
- Resilience, engineered by Detroit
- Founders: Say YES to Detroit

YES/DETROIT IS NOW OPEN FOR APPLICATIONS
Led by Michigan Central, Detroit is the fourth city in the World Economic Forum's Yes/Cities programme, and its first challenge is calling on startups to build more resilient urban infrastructure. Seed through Series A ventures using robotics, autonomy, sensing, simulation or connected technologies can apply for $25,000 in non-dilutive deployment funding and support to deploy in Detroit. Applications close Dec. 22, 2026.
Learn more and apply → michigancentral.com/yesdetroit

Feature article (about 275 words)

Headline: Resilience, Engineered by Detroit

Detroit built the machines and methods that built the modern world. Now it's putting that know-how to work on the city's infrastructure.

Yes/Detroit launched on Nov. 10, making Detroit the fourth flagship city in the World Economic Forum's global Yes/Cities initiative, alongside San Francisco, Boston and Bengaluru. Yes/Detroit is led by Michigan Central in collaboration with Amazon Web Services, Cisco, Deloitte and Oracle.The initiative also works in close collaboration with the City of Detroit and the State of Michigan and more than two dozen local organizations.

The need is real. Detroit runs on infrastructure engineered for nearly three times as many people as live here now, and some of it relies on technology more than 100 years old. The strain shows up in burst water mains, power outages and rough roads. At the same time, physical AI is maturing fast enough to change what it takes to build, move, power and sustain a city.

The Yes/Detroit Innovation Challenge: Building Resilient Urban Infrastructure is looking for seed through Series A startups working in four areas: housing and the built environment, transportation and mobility, energy and the grid, and water and waste systems. Every venture will also be evaluated on how it supports Detroit workers.

Selected innovators receive $25,000 in non-dilutive deployment funding, Michigan Central / Newlab membership, deployment support, access to physical AI testing infrastructure, and introductions to corporate collaborators, community organizations, and policymakers.

Applicants can join virtual info sessions on Nov. 16 and Dec. 9. Applications close Dec. 22, 2026. Up to 20 applicants will advance to Pitch Day on March 4, 2027, and 10 innovators will be announced in March 2027.

Learn more and apply → michigancentral.com/yesdetroit

Info session blurb

HAVE QUESTIONS ABOUT YES/DETROIT?
Join a virtual Applicant Information Session to learn about the challenge, the application and selection process, and what participation looks like.
Nov. 16, 10:00 AM ET | Dec. 9, 1:00 PM ET
Register / join → michigancentral.com/yesdetroit

Last-call blurb

LAST CALL: YES/DETROIT APPLICATIONS CLOSE DEC. 22
Founders building technology for more resilient cities have until Dec. 22 to apply to the Yes/Detroit Innovation Challenge. Know someone who should apply? Forward this along.
Apply now → https://www.cybergrants.com/fordmichigan/yesdetroitapplication

7. Visual asset pack

Purpose

A set of branded, easy-to-use graphics that partners can post with the copy in this toolkit.

DOWNLOAD ASSETS HERE

Alt text for graphics in the folder

- **Launch** "Yes/Detroit graphic: 'Resilience, Engineered by Detroit.' Yes/Detroit Innovation Challenge, Building Resilient Urban Infrastructure. Apply by December 22."
- **Focus area** "Yes/Detroit focus area graphic: [Build/Move/Power/Sustain], [focus area name]."
- **Info session** "Yes/Detroit graphic: Have questions before you apply? Virtual applicant info sessions November 16 and December 9."
- **Deadline** "Yes/Detroit graphic: Applications close December 22."

8. Do's and don'ts

Do Link to michigancentral.com/yesdetroit or the official application; use #YesDetroit; tag Michigan Central; add your organization's perspective.
Do Use only the facts and figures in this toolkit.
Don't Alter the Yes/DET wordmark or collaborator logos, or recreate graphics in other fonts or colors.
Don't Describe benefits beyond those listed, imply any startup has been selected, or suggest your organization runs the program unless it does.
Don't Imply endorsement from WEF, the City or the State beyond what's stated here.

9. Questions

Yes/Detroit program/challenge FAQs and info session links: michigancentral.com/yesdetroit