



VENTURE CAPITAL

ID Ventures, the venture capital team of Invest Detroit, scales promising early-stage ventures into thriving companies that help support the state's economy, provide jobs to local talent, and bolster Michigan's growing startup community.



AN IDEAL PARTNER FOR GROWTH

In addition to capital, we employ a team of experts across a variety of sectors who provide support designed to help attract capital, grow your team, develop relationships, and optimize key functions within your organization. We are a leader within Michigan's startup ecosystem and have the expertise and relationships to help early-stage startups succeed.

When considering investment opportunities, we look at a broad range of sectors and startups that meet the following criteria:

- Key founders and at least one full-time employee in Michigan
- Minimum Viable Product created
- Tech-enabled or high-tech component
- For-profit LLC, C Corp, or S Corp
- Identified scalable venture path
- Demonstrated progress against business model



INVESTMENT SIZE

\$75,000 - \$150,000 average for initial check with opportunity for additional follow-on.



MICHIGAN'S GO-TO SOURCE FOR EARLY-STAGE CAPITAL

ID Ventures provides early stage investment to promising Michigan-based, high-tech startups, as well as programs that strengthen the startup ecosystem. Since 2009, we have invested in over 120 companies with 12 exits, deployed more than \$15 million through multiple funds, and leveraged over \$800 million in additional investment.

“Early stage capital doesn't exist in Michigan, except for ID Ventures. They are at the center of the state's startup community and were the only investor that came in during our early, riskier stage. Their portfolio is full of companies like mine.”

— CHRISTINA YORK, FOUNDER, SPELLBOUND

“Finding early stage capital in Michigan is a challenge. You have to work twice as hard as coastal startups. The investment from ID Ventures was crucial. They have a ton of social capital and were a catalyst for additional funding.”

— JAVIER EVELYN, FOUNDER, ALERJE

“Michigan has an amazing ecosystem that is supportive and works together, and ID Ventures is leading that cohesion, providing tremendous support in early stage funding through capital and mentorship.”

— NIGEL GRISWOLD, CO-FOUNDER, DYNAMO METRICS