

CHALLENGE DETROIT

A Vision for the Future of Our Region

Challenge Detroit, an initiative of The Collaborative Group, is a **program targeted at attracting and retaining young talent to Detroit in an effort to develop and rejuvenate the city's core and continue to grow an attractive, urban center that will strengthen the surrounding region.**

- Challenge Detroit will begin this movement through a competition.
- Young talented individuals with strong leadership abilities who demonstrate a strong interest in and vision for how they can contribute to the region will compete for a job opportunity in the greater Detroit region.
- They will have the opportunity to participate in Challenge Detroit's initiatives, which will tackle some of the region's toughest challenges - balancing community needs and wants - and expand ideas that capitalize on the amazing possibilities for the region's future.
- Messaging will engage local and national media to inspire human interest stories showcasing the diligent efforts of the participants, supporting companies and organizations, and community.

Creating a Sustainable Movement

- Challenge Detroit **couples young people's desire to make an impact with the need to retain and attract more young people to the region** by providing talented individuals opportunities to contribute their intellectual capital to revitalization efforts of the greater Detroit-area.
- We want to **instill the idea** that through collective knowledge, fellowship, and combined expertise and intellectual capital, **Challenge Detroit winners can impact the greater Detroit-area.**
- Through their time in the region, we want to **demonstrate positive qualities of the city** and portray Detroit and the surrounding region as a place young people can live, work, and play.

What Will Winners Do During a Year in Detroit?

During their year in Detroit, contestants will contribute to the community and the region's revitalization efforts through monthly team challenges (that will focus on community needs and wants), mentorship and fellowship activities, and social events.

- **Monthly team challenges – the heart of Challenge Detroit** - will not only provide participants the ability to connect with one another, they will also allow them to collectively contribute their intellectual capital to community-based challenges that have the potential to significantly impact the region.
- **Mentorship, fellowship and social activities** will increase the chances that winners will stay long-term in Detroit by making the winners' year in Detroit positive.
- **Living in Detroit will create a sense of community** and demonstrate to participants and the greater community that the Detroit-area is not only a place where someone can have an impact and make a difference, but also a place where they can successfully live, work, and play in the future.



Candidates, Companies, and the Community

Challenge Detroit will bring approximately 30 of the country's best and brightest young people from every intellectual discipline, whether attorneys or artists, doctors or financiers, engineers or educators, to the Detroit-area.

- Following a three-phase application process including written applications, video resumes, and in-person interviews, Challenge Detroit judges and partnering companies will determine final job placements.
- An interesting and relevant job will give the winners the ability to positively impact their chosen company in the same way they will contribute to Challenge Detroit initiatives and the community.

Supporting Companies & Organizations

The participating companies and organizations from the Detroit area are leaders in their industry and believe in the importance of retaining and attracting young, talented professionals to the region. These companies embody the values identified by Challenge Detroit and that are reflective of the region's diverse marketplace.



Accept the Challenge, Detroit!

By showcasing that Detroit has the seeds of opportunity planted – education, culture, healthcare, diversity, walkability – we believe leaders and influencers will support and participate in this inspiring initiative.

Now is the time. Detroit is the place. Together, we can make a difference. Accept the challenge, Detroit!

Challenge Detroit is a community effort and WE NEED YOUR HELP.

To join the challenge, please contact The Collaborative Group at info@collaborativegroup.org or (248) 633-2288.