

Detroit Startup Salary Report

2019

Detroit: The City Where Startups Come True.

What does Detroit have to offer? It's the million dollar question we get asked every day. Aside from a thriving entertainment industry and a nationally recognized food scene, Detroit's startup community rivals any valley or state found on the coasts. Opportunity aside, the Motor City also reigns supreme when it comes to stretching a dollar, saving residents 46% more in cost of living than what they'll find out west. Don't believe us? Get to know why Detroit is the startup oasis.

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Who we are



The Midwest

The Heartland

25% of all computer science graduates¹

19% of all U.S. patents¹

45% of Fortune 500 companies¹

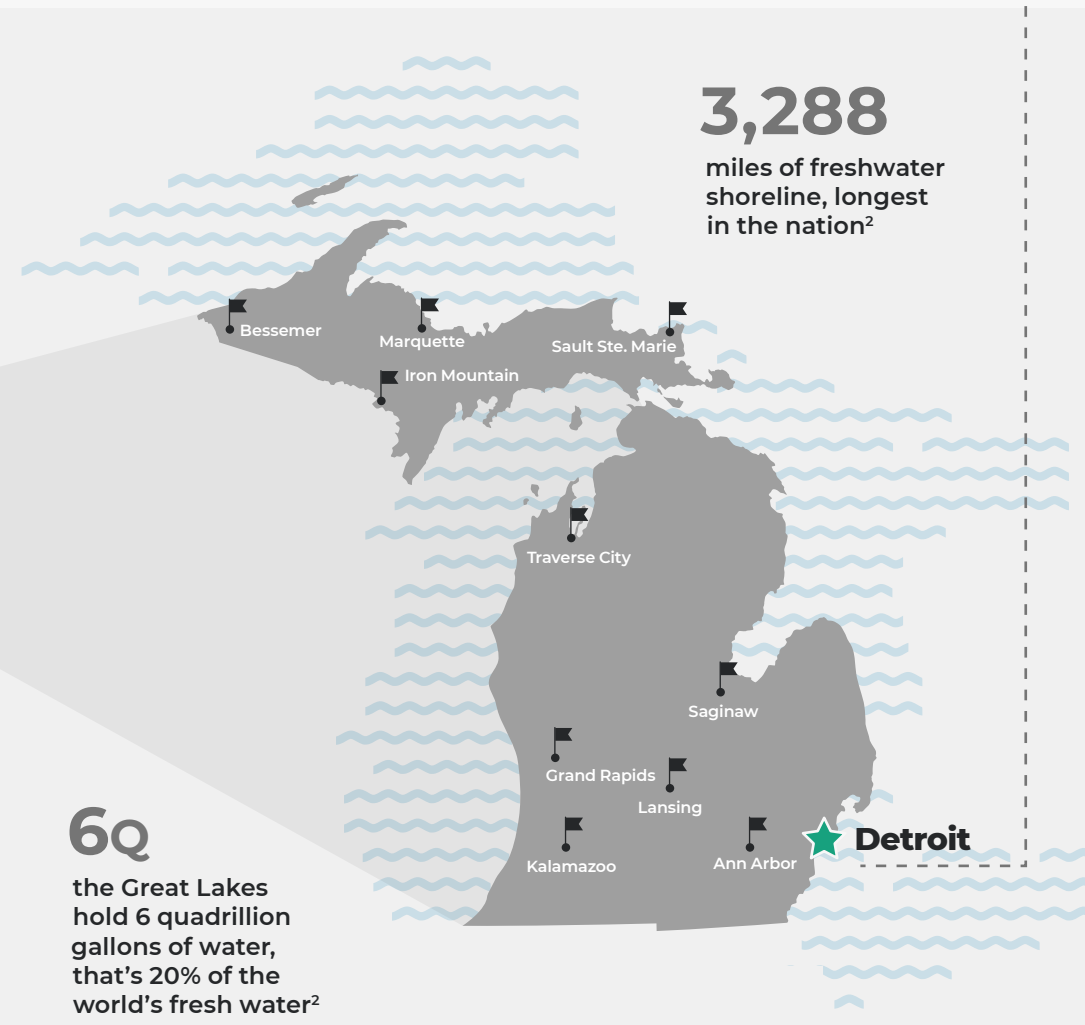


Michigan

The Third Coast

3RD in the nation for tech job growth²

11% below the national average for cost of living²



☆ Detroit

The Paris of the Midwest

50% more venture-backed startups than it did three years ago³

43% of VC money is invested into information technology³

23% of VC money is invested into the life science sector³

26% growth in high-tech jobs in just the last three years⁴

Random Facts

Home to the only floating post office in the U.S., the J.W. Westcott II.⁵

Detroit's theater district is the second largest in the country, second only to New York City.⁵

It's dubbed the Motor City for a reason. Detroit was home to the first mile of concrete highway, the first four-way three-color traffic light, and the world's first urban freeway.⁵

Musicians who called the Detroit area home: Marvin Gaye, Diana Ross, Stevie Wonder, Madonna, Aretha Franklin, Kid Rock, Aaliyah, The White Stripes and, yes, Eminem.⁵



A look at average startup salaries in Detroit*

Knowing your worth just got easier.

When it comes to job searching, money isn't everything—but it sure does help. Whether you're an engineer, strategist or account exec, get to know the breakdown of average startup salaries across Detroit.

Top Three Startup Salaries

 **Data Scientist** **\$98K**

 **Back-end Engineer** **\$93K**

 **Product Manager** **\$92K**

 **Front-end Engineer** **\$84K**

 **Account Manager** **\$53K**

 **Mobile Developer** **\$77K**

 **Marketing Manager** **\$57K**

 **UI/UX Designer** **\$62K**

 **HR Specialist** **\$49K**

 **Project Manager** **\$56K**

 **Account Executive** **\$46K**

*Indicative of base salaries only.



Source: Glassdoor

Cost of living

How to find a place to call home, without breaking the bank.

Whether you want to kick back and relax in a downtown highrise, or settle down in the burbs, your dollar goes much further in Detroit, when compared to the Big Apple or Golden State.





Detroit

#87 Most Expensive City¹

673K Population



Chicago

#17 Most Expensive City¹

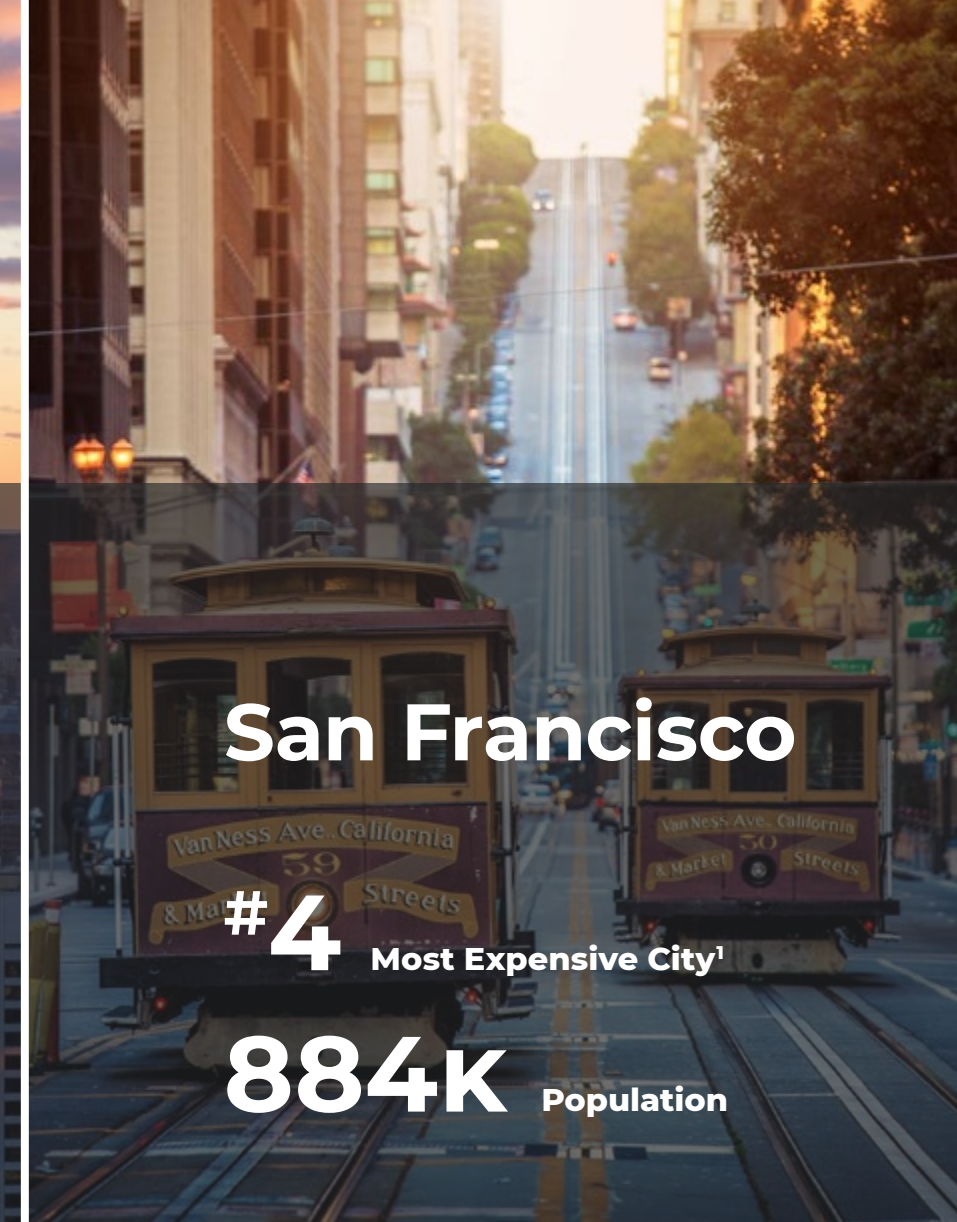
2.7M Population



New York

#5 Most Expensive City¹

8.6M Population



San Francisco

#4 Most Expensive City¹

884K Population



\$269K Home Price²



38% higher \$432K Home Price²



48% higher \$521K Home Price²



72% higher \$979K Home Price²



\$954 Apartment Rent²



23% higher \$1,236 Apartment Rent²



45% higher \$1,726 Apartment Rent²



70% higher \$3,230 Apartment Rent²



\$4.06 Cup of Coffee²



25% higher \$4.92 Cup of Coffee²



2% higher \$4.22 Cup of Coffee²



32% higher \$5.99 Cup of Coffee²



\$2.44 Gallon of Gas²



9% higher \$2.70 Gallon of Gas²



4% lower \$2.35 Gallon of Gas²



25% higher \$3.24 Gallon of Gas²



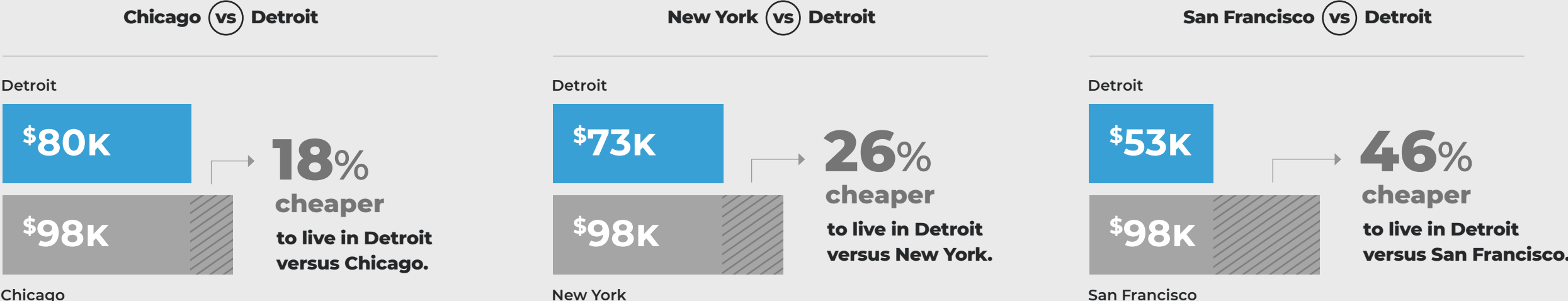
Sources: ¹Expatistan, ²Bankrate

How cost of living impacts salary

Let's get straight to it: How do Detroit salaries compare against NYC, SF and ChiTown?

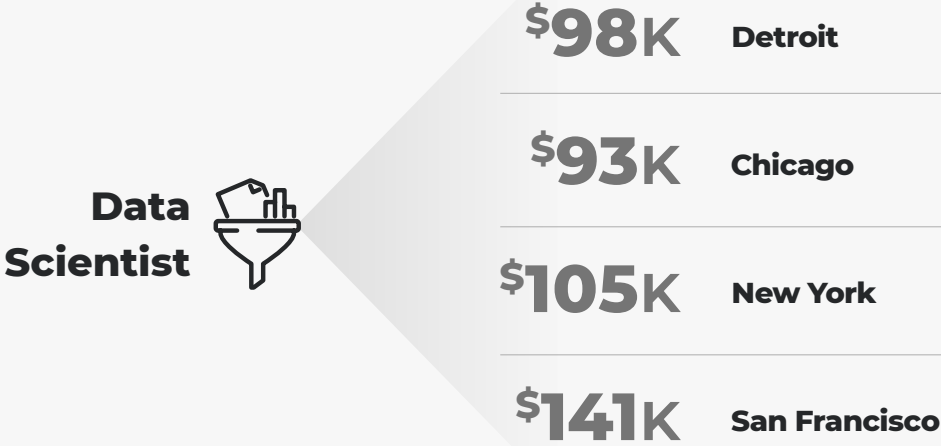
The numbers speak for themselves. When it comes to maintaining the standard of living, at a minimum, employed Detroiters save 18% more in Detroit than they would in another major tech hub. Best part is, they'll also bring home an additional \$21k annually.

Comparable Detroit salary to maintain standard of living¹



How does Detroit pay versus other cities?²

Take a look at one of the top startup salaries in Detroit:



What happens when cost of living is factored in?



Source: ¹Bankrate, ²Glassdoor

Why Detroit, why now

There's a big myth we encounter at re:purpose.

To join or build a successful startup company, you've got to be on the coast. In reality, the **Midwest is the fifth largest economy in the world** (which is impressive, considering California ranks as the eighth largest).

According to [PitchBook](#), the three things needed for a successful startup ecosystem are:

1. Density
2. Resources
3. Talent

Detroit has all three.

Density

140 venture-backed companies in Michigan¹

We're proud of Detroit's deep pockets, and the 140 venture-backed companies that are supported by them. Across Michigan as a whole, the opportunity to find financial support is endless, making the state a hub for emerging startups.

Resources

\$3.7B total capital under management¹

That's \$3.7 billion, with a 'B'. In other words, people are investing in Detroit talent and Detroit companies. Of the \$3.7 billion, 74% has already been invested into companies, while 10% is reserved for follow-on investments, leaving 16% open to new VC opportunities.

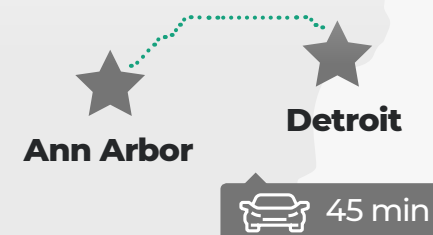
Talent

1.8M talent pool size in Detroit²

With more than 1.8 million employed and looking within the greater Detroit area, your company has the opportunity to pull talent from a large pool. What's that mean for you? With re:purpose, you'll have access to the top talent, vetted and verified by our team.

Connect, share resources and capture the attention of investors.

Detroit and Ann Arbor, another Midwest tech hub, are neighbors.



The entrepreneurs within both Detroit and Ann Arbor are creating resources to further foster the startup community's growth.

11+ number of incubators in Detroit and Ann Arbor³

5+ number of tech conferences in Detroit and Ann Arbor³

Why startups are choosing Detroit.

The talent, funding and quality of life is already here. All that's missing is you. Be one of the many startups planting roots in Detroit and get ready to take advantage of all the opportunity the Motor City has to offer.



How do startups gain a competitive advantage?

01



Equity

Everyone wants a piece of the pie, including your employees. In addition to dynamic teams, and limitless growth opportunities, one of the biggest perks of startup life for job-seekers is the opportunity to earn equity in the company they work for.

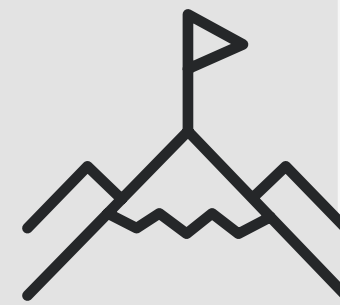
02



Flex Work / Vacation

Empower your employees to work from where they want, when they want, and you'll see the payoff in their productivity. It's no longer taboo to work remotely or offer generous vacation plans, and startups see this as an advantage they can offer without compromising results.

03



Purpose / Mission

When your team is small, every hire matters. And we get it, finding the right people to generate results while still matching your team culture and ethos is hard. But it's what job-seekers within the startup space are looking for. Can your company say the same?

04



Growth

Planning for the future isn't always easy, but what startup employees want more than anything is a clear path for success, and growth plays a big part in it. Myth or fact, job-seekers believe startups offer a clearer (and sometimes expedited) growth opportunity. Understanding this as an employer is the first step in attracting top talent.

#1 community for startup jobs in Detroit.

We connect top talent with purpose-driven startups based on values, experience and culture fit.



Say hello to some of the team:



Ryan Landau | Founder

Investing in Detroit is at the core of Ryan's purpose. With the founding of two startups under his belt, he knows firsthand how important it is to hire the right people at the right time. Since founding re:purpose, he's matched hundreds of people with companies based on the perfect blend of purpose and experience. Let yours be next.



Tara Taylor | Sr. Account Manager

Finding the right talent for your team is important. Meet Tara, she makes it easy. Tell her what roles you need filled and she'll match your company values with the job-seekers that fit the bill and offer more.



Allie Cobb | Partnerships Manager

Interested in gaining exclusive access to Detroit's top talent? Allie helps you tap into the region's thoroughly-vetted, startup-savvy job seekers and techies looking for purpose-driven work.

Want to tap into the Detroit startup community?
Talk with Allie or visit our [site](#) and take a look around.