



SOUTHFIELD BUSINESS BEAT

Monthly Updates, Resources & Opportunities for the Southfield Business Community

2025 Business & Economic Development Highlights*



Total Investment:
\$82.6 M



New Jobs:
370



Housing Units:
305



Grand Openings (Jul-Nov):
14

*Includes only BED-supported projects approved in 2025; excludes prior-year approvals.

Centrepolis Accelerator Showcases Michigan's Next Wave of Hardtech Innovators

Innovation is thriving in Southfield. This fall, the Centrepolis Accelerator's Idea2Product (I2P) Pitch Competition showcased four emerging companies pushing the boundaries of hardware, manufacturing, and clean tech. Through I2P, founders get the support they need to turn ideas into real products — fueling Michigan's supply chains, strengthening small manufacturers, and creating high-quality jobs across the region.

2025 Idea2Product Winners

1st Place – LIVAQ (\$50,000): Detroit-based developer of all-electric off-road vehicles that support Michigan's EV and mobility ecosystem.

2nd Place – ThermoVerse (\$30,000): A clean-energy company creating thermal-management systems that turn wasted building energy into usable power.



Brandon Martin of Reaction Technologies pitches the company's Heads-Up™ Trainer, a tech-enabled tool he developed from his coaching experience to improve technique and safety across multiple sports.

3rd Place – Reaction Technologies (\$20,000): A sports-tech firm offering the patented Heads-Up™ Trainer and an AI coaching platform to improve athlete safety and performance.

4th Place – OmegaCool LLC (\$20,000): Producer of high-efficiency metalworking fluids that improve tool life, extend sump life, and enhance manufacturing productivity.

Centrepolis continues to anchor Michigan's advanced-manufacturing landscape by supporting hardware startups, fostering innovation, and ensuring product development—and the jobs tied to it—stay in our region.

Learn more at centrepolisaccelerator.com.



David Medina Álvarez, founder of LIVAQ, showcases the Detroit-built E-Quad during his first-place pitch at the Centrepolis I2P Competition.

Small Business Spotlight [Saans Pilates, 29107 Northwestern Hwy](#)

Southfield employees got a much-needed reset on November 19 during our Mindful Moments wellness event: a restorative mat class led by Dr. Azra Ali and her expert team from [Saans Pilates & Wellness Studio](#). Through guided breathing, posture work, and simple movement, employees were able to slow down and find balance during a busy season. After class, Dr. Ali shared insights on her entrepreneurial journey and how mindful movement can boost well-being and workplace performance across Southfield.

1. What was the inspiration behind Saans Pilates & Wellness Studio?

Dr. Ali spent 28 years in education before a car accident led her to rehab Pilates. Her message: ***"It changed my mobility, reduced my chronic pain, and helped me reclaim my strength."*** That transformation inspired her to create Saans — a studio built on authenticity, ethical practices, and accessible wellness. Favorite philosophy: ***"Don't chase butterflies; create a garden beautiful enough that butterflies will come."***

2. Why is mindfulness so important for professionals and workplaces?

"Mindfulness helps me manage challenges with clarity, patience, and emotional steadiness." She believes "Mindful Moments" techniques improve focus, decision-making, and resilience — benefits that carry directly into the workplace.

3. How can Pilates support employee well-being and performance?

Pilates helps relieve tension, improve posture, and reduce pain from long hours at a desk. Her message: ***"When employees feel better in their bodies and more balanced in their minds, productivity rises and workplace morale strengthens."***

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Founder of Saans, Dr. Azra Ali





Where Southfield Shows Up: Retention, Relationships & Regional Reach

Business attraction matters, but retention is what keeps Southfield strong. Supporting the companies already here is central to our economic development strategy. Our team stays deeply engaged across Michigan's business ecosystem to ensure Southfield businesses have the networks, resources, and connections they need to grow. We stay connected through the following partners and memberships we collaborate with and engage throughout the year:

Regional & Business Networks

- Detroit Chamber of Commerce
- Detroit Regional Partnership
- Eight Mile Boulevard Association
- Oakland Thrive
- Southfield Area Chamber of Commerce

Economic Development & Planning

- International Economic Development Council (IEDC)
- Michigan Association of Planning (MAP)
- Michigan Economic Developers Association (MEDA)

Industry & Innovation

- Automation Alley
- Center for Automotive Research
- Centropolis Accelerator
- ICSC
- Japan Business Society of Detroit
- Michigan Hispanic Chamber of Commerce (MHCC)
- Michigan Israel Business Accelerator
- Urban Land Institute (ULI)

Global & Diverse Business Communities

- Asian Pacific American Chamber of Commerce (APACC)
- Chaldean Chamber of Commerce
- Commercial Real Estate Women (CREW) Network
- French American Chamber of Commerce, MI Chapter
- German American Chamber of Commerce, Midwest Chapter
- Inforum
- National Association of Women Business Owners (NAWBO)

These partnerships strengthen our retention efforts, help us identify business needs early, and expand the resources available to Southfield companies. They also keep us ahead of regional and industry trends while supporting innovation and long-term economic growth throughout the city.

Southfield's focus on nurturing local companies and fostering growth aligns perfectly with DRP's mission. Together, we're building stronger communities and a more competitive region.

Entrepreneurship

- National Entrepreneurs Association

-Alan Weber, Detroit Regional Partnership

Business Resource Highlight: National Entrepreneurs Association (NEA)

Based in Southfield, the **National Entrepreneurs Association (NEA)** is a national 501(c)(3) nonprofit that serves as a hub for entrepreneurs, offering networking, training, certification, and resources that help businesses grow stronger and smarter.

Why it matters: NEA helps entrepreneurs uncover gaps, sharpen decision-making, avoid costly mistakes, and act on opportunities with greater confidence.

How NEA supports business growth

- In-person and virtual networking with peers and resource partners
- Training and programs on innovation, funding, marketing, and technology
- Member benefits: discounted events, coaching, private groups, and business resources

Visit nationalentrepreneurs.org to explore membership and benefits! Check our calendar for upcoming NEA events.



DDA Director Molly Lalone and BED Director Rochelle Freeman speak with Southfield business owner Lisa Noble at NEA's 2025 Entrepreneur & Small Business Conference at LTU in October.

Upcoming Events, Business Resources, & Opportunities

12/3: Race to Talent Event (Oakland Co. Michigan Works!)

12/8: Kerby's Koney Island Grand Re-Opening (Open to the Public), 25050 Northwestern Hwy

12/10: K2B Tech Collaboration Event (Oakland County)

12/15: NEA Entrepreneur Bootcamp & Certification Program Cohort 13 (National Entrepreneur Association)

12/15: The Language of LinkedIn (Oakland Co. Michigan Works!)

12/18: The Red Party Holiday Mixer (National Entrepreneur Association)

Small Business Spotlight

4. Why is community central to Saans and why Southfield?

Dr. Ali created Saans as a welcoming space for women of all ages and experience levels. Her message: **"I built this studio as a place where women can feel seen, supported, and empowered."** To that end, Dr. Ali values Southfield for its diversity, resilience, and strong interest in wellness-focused community spaces.

Saans Pilates 29107 Northwestern Hwy

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5. What advice would you give women and minority entrepreneurs?

Dr. Ali encourages others to build from purpose, values, and lived experience. Her message: **"Integrity, transparency, and compassion create longevity."** She often reflects on this Steve Jobs quote: **"When a customer buys again, you've earned trust. When they tell others, you've built a brand."**

6. What's ahead for Saans in 2026?

Dr. Ali hopes to expand into a full-scale wellness center and deepen partnerships with Southfield employers. Her message: Saans aims to become **"a trusted wellness resource for both individuals and organizations."**

Bring Saans to Your Workplace

Saans offers on-site Pilates and mindful movement sessions for staff meetings, retreats, lunch-and-learns, or holiday events. Availability still open for December.

