



# TELL THE STORY OF MICHIGAN'S HIGH-TECH FUTURE

**You Drive the Future** is looking for students and young professionals who are passionate about the automotive and mobility industry, and who live, work, and play in Michigan.

You Drive the Future is revolutionizing Michigan's automotive and mobility industry by inspiring Gen Z to pursue high-tech careers. Through social media content and "vlog" stories, creators share what working in this industry really looks like, unique paths to top careers, and the innovative high-tech equipment they get to work with everyday.

**Interested? Fill Out the Application.**



**EARN \$250 PER VIDEO**

#### CREATOR REQUIREMENTS AND COMMITMENT:

- Do not need content creator experience, but should be knowledgeable about social media and have a phone.
- Does not need video editing experience.
- Responsible for filming a minimum of three, maximum of eight pieces of content per month over a three-month pilot period (opportunity to extend up to one year).
- Each video is approximately a two-hour commitment.

