

A  A HOUSE

Founders Bloom

POP UP INITIATIVE

Your Storefront. Four Months. Real Visibility.

Pop-Up
Shop





Founders Bloom Pop Up Initiative

Your Storefront. Four Months. Real Visibility.

Program Overview

The Founders Bloom Pop Up Initiative is a four month storefront residency opportunity inside Aya House in Eastern Market. This is a structured opportunity for entrepreneurs and nonprofit leaders to operate a weekday storefront presence inside Aya House from March through June.

Pop Up Hours

Monday through Friday
9:00 AM – 5:00 PM

Participating founders may begin as early as March 1.

The intention is to provide founders with consistent, daytime activation space to:

- Test retail concepts before committing to brick and mortar
- Offer consultations or service based experiences
- Sell physical products
- Host weekday workshops or small gatherings
- Build visibility and collect customer data
- Develop operational rhythm

For 4 months, you will have the opportunity to treat Aya House as your daytime storefront within the defined parameters below.

What a Pop Up Means

A pop up under this initiative functions as a temporary storefront residency.

It is:

- A recurring, structured presence inside Aya House
- Weekday activation space
- An opportunity to build a customer base
- A way to experiment with systems, pricing, and marketing



It is not:

- A permanent lease
- A kitchen based food operation
- A nightlife activation
- A festival vendor booth

This initiative runs March through June.

Schedule Flexibility

Your pop up hours must fall between Monday and Friday, 9 AM to 5 PM.

Founders may apply for:

- Full, five day weekly activation,
- Shorter than 4 months,
- Partial week activation, or
- Select recurring days

In short, you may select the date and time range that best fits your pop up activation goals. If a founder does not require all five days or the full nine hour window, Aya House may host multiple entrepreneurs in a shared structure.

Scheduling will be finalized after acceptance based on alignment and availability.

Founder Responsibilities

Each entrepreneur is responsible for bringing all materials, inventory, displays, and supplies necessary to operate.

This includes:

- Tables, racks, or shelving if needed
- Product inventory
- Branded signage
- Packaging materials
- Staffing



Aya House may be able to assist with a point of sale system and fixtures on a limited basis, but this is not guaranteed and should not be relied upon as primary infrastructure.

Founders are responsible for:

- Collecting payments
 - Managing & securing inventory
 - Securing proper insurance and licenses if required for their business model
 - Maintaining cleanliness and restoring space daily
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Businesses We Cannot Support

Aya House is a family friendly wellness space. As such, we cannot support businesses that require:

- Commercial kitchen equipment of any kind
- On site cooking, food preparation, or food handling requiring permits
- Alcohol sales
- Marijuana or cannabis products
- Tobacco products
- Adult themed items
- Weapons or weapon related products

We reserve the right to decline any business that does not align with our mission, values, or wellness centered environment.

Fee Structure

Founders must:

1. Submit an application
2. Be approved
3. Pay the appropriate program fee:
 - a. \$1,000 for up to 2 days/week
 - b. \$1,500 for 3 days/week
 - c. \$2,000 for 4 days/week
 - d. \$2,500 for 5 days/week



Timeline

Applications are now open. Founders may begin as early as March 1. Program runs through June 30.

FAQ

Can I host multiple times?

Yes. This initiative is designed as a four month residency, not a single activation. You may apply for recurring weekly days during the March through June window.

Do I have to be there all nine hours?

You must operate within the 9 AM to 5 PM window, but your daily schedule may be defined within that time frame. Consistency is strongly encouraged.

Can I share space with another entrepreneur?

Possibly. If your schedule does not require full day or full week usage or a limited footprint, Aya House may pair complementary founders.

Can I host ticketed events?

Weekday programming is permitted within the 9 AM to 5 PM window for approved pop-up participants. Evening or weekend ticketed events require separate rental booking.

What if I need kitchen access?

This program does not support businesses requiring kitchen equipment, food preparation, or cooking. Food & beverage items must be prepared and packaged offsite.

Can I sell wellness products or packaged food?

Pre packaged goods may be sold provided no preparation or special permitting is required.

Can I see the space first?

Yes. You may schedule a tour prior to applying.

Is there marketing support?

Founders may be featured in collective promotions, but individual marketing responsibility remains with the founder.

How big is the space I'll have access to?

We can support founders who need 40-1,500 square feet to sell merchandise and up to 3,000 square feet for events held during their pop-up term. If you require more square footage, contact hello@ayahouse.org prior to applying.



How to Apply

Step 1: Submit the Founders Bloom Application

Step 2: Participate in a brief alignment conversation if requested

Step 3: Upon approval, submit payment to secure your residency

Step 4: Schedule your activation calendar and begin as early as March 1

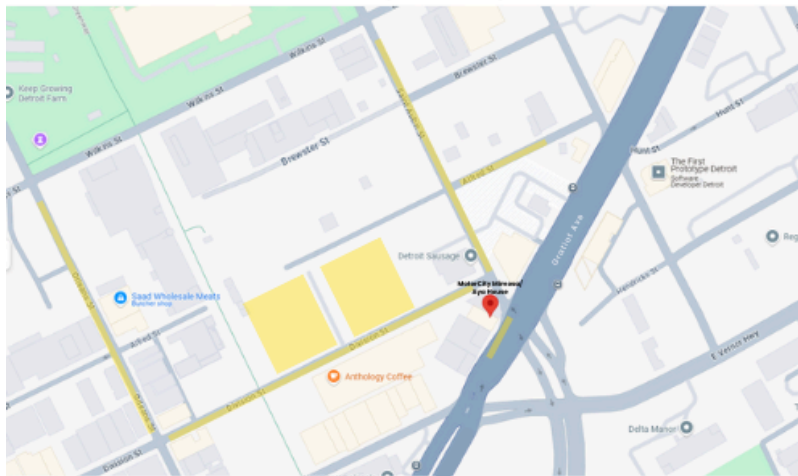
To request the application or schedule a tour, email: hello@ayahouse.org with subject line: Founders Bloom Pop Up



2055 Gratiot Ave
Detroit, MI 48207
www.ayahouse.org
313-217-1268

EVENT PARKING & TRAVEL INSTRUCTIONS

Monday - Saturday After 5 PM
All Day Sunday



Legend:
Free Parking Available

Monday - Saturday
Before 5 PM



Legend:
Free Parking Available



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Enter through the rear door accessible on Division Street.



Photo of Rear Entrance (Division Street)

Ring bell or use door code provided by your event organizer for entry. Please avoid parking on the brick lot located in the back alleyway to the right of the rear entrance and be sure to adhere to general parking rules to avoid ticketing.



Building Front (Do Not Use Front Entrance)



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Rear Parking

Please avoid parking in Detroit Sausage Company employee spots where possible (employee spots pictured above). Park near the rear of the lot or any of the several lots located along Division Street.

Important Notice: Parking Disclaimer

Aya House is not responsible for any consequences related to parking violations, including but not limited to tickets, towing, theft, vandalism, or other incidents. Guests and members are solely responsible for their vehicles and any personal belongings left inside. Please park legally and remain vigilant.

Thank you for helping us maintain a safe and respectful environment.



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Driving Directions

From the North or South

1. Take **I75** (North or South) toward Detroit.
 2. Use the appropriate lane to take **Exit 51B** for **Gratiot Avenue/M3** toward **Downtown**.
 3. Merge onto **Gratiot Avenue** and continue for approximately **1.5 miles**.
 4. **Aya House will be on the left at 2055 Gratiot Avenue.**
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From the East

1. Take **I94 West** toward Detroit.
 2. Use the right lane to take **Exit 217A** for **Gratiot Avenue/M3**.
 3. Turn **left onto Gratiot Avenue** and continue for approximately **2 miles**.
 4. **Aya House will be on the left at 2055 Gratiot Avenue.**
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From the West

1. Take **I96 East** toward Detroit.
2. Merge onto **I75 North**.
3. Use the right lane to take **Exit 51B** for **Gratiot Avenue/M3** toward **Downtown**.
4. Merge onto **Gratiot Avenue** and continue for approximately **1.5 miles**.
5. **Aya House will be on the left at 2055 Gratiot Avenue.**

Lodging Options

WITHIN 1 MILE

Hilton Garden Inn Detroit Downtown

- **Type:** Hotel
- **Location:** 351 Gratiot Avenue, Detroit, MI 48226
- **Description:** Centrally located in downtown Detroit's Paradise Valley, offering easy access to Greektown and local attractions.
- **Distance:** Approximately 0.8 miles from 2055 Gratiot Avenue.



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WITHIN 2 MILES

The Cochrane House Luxury Historic Inn

- **Type:** Bed and Breakfast
- **Location:** 216 Winder Street, Detroit, MI 48201
- **Description:** A Black-owned, art-filled 19th-century mansion in Detroit's historic Brush Park, offering luxurious accommodations within walking distance to major attractions.
[The Cochrane House](#)
- **Distance:** Approximately 1.5 miles from 2055 Gratiot Avenue.

Cambria Hotel Detroit Downtown

- **Type:** Hotel
- **Location:** 600 West Lafayette Blvd, Detroit, MI 48226
- **Description:** Set within the historic WalkerRoehrig building, this hotel blends modern luxury with historic charm.
- **Distance:** Approximately 1.5 miles from 2055 Gratiot Avenue.

DoubleTree Suites by Hilton Hotel Detroit Downtown Fort Shelby

- **Type:** Hotel
- **Location:** 525 West Lafayette Blvd, Detroit, MI 48226
- **Description:** A restored historic highrise offering modern amenities and proximity to downtown attractions.
- **Distance:** Approximately 1.7 miles from 2055 Gratiot Avenue.

The Godfrey Detroit, Curio Collection by Hilton

- **Type:** Hotel
- **Location:** 1401 Michigan Avenue, Detroit, MI 48216
- **Description:** A contemporary hotel offering upscale accommodations in the heart of Detroit.
- **Distance:** Approximately 1.8 miles from 2055 Gratiot Avenue.



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WITHIN 5 MILES

Fort Pontchartrain Detroit, a Wyndham Hotel

- **Type:** Hotel
- **Location:** 2 Washington Blvd, Detroit, MI 48226
- **Description:** Overlooking the Detroit River, this hotel offers comfortable accommodations with scenic views.
- **Distance:** Approximately 2 miles from 2055 Gratiot Avenue.

MGM Grand Detroit

- **Type:** Hotel and Casino
- **Location:** 1777 3rd Avenue, Detroit, MI 48226
- **Description:** A luxury hotel featuring a casino, multiple dining options, and entertainment venues.
- **Distance:** Approximately 2.5 miles from 2055 Gratiot Avenue.

MotorCity Casino Hotel

- **Type:** Hotel and Casino
- **Location:** 2901 Grand River Avenue, Detroit, MI 48201
- **Description:** Offers upscale accommodations, a casino, and live entertainment options.
- **Distance:** Approximately 3 miles from 2055 Gratiot Avenue.

The Inn on Ferry Street

- **Type:** Bed and Breakfast
- **Location:** 84 East Ferry Street, Detroit, MI 48202
- **Description:** A collection of restored Victorian homes offering a unique lodging experience.
- **Distance:** Approximately 3.5 miles from 2055 Gratiot Avenue.