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RUMBLINGS: Robot mascot (Cobotron) on guard at Cobo

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Look out Detroit. Cobotron is here.

This happy robot activist, sporting a hard hat, tool belt and tires for shoulders, will be on guard at **Cobo Center** in the coming years as the \$299 million expansion work gets under way.

In a search for a "mascot" to be part of the sign campaign apologizing for the construction-related messes in the facility, a \$1,200 scholarship was offered to students to come up with a design.

Bethany Radloff, a junior at the **College for Creative Studies**, came up with the winning design for Cobotron.

Cobo's general manager, **Thom Connors**, said the mascot is a way to put a friendly face on the four-year construction process and inform the public.

Why do the elevator pitch when you can moonwalk?

Eminem he ain't. A marketer, **Jonathon Triest** is.

So he tried rapping.

A San Francisco startup named **Undrip** has been looking for venture capital to help it commercialize a service to better filter social networking streams. A startup in the social networking space looking for funding? That's a dog-chases-squirrel story.

In need of a marketing tool to make it stand out from all those pitching for cash, Undrip created a funny hip-hop video pleading its case. It got big play in the VC world, including mentions in *The New York Times* and *Forbes*, and caught the eyes and ears of Triest, co-founder of **Ludlow Ventures LLC**, a seed-stage VC firm *Crain's* profiled in April.

Back then, Ludlow was based in Southfield. In May, Triest was named to this year's class of *Crain's* 20 in their 20s. These days, he's ensconced in **Dan Gilbert's** rehabbed Madison Theatre Building in downtown Detroit. Triest put together a funny video of his own, moon-walking and rapping a message to Undrip's founders, co-starring interior and rooftop views of the Madison building,

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