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Twenty in their
20s

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Kerry

Doman
25

Founder and CEO
After 5 L.L.C.
Detroit

Education: Bachelor's degree in communications from Denison University in Ohio.

Claim to fame: Developed **After5Detroit.com**, a Web site showcasing Detroit's nightlife for young professionals.

Next step: Expand the Web site to other major cities.

While Kerry Doman was working as an event planner in Chicago, she and her co-workers would go online before quitting time and see what the city had to offer that night.

"We'd sit in our cubicles and plan our nights out, and there were Web sites to help us out," she said.

A year later, she was back home in Detroit and those networking Web sites of bars, restaurants, concerts, stores and events for young professionals weren't there for Motown.

"I didn't know hot spots, the new trends, where to go, how to meet new people," she said. "It was missing from the Internet world."



photo: Juel Zampas

So, Doman decided she'd make just such a one-stop clearinghouse for metro Detroit. After six months of planning, **After5Detroit.com** went live last June.

"We live, work and play online. This is where my target audience is," she said. That audience is young professionals working in and around Detroit.

The audience has responded, too. The site had 3 million hits, many of them repeats, in March, Doman said.

That's a relief for Doman, who spent her savings to start the company five months after moving back to her parents' home in Bloomfield Hills. Now, she lives in a loft downtown near the Compuware building that's also her office. She and a full-time editor and staff of interns run the site and gather the content.

The site was relaunched last month after a redesign.

"It used to be 25 hours a day of work, but that's a reflection of me being a workaholic. This is my baby. I might work too much, but I love it," Doman said.

Most of her work is making sure the newest information is on the site, but plans include expansion to other cities.

"We are always looking to make it bigger, better. There really is no end to it, if we keep it fresh and updated," Doman said. "This is an idea that can be taken to multiple cities. Part of our redesign is where we can pick this up and drop it into any city in the U.S."

Why she lives in Detroit: "It's a huge city. If we showcase Detroit in a way that's conducive to a young person's lifestyle, they'll come here or at least consider Detroit."

- *Bill Shea*

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