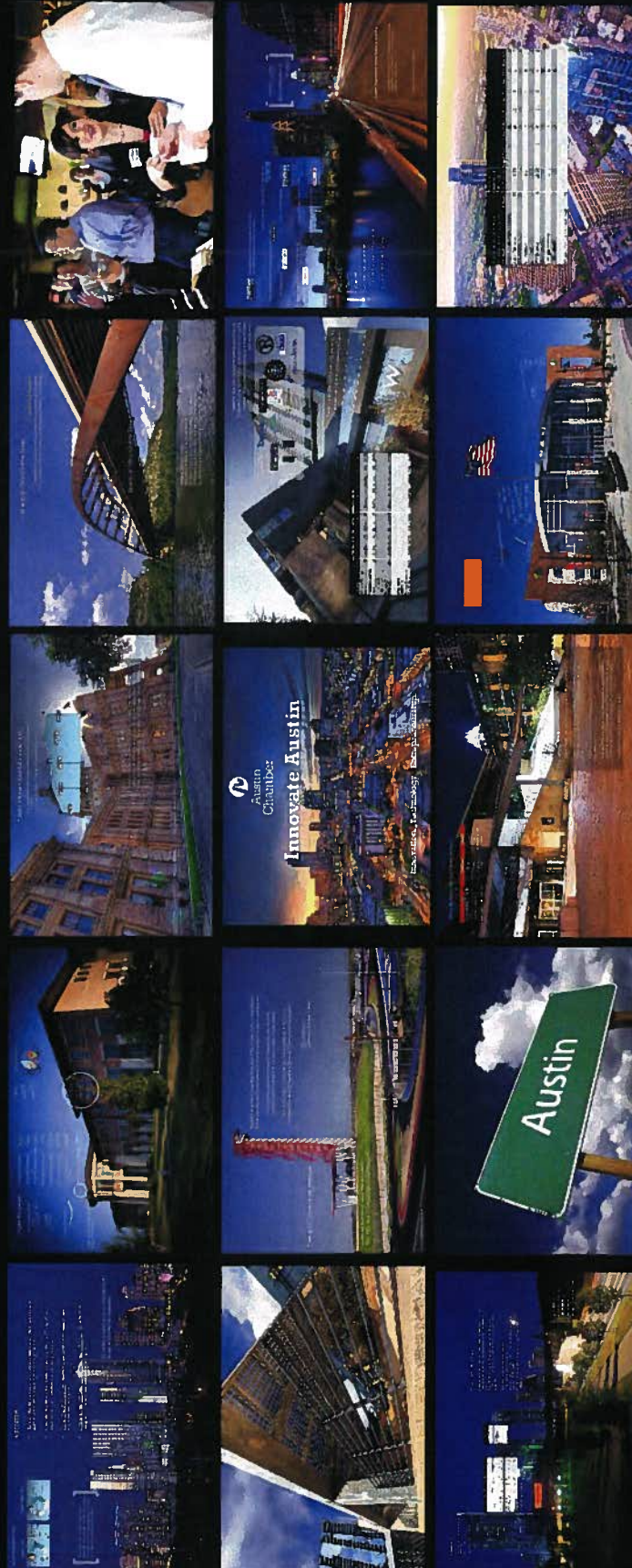






Austin
Chamber

Innovate Austin

Innovation. Technology. Entrepreneurship.

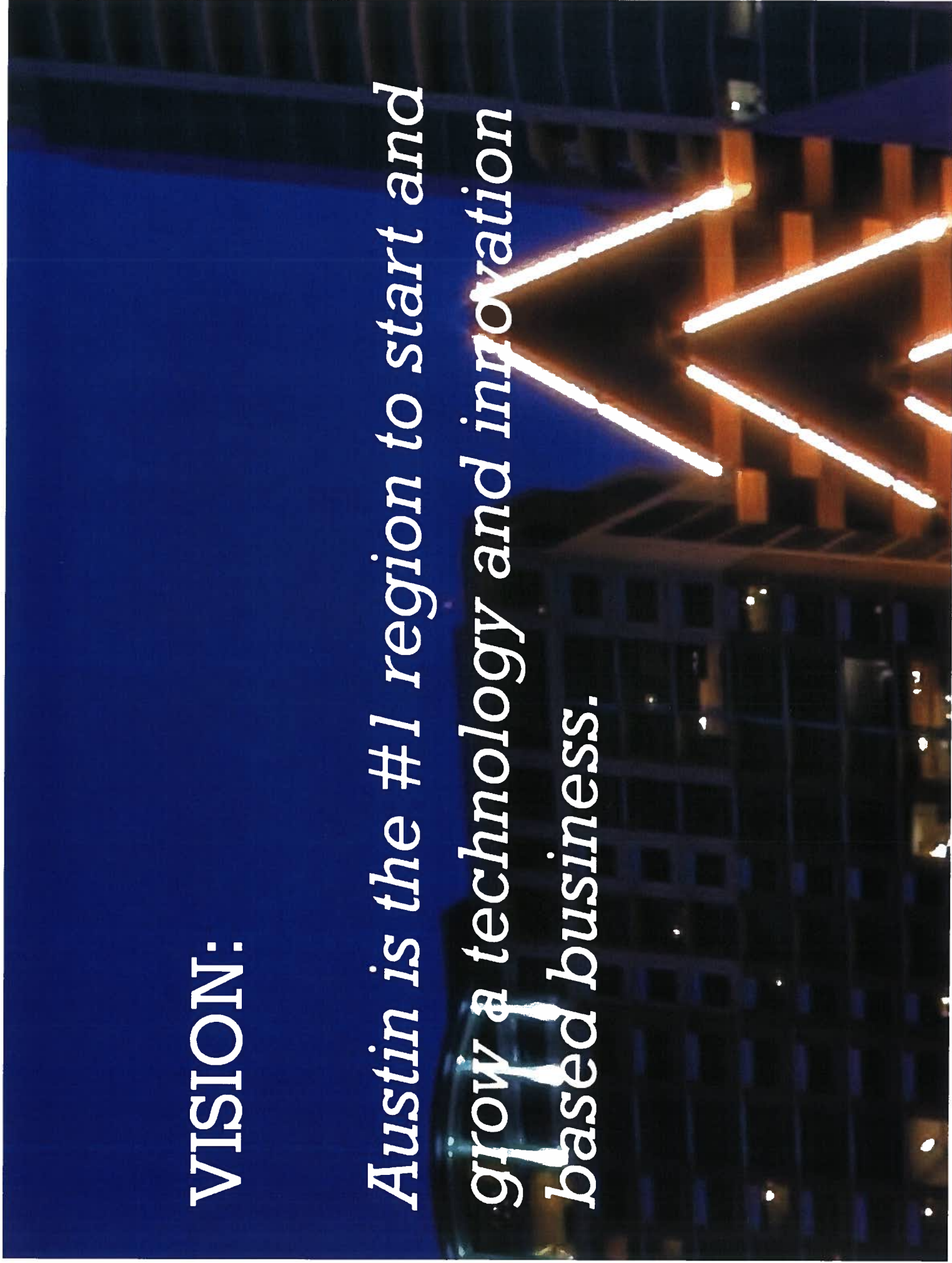
Innovate Austin

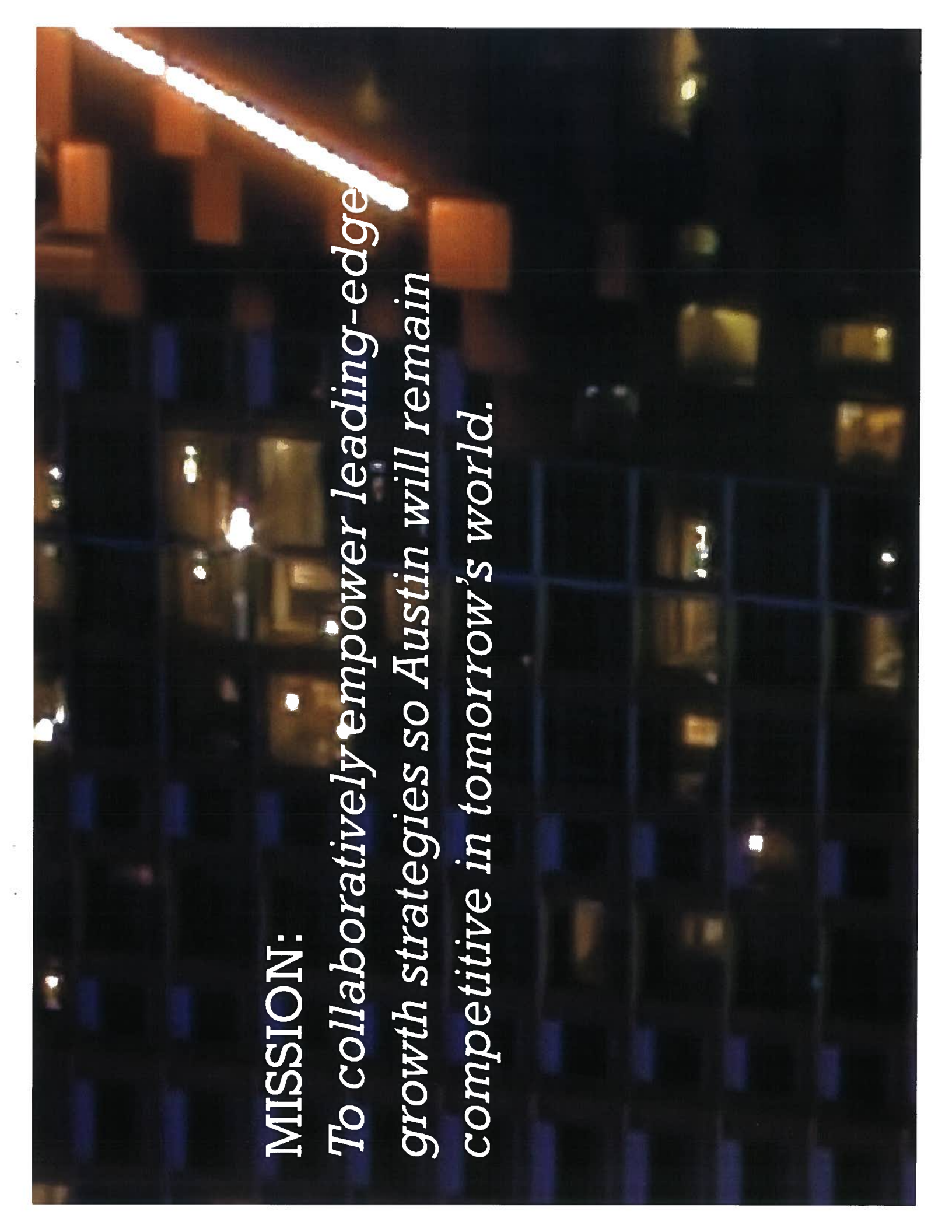
*Innovation is the key driver
of business and economic
success.*

Innovation. Technology. Entrepreneurship.

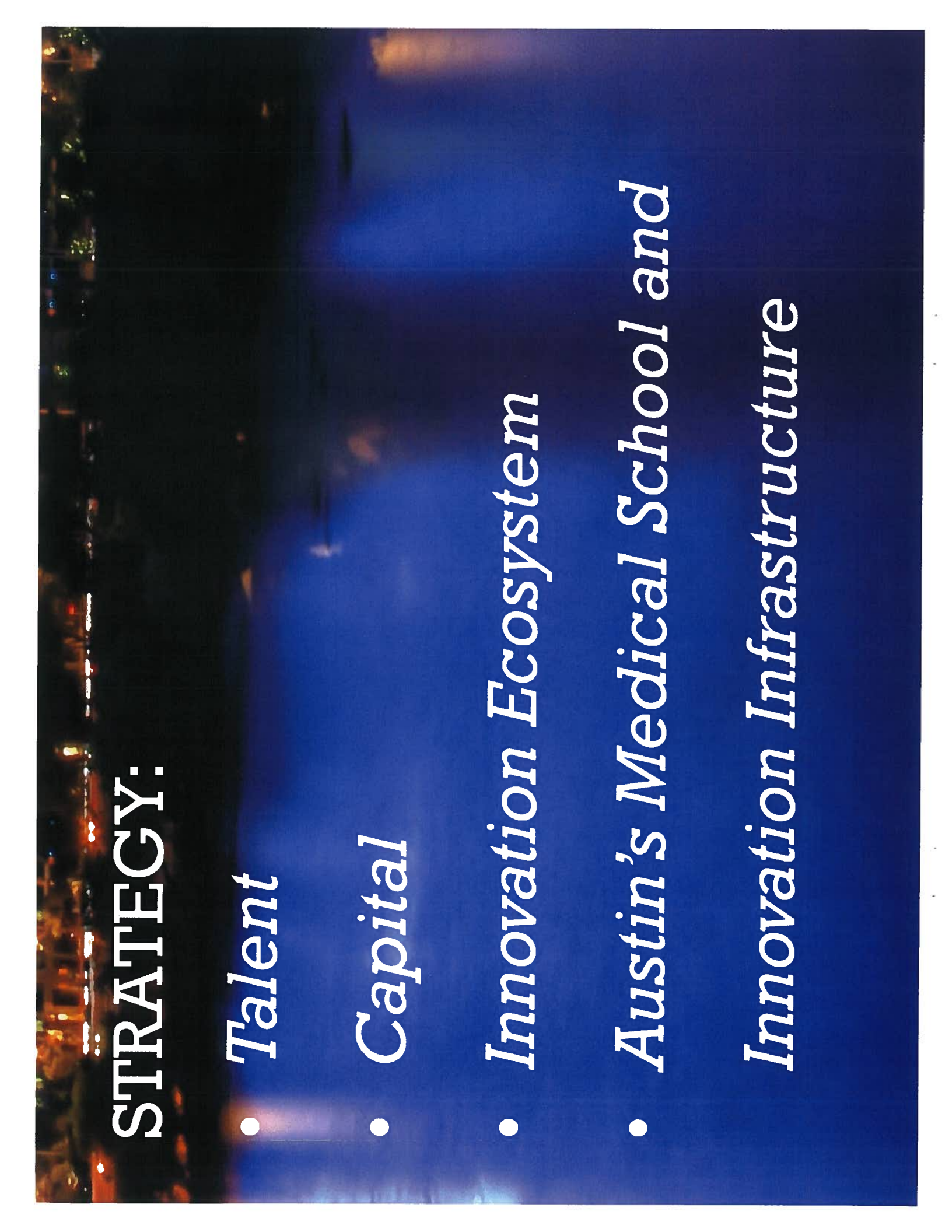
VISION:

Austin is the #1 region to start and grow a technology and innovation based business.





MISSION:
*To collaboratively empower leading-edge
growth strategies so Austin will remain
competitive in tomorrow's world.*



STRATEGY:

- *Talent*
- *Capital*
- *Innovation Ecosystem*
- *Austin's Medical School and
Innovation Infrastructure*



Population: 1.8 million

Population doubles every 20 years

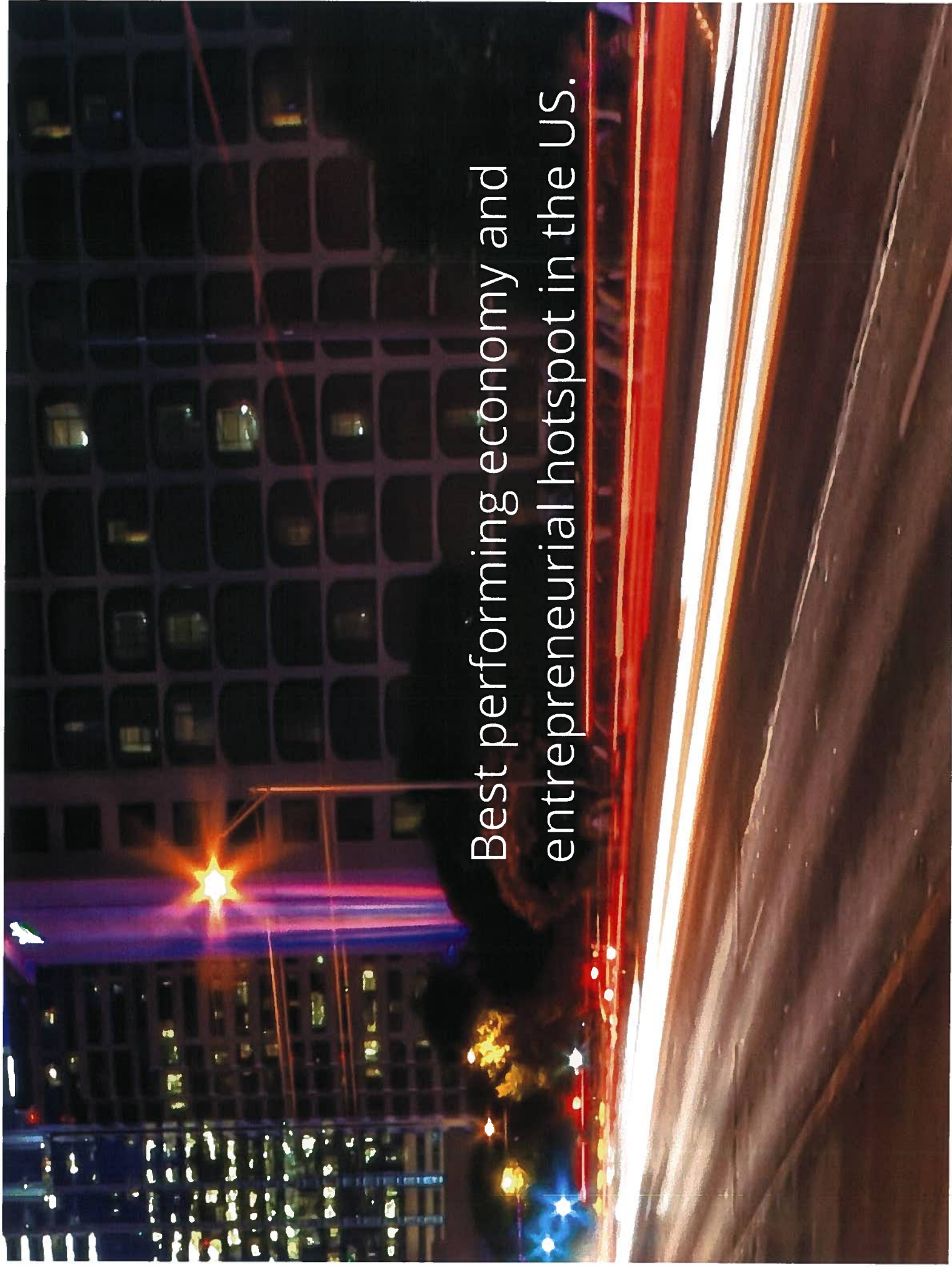
Labor force: over 900,000

High Educational Attainment

402K students

Within a 100 mile radius of Austin

Best performing economy and
entrepreneurial hotspot in the US.



Austin has progressed as an internationally
recognized hotbed of innovation.



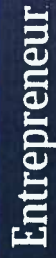


Two Austin events have made Forbes' 2013 list of must-attend conferences for entrepreneurs.

Austin is the No. 1 "Best City for the Next Decade."



Recently named the #1 Hottest Startup Scenes in the U.S.



No. 1 Best Performing City in the U.S.



Austin is one of America's Top 20 Engineering Hubs: The Cities with the Greatest Capacity for Innovation



No. 2 on "America's Most Innovative Cities."



Austin is the digital Capital of Texas



Austin is the top large city for young entrepreneurs



Austin = innovation

Innovation drives the Austin regional economy.

Austin's creative class:
very young, high tech, and extremely well educated work force.

Austin offers a highly creative class mixed
with a leading technology and innovative spirit.

Creativity. Innovation. Thought Leaders.

4,700
high tech companies

114,428
employees

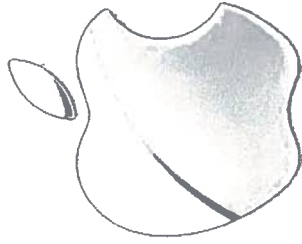
14%
of all jobs

12%
of all companies

26%
regional payroll

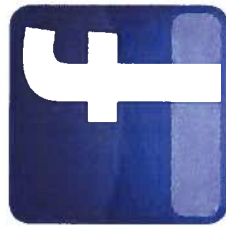
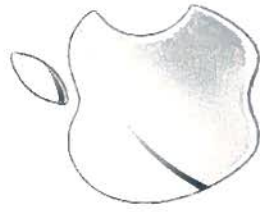
Source: Texas Workforce Commission,
Avg. Q1-Q3 2013





Austin's
Major Employers
and Tech Companies





Recent Announcements
Relocations & Expansions



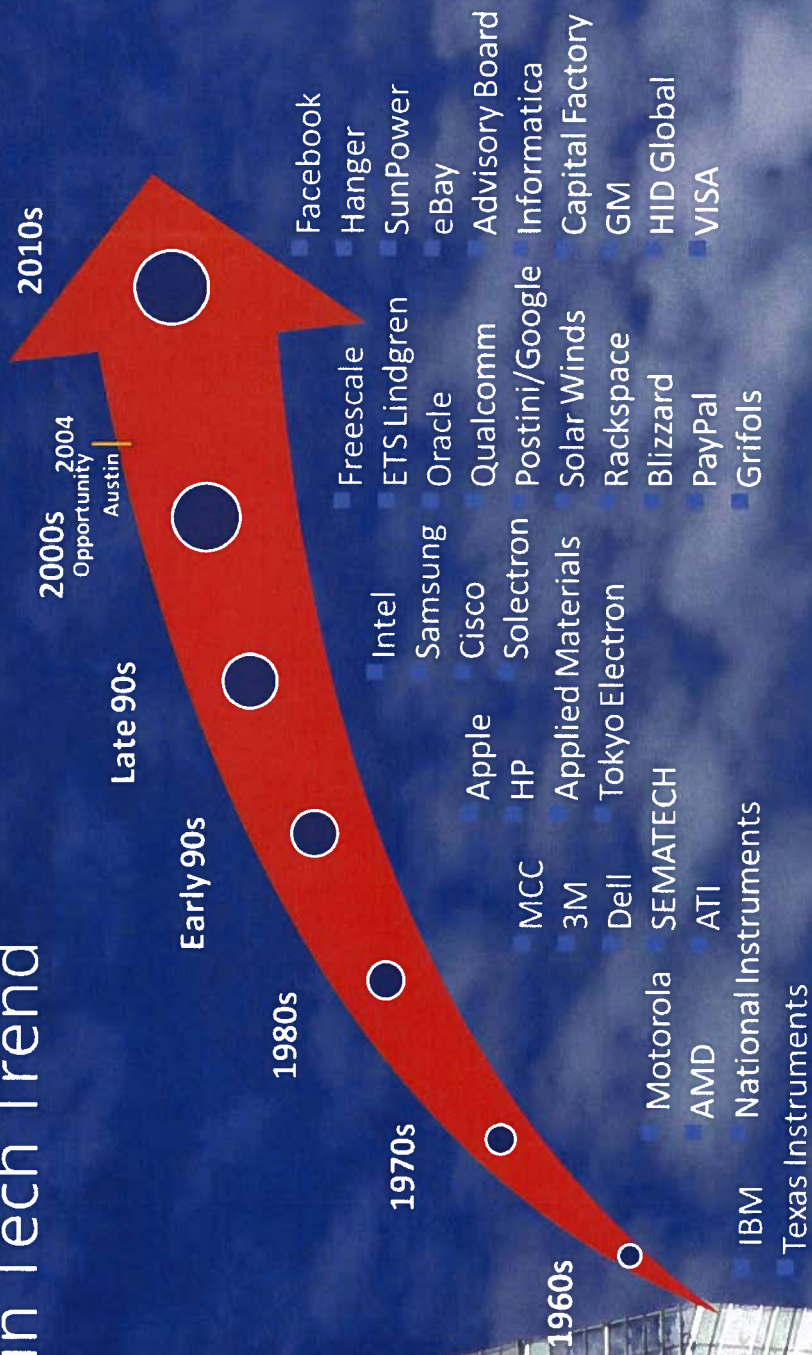
Google fiber



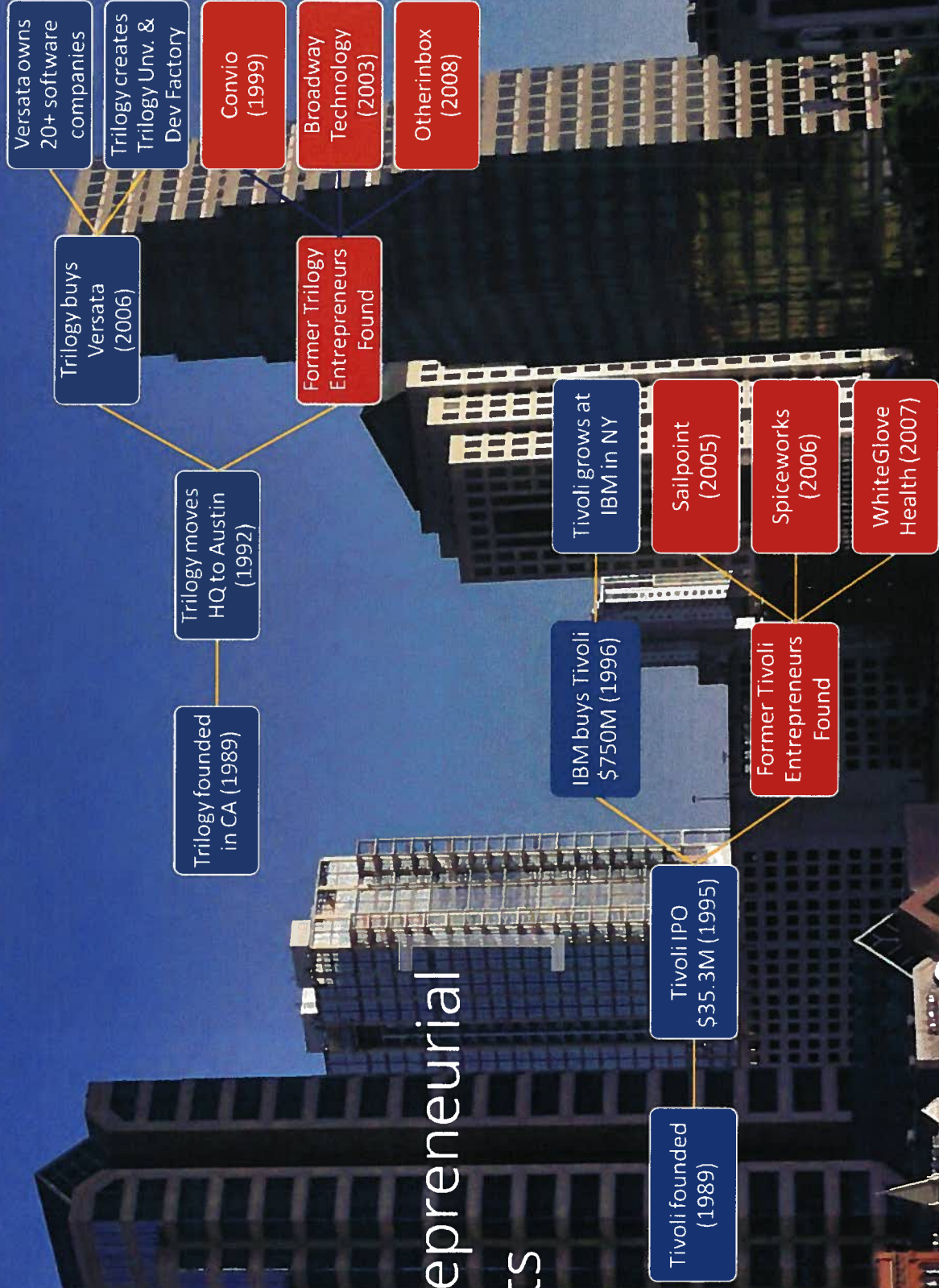
EVERNOTE



The Austin Tech Trend



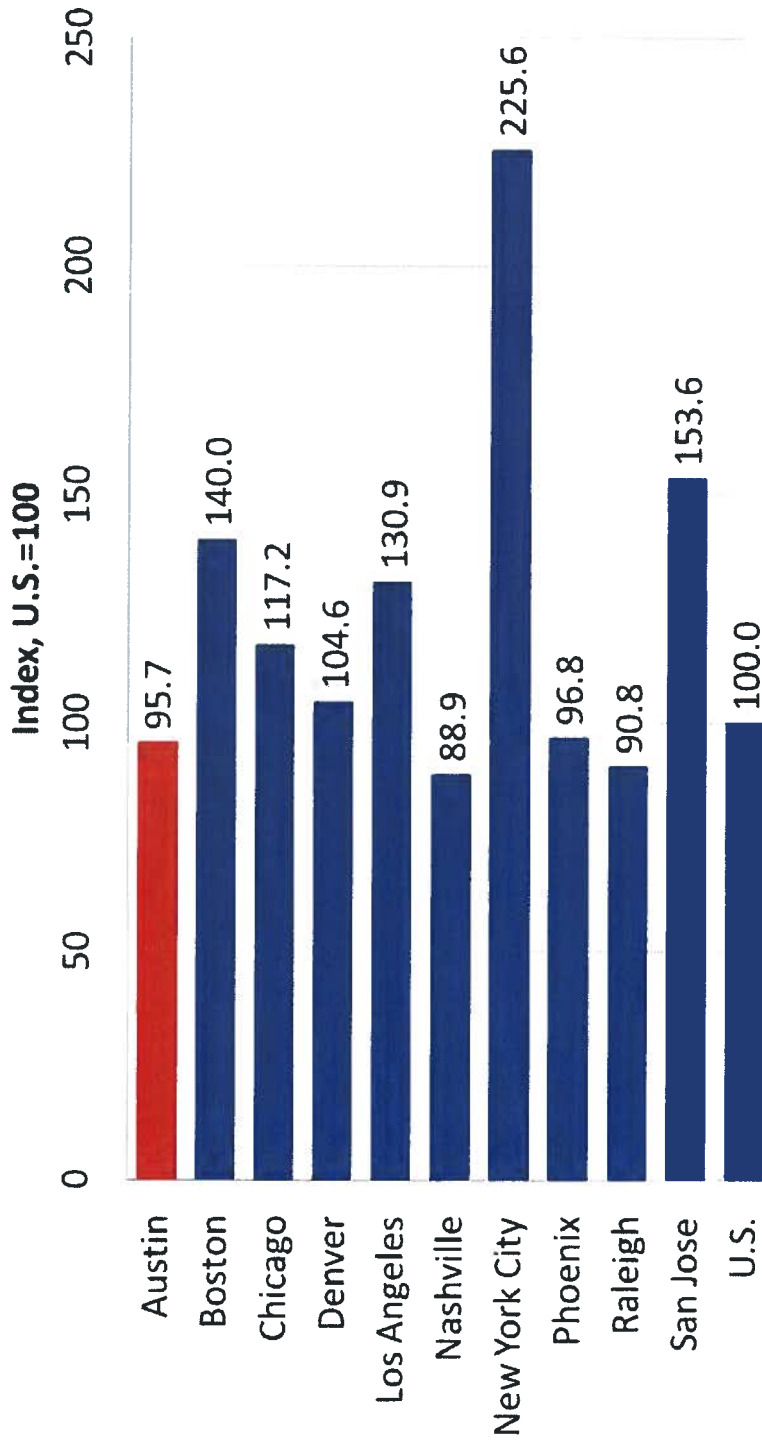
Entrepreneurial Roots



So, why Austin?



Cost of Living Index (2012)



Source: Council for Community & Economic Research

Higher Education

The University of Texas

Flagship university in Texas
One of the largest universities
in the country

52,186
students

Other universities:

Texas State University	34,225
St. Edward's University	5,095
Concordia University Texas	2,568
Southwestern University	1,394
Austin Community College	43,315
Texas A&M University	50,627
The University of Texas - San Antonio	30,474
Huston-Tillotson University	918

Source: U.S. National Center for Education Statistics.
Fall 2012 Enrollments

Talent

402,037

students within 100 miles

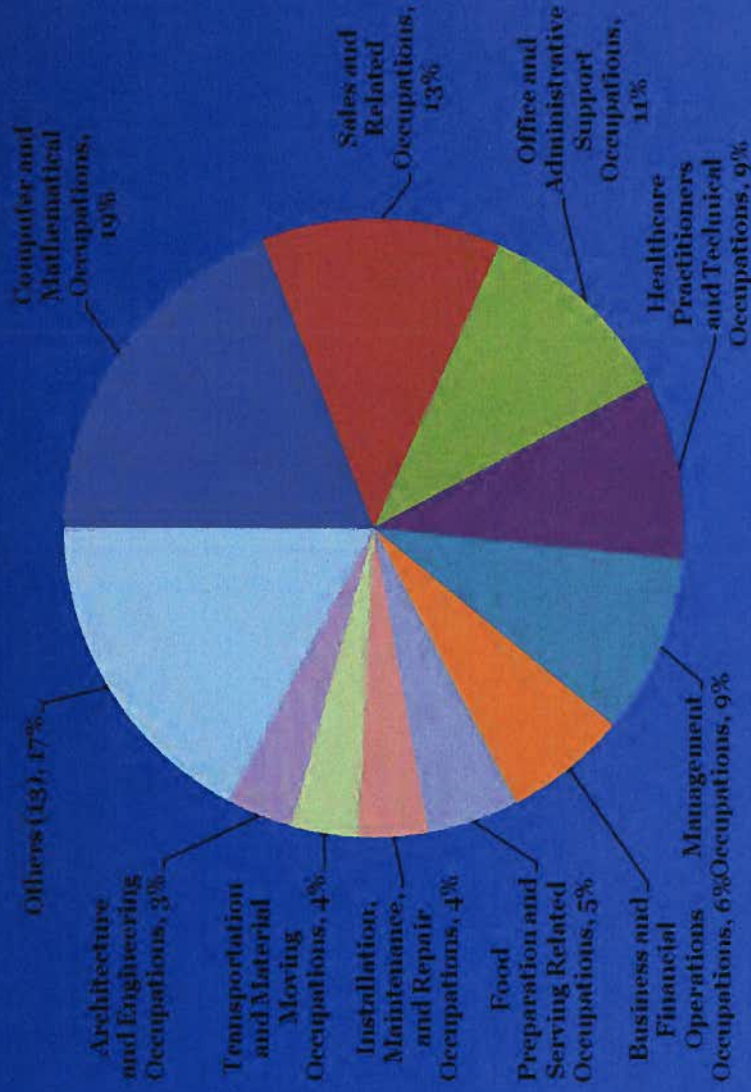
40%

population holds a
bachelors degree or higher

Source: U.S. Bureau of the Census, American Community Survey

Top 10 Most Advertised Job Openings

Austin - Round Rock - San Marcos MSA
Dec 14, 2013 to Jan 13, 2014

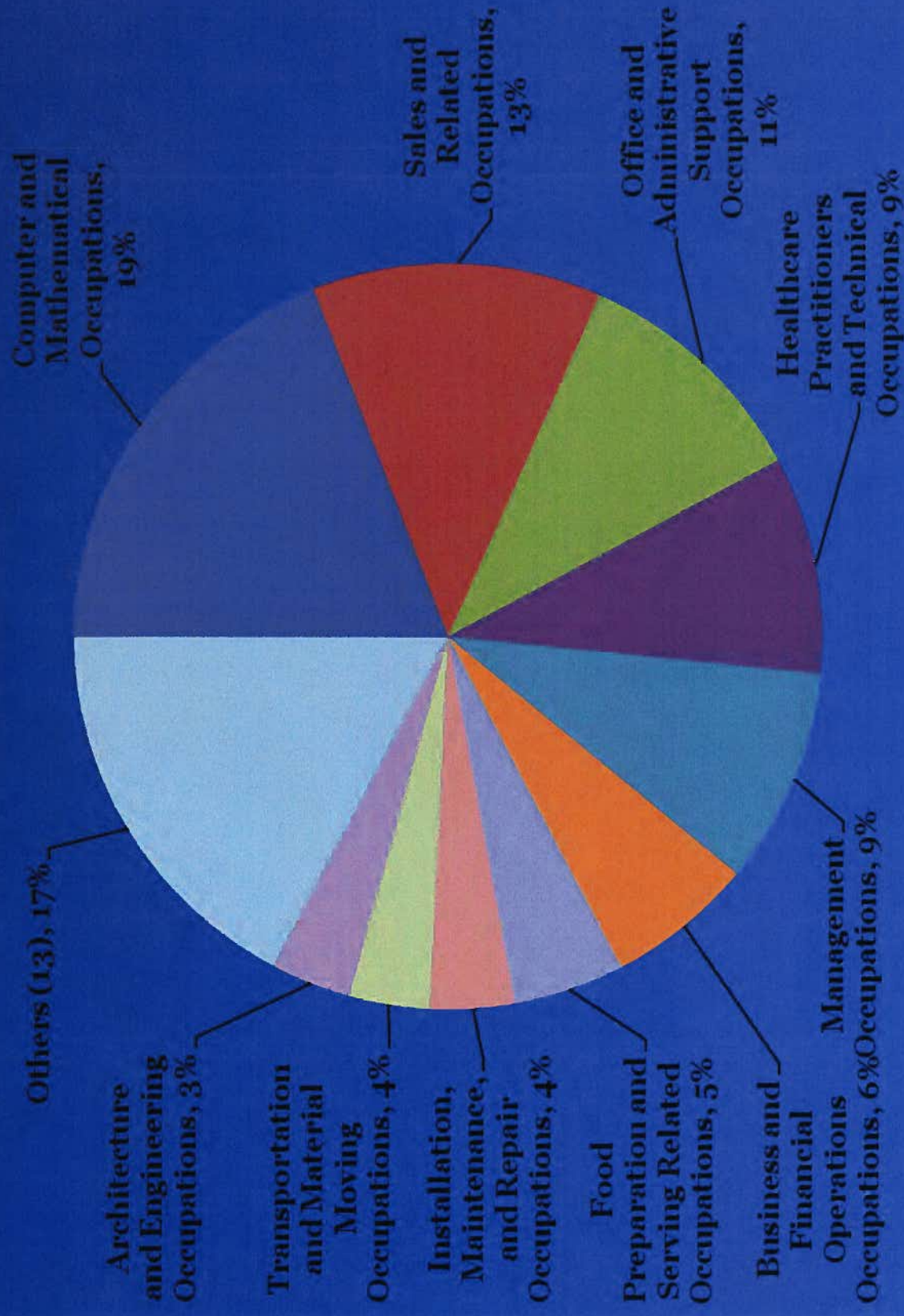


Source: The Conference Board Help Wanted OnLine ® (HWOL)

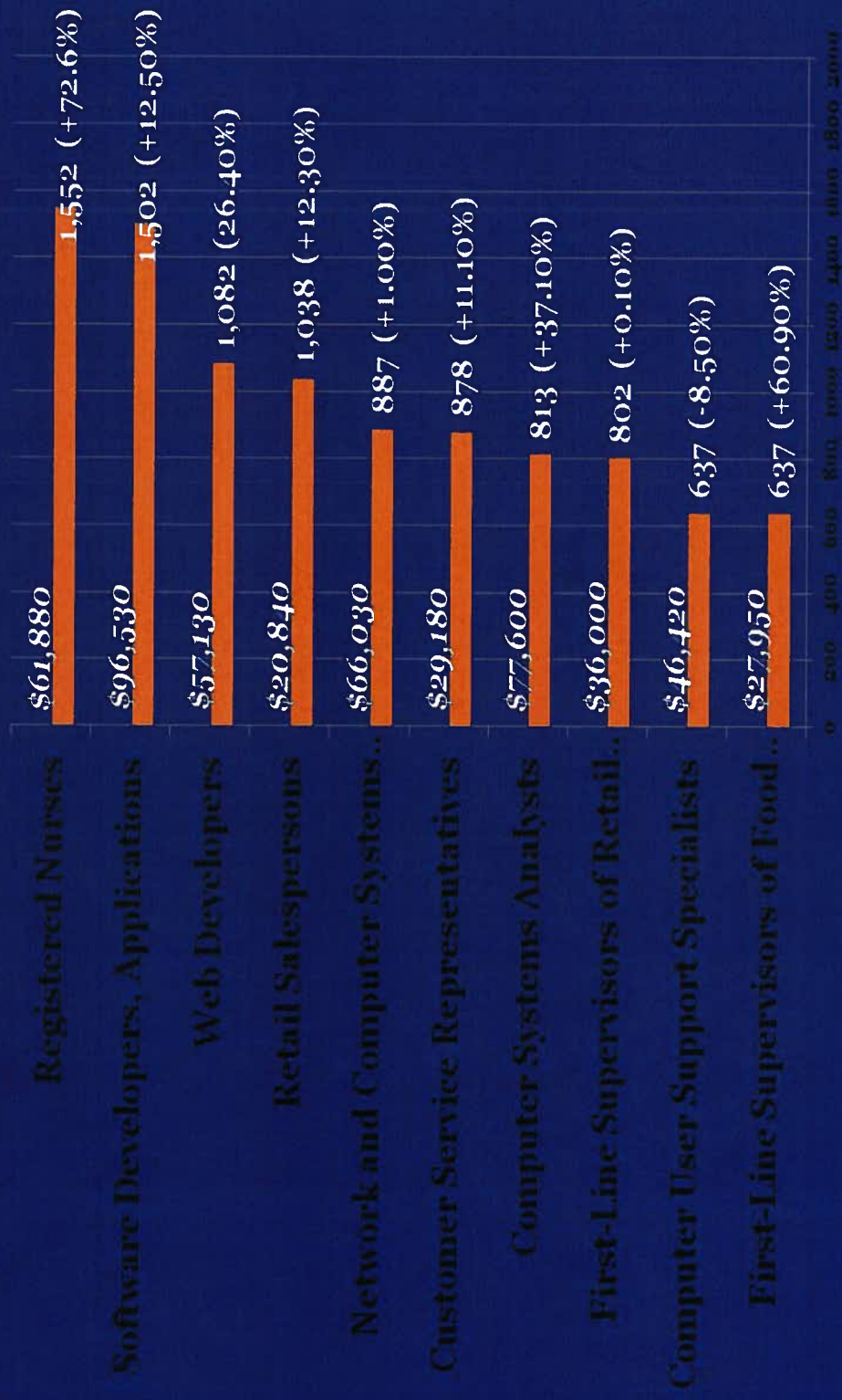
Top 10 Most Advertised Job Openings

Austin - Round Rock - San Marcos MSA

Dec 14, 2013 to Jan 13, 2014



Centex Top 10 Job Openings and Annual Median Salaries



Source: The Conference Board Help Wanted OnLine (HWOL) and Bureau of Labor Statistics, Nov 14-Dec 13, 2013

2013 Job "Tech Crunch" MSA Comparison

	<u>Hiring Difficulty</u> 0-99	<u>Market Salary:</u>	<u>Potential Candidates in the Workforce</u>	<u>Direct Employers currently competing:</u>
NATIONAL AVERAGE	76	\$95,150		
Albany-Schenectady-Troy, NY	73	\$ 78,150	11,000	282
Austin-Round Rock-San Marcos, TX	74	\$ 83,100	36,000	794
Charlotte-Gastonia-Rock Hill, NC	85	\$ 102,950	18,000	548
Denver-Aurora-Broomfield, CO	78	\$ 86,650	39,000	956
Nashville-Davidson- Murfreesboro-Franklin, TN	80	\$ 80,950	12,000	429
Orlando-Kissimmee-Sanford, FL	69	\$ 76,800	17,000	398
Phoenix-Mesa-Glendale, AZ	77	\$ 81,600	37,000	855
Portland-Vancouver-Hillsboro, OR	86	\$ 82,300	19,000	551
Raleigh-Cary, NC	81	\$ 92,700	16,000	538
San Jose-Sunnyvale-Santa Clara, CA	75	\$ 122,950	76,000	1,425

Source: The Conference Board Help Wanted OnLine ® (HWOL)

*Hiring Difficulty on a scale from 0 (Easy) to 99 (Difficult)

Tech Positions for Comparison

Database Administrators

Information Security Analysts

**Computer and Information Research
Scientists**

Computer Network Architects

Web Developers

Computer Programmers

**Software Developers, Systems
Software**

**Computer Network Support
Specialists**

Software Developers, Applications

**Network and Computer Systems
Administrators**

Computer Systems Analysts

Talent Priorities

- Talent – Recruit net 700 adults to enroll in computer programming
- K12 – Achieve 64% direct college enrollment
- One key barrier to direct college enrollment is a means to pay for it.



Financial Aid Saturdays

- Completing the Free Application for Federal Student Aid (FAFSA) is the first step to subsidized loans, institution, state or federal grant aid.
- Since 2006, expanded to 15 school districts and 36 locations in February/March of each year to help families and students submit the FAFSA.

How many students have been served?

- 2,000 students/families annually
- In 2006 (baseline), 5,580 Central Texans between ages of 17-23 submitted FAFSA in Q1
- In 2012, 11,500 Central Texas between ages of 17-23 submitted FAFSA in Q1

Financial aid awarded to these students:

- \$51M in Q1 2006 (baseline)
- \$105M in Q1 2013
- How many volunteers and hours?
- Annually, 500 volunteers contributing 2000 hours.

As a result of OA investment:

- AISD college readiness rate 2006:
44% in English, writing and math
- AISD college readiness rate 2012:
60% in English, writing and math
- 974 AISD graduates are college ready in class of 2012 than
in class of 2006.

Austin Investment Firms Actively Investing the last 24 Months	# Deals	Average Deal Size(\$ Million)	Angel/Seed	Series A	Series B	Series C	Series D+	Other VC
Central Texas Angel Network	67	1.98	40	10	12	2	2	1
Austin Ventures	50	8.95	4	19	12	8	3	4
Silverton Partners	13	3.7	3	5	1	2	1	1
S3 Ventures	9	4.28	0	2	6	1	0	0
Sante Ventures	9	10.05	0	2	1	3	2	1
PTV Sciences	8	18.01	0	0	2	1	4	1
Capital Factory	5	1.76	3	2	0	0	0	0
Daylight Partners	5	2.84	1	2	2	0	0	0
Texo Ventures	4	1.55	0	2	2	0	0	0
32 Firms Making <3 Investment	41							

Austin Venture Capital Landscape

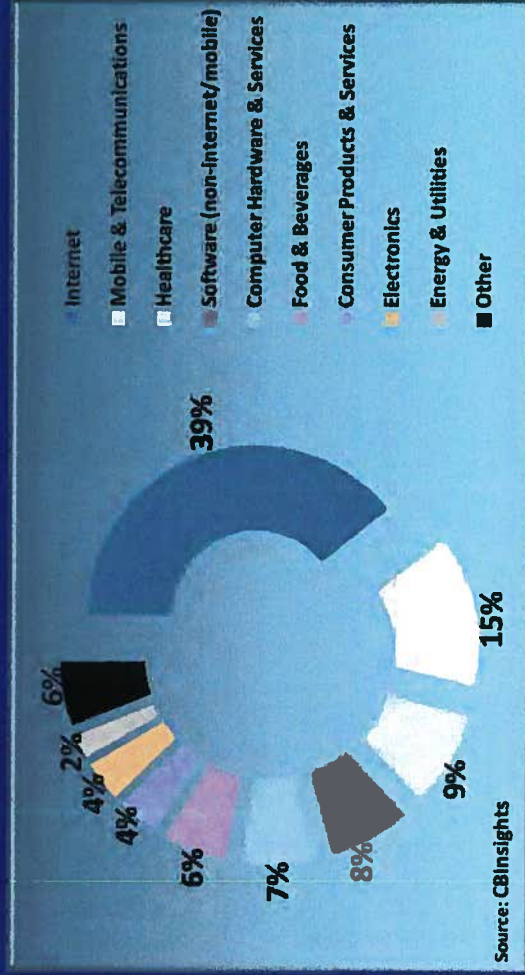
In 2012 Austin captured 59% of Texas Venture Capital Dollars. In 2013 Austin received 46%.

Nationally, this represents 2% of the \$43.3B National VC Dollars in 2013

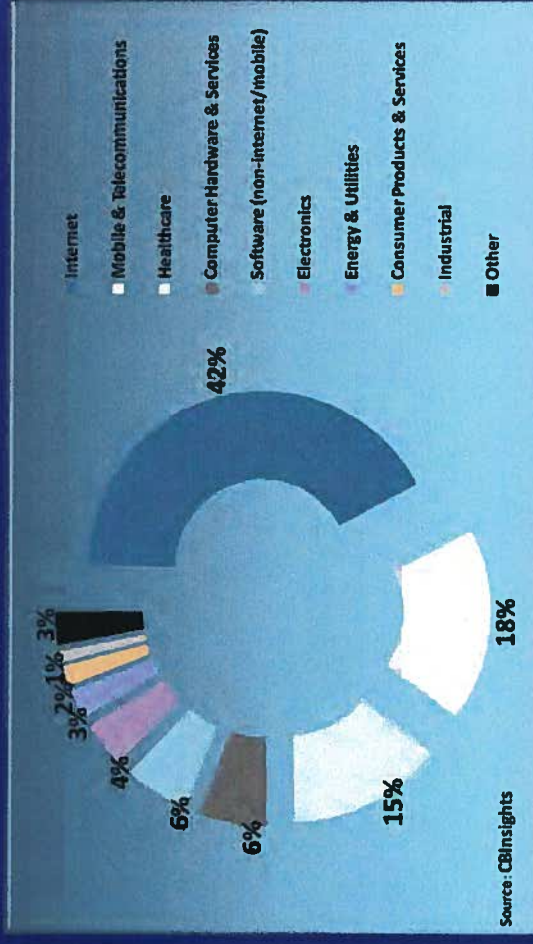


Sectors Invested in 2013

Austin 2013



Silicon Valley 2013



Austin Investment Firms Funding Activity

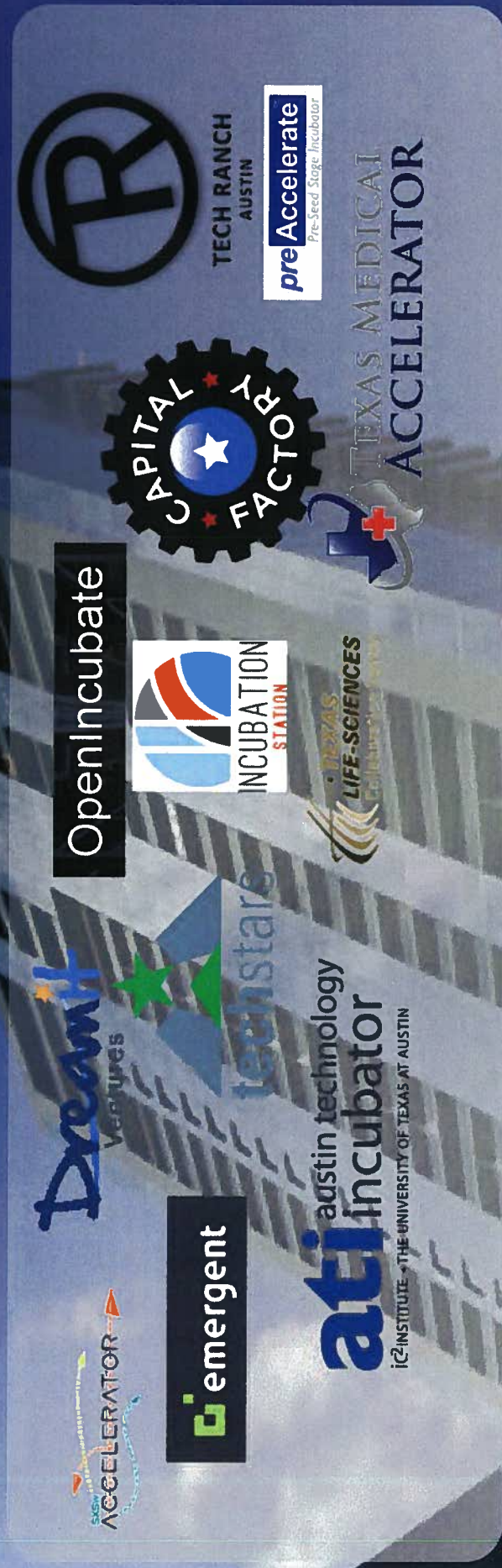
Currently 41 investment firms in the Austin area consisting of Angel Groups, VC Firms, Family Office, Incubators, Accelerators and PE Firms

Actively Investing in the last 24 months

Austin Investment Firms Funding Activity

Category	2009	% Diff1	2010	% Diff2	2011	% Diff3	2012	% Diff4	2013	%D
# Austin Startup Deals	22	48.9%	39	63.9%	49	59.0%	61	68.5%	67	
# Outside Region Deals	23	51.1%	22	36.1%	34	41.0%	28	31.5%	32	
Investment Dollars in Austin Startups (\$ in Millions)	145.6	26.5%	238.59	47.1%	204.18	47.4%	270.14	54.1%	294.46	
Investment Dollars in Outside Startups (\$ in Millions)	404.24	73.5%	267.82	52.9%	226.64	52.6%	229.39	45.9%	215.99	

Austin is now also rapidly attracting accelerators, incubators, angels, venture capital and an increasing number of top new companies and experienced entrepreneurs.



Austin was the last metro to go into the recession and the first to



[Austin's Medical School and Innovation Infrastructure]

\$50 million commitment to establish the Dell Medical School at The University of Texas at Austin

"Innovate Austin" will focus on supporting Austin's Medical School and Innovation District as the best in class and one of the pinnacles of our innovation ecosystem

Overall related economic activity is anticipated to be over a \$2 Billion annual economic impact with the addition of over 15,400 - 20,000 new, permanent jobs for Central Texas.

The bottom line is that the potential for innovation and entrepreneurship and therefore economic success and prosperity in Austin is more desirable now than ever before.





Austin Chamber

Austin Chamber of Commerce
www.austinchamber.com



Michele Skelding | SVP, Global Tech and Innovation
mskelding@austinchamber.com





