Austin Technology Council

Annual Partnership Reports

- City of Austin & ATC | 2012/13
- HTU & ATC

Tech Priorities & Partnership

ATC Board of Directors
Austin City Council
Committee on Emerging Technology and Telecommunications

Austin Technology Council

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City of Austin & ATC | 2012/13

Resolved objectives

City of Austin & ATC | 2012/13

Sep 27, 2012, 12:07pm CDT

City, Austin Technology Council partner to support tech education

Robert Grattan
Staff Writer-
Austin Business Journal
Email | Twitter

Austin City Council voted Thursday to explore options for finding $50,000 that will fund the Austin Technology Education Labs pilot program.

The Labs will be a series of seminars, informal roundtables, policy meetups and community development and education initiatives organized by the city of Austin and the Austin Technology Council, as well as other members of the tech community.
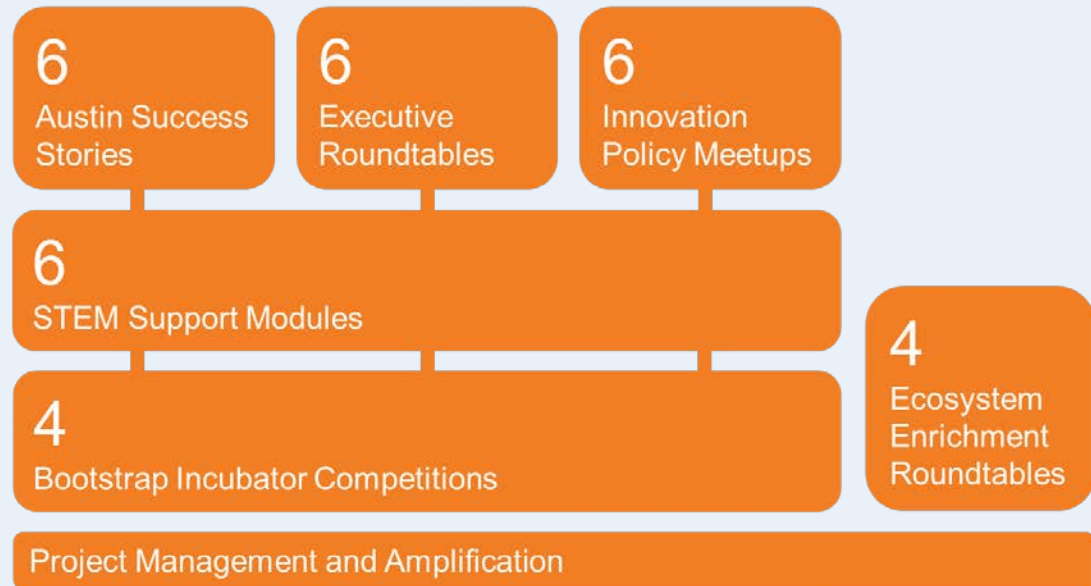
The programs will focus on STEM subjects, innovation and entrepreneurialism.

The Labs will be executed by ATC and its 1,200 C-level members in partnership with local organizations, San Francisco-based Engine Advocacy, and the ATC Community Foundation.

City of Austin Technology Education Labs
Strengthening, integrating, and leveraging Austin's technology ecosystem

Showcases, Curriculum, Planning, Management

6 Austin Success Stories

6 Executive Roundtables

6 Innovation Policy Meetups

6 STEM Support Modules

4 Bootstrap Incubator Competitions

4 Ecosystem Enrichment Roundtables

Project Management and Amplification

City of Austin & ATC | 2012/13
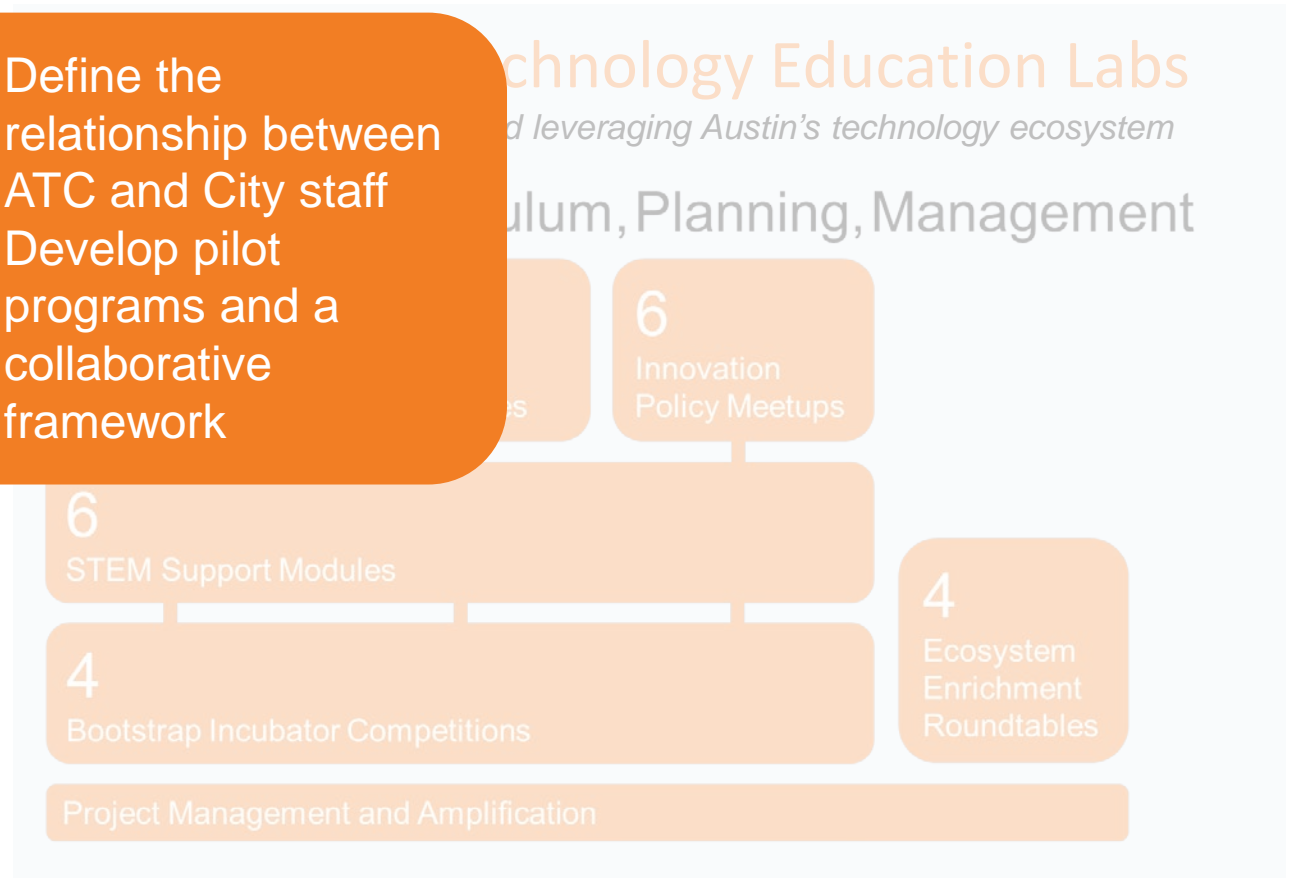
Refocused objectives

- Define the relationship between ATC and City staff
- Develop pilot programs and a collaborative framework

chnology Education Labs
d leveraging Austin's technology ecosystem

ulum, Planning, Management

6
Innovation Policy Meetups

6
STEM Support Modules

4
Bootstrap Incubator Competitions

4
Ecosystem Enrichment Roundtables

Project Management and Amplification

City of Austin & ATC | 2012/13

Four performance tracks

Enhance existing STEM education efforts

STEM

Report to the City

REPORT

- Define the relationship between ATC and City staff
- Develop pilot programs and a collaborative framework

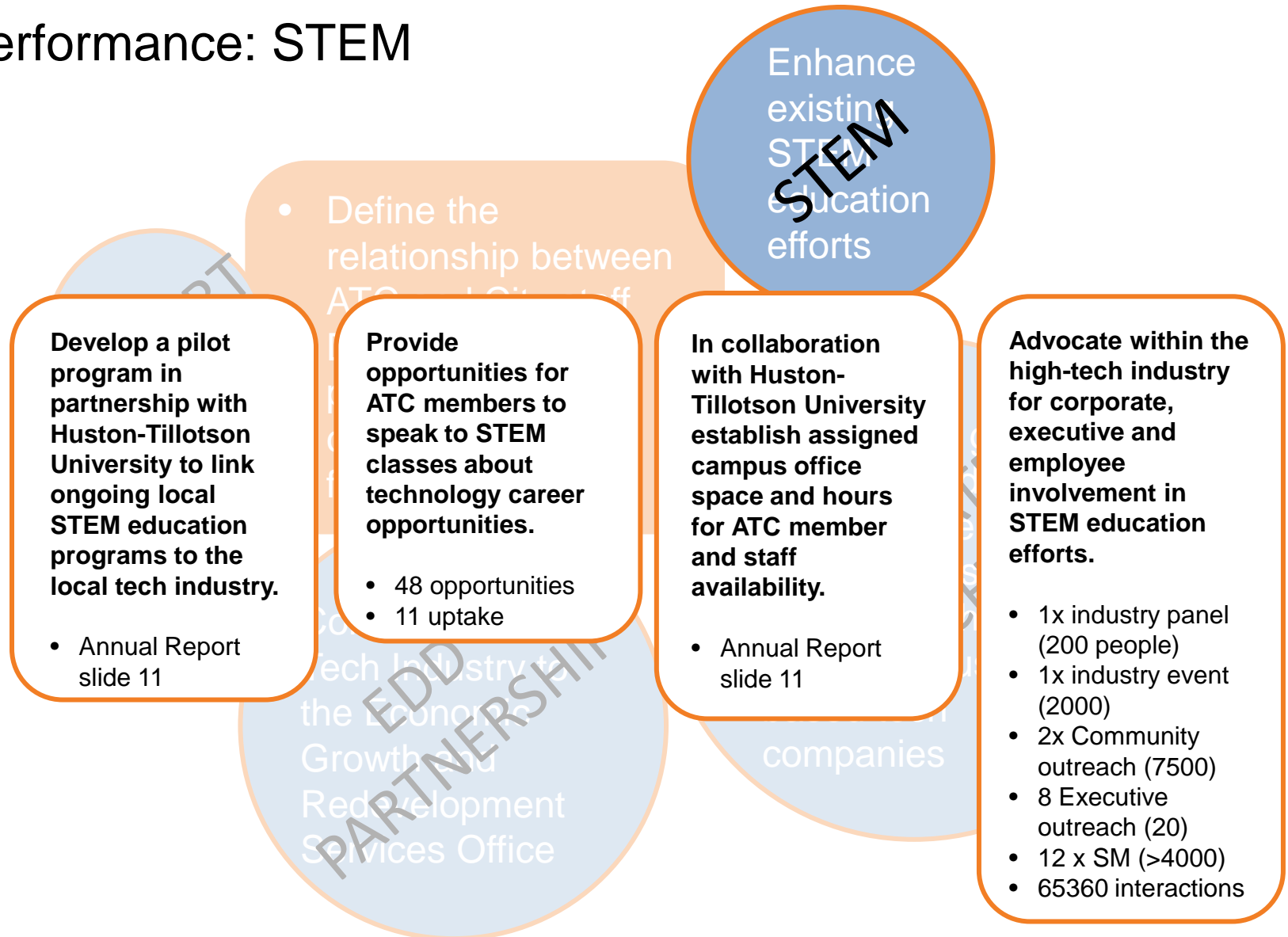Identify and guide strategic and collaborative opportunities to accelerate the growth of Austin area based tech companies

INTEGRATE TECH

Connect the High Tech Industry to the Economic Growth and Redevelopment Services Office

EDD PARTNERSHIP

City of Austin & ATC | 2012/13

Performance: STEM

Enhance existing STEM education efforts

STEM

- Define the relationship between ATC and City staff

EDD PARTNERSHIP

Develop a pilot program in partnership with Huston-Tillotson University to link ongoing local STEM education programs to the local tech industry.

- Annual Report slide 11

Provide opportunities for ATC members to speak to STEM classes about technology career opportunities.

- 48 opportunities
- 11 uptake

In collaboration with Huston-Tillotson University establish assigned campus office space and hours for ATC member and staff availability.

- Annual Report slide 11

Advocate within the high-tech industry for corporate, executive and employee involvement in STEM education efforts.

- 1x industry panel (200 people)
- 1x industry event (2000)
- 2x Community outreach (7500)
- 8 Executive outreach (20)
- 12 x SM (>4000)
- 65360 interactions

Performance: Integrating Tech

Enhance

Convene Boards and Experts

- ATC Board x 4 (20 members)
- ATCF Board x 4 (6 members)
- Life Science Board x4 (10 members)
- Talent Advisory Council x3 (9 members)
- Capital Advisory Council x3 (3 members)
- Stakeholder Advisory Council (formed Q3, 15 members)

Educational and Networking Fora

- CEO Summit (175 people)
- Startup Showdown (150)
- Tech Hall of Fame (175)
- Chairmen's Forum (157)
- Forums x37
  47 people average
  CIO, CTO, CEO, CFO, Life Sciences, Women in Tech, Breakthrough SXSW, ASW, Tech Tours, Innovation Talks

Networking Events

2536 people total
- Battle of the Bands
- Gateway to SXSW
- Social Hours x3
- Life Sciences on the Lake

Strategic Partnerships w/ Creatives

- AMP
- SXSW
- Captivate Gamers Conference
- UT Fine Arts/CSC

Identify and guide strategic and collaborative opportunities to accelerate the growth of Austin area based tech companies

INTEGRATE TECH

Services Office

City of Austin & ATC | 2012/13

Performance: EDD Partnership

Promote IASP

- 2 x Community outreach (7500)
- IASP panel

City Officials invited to events

Yes

Visionary Partner Recognition

- 365 days on website
- 12x SM (>4000)
- 45x ATC events
- 4 newsletters
- 52 weekend updates
- 20 Community Outreach emails

48486 individual placements

EGRSO Promotion

23 x Community Outreach (7500)
- Invitations
- event notices
- Weekend Update
- newsletter

59 x SM (>4000)

EGRSO surveys as requested

1x Life Sciences Advisory Council

Connect the High Tech Industry to the Economic Growth and Redevelopment Services Office

EDD PARTNERSHIP

Enhance

INTEGRATE TECH
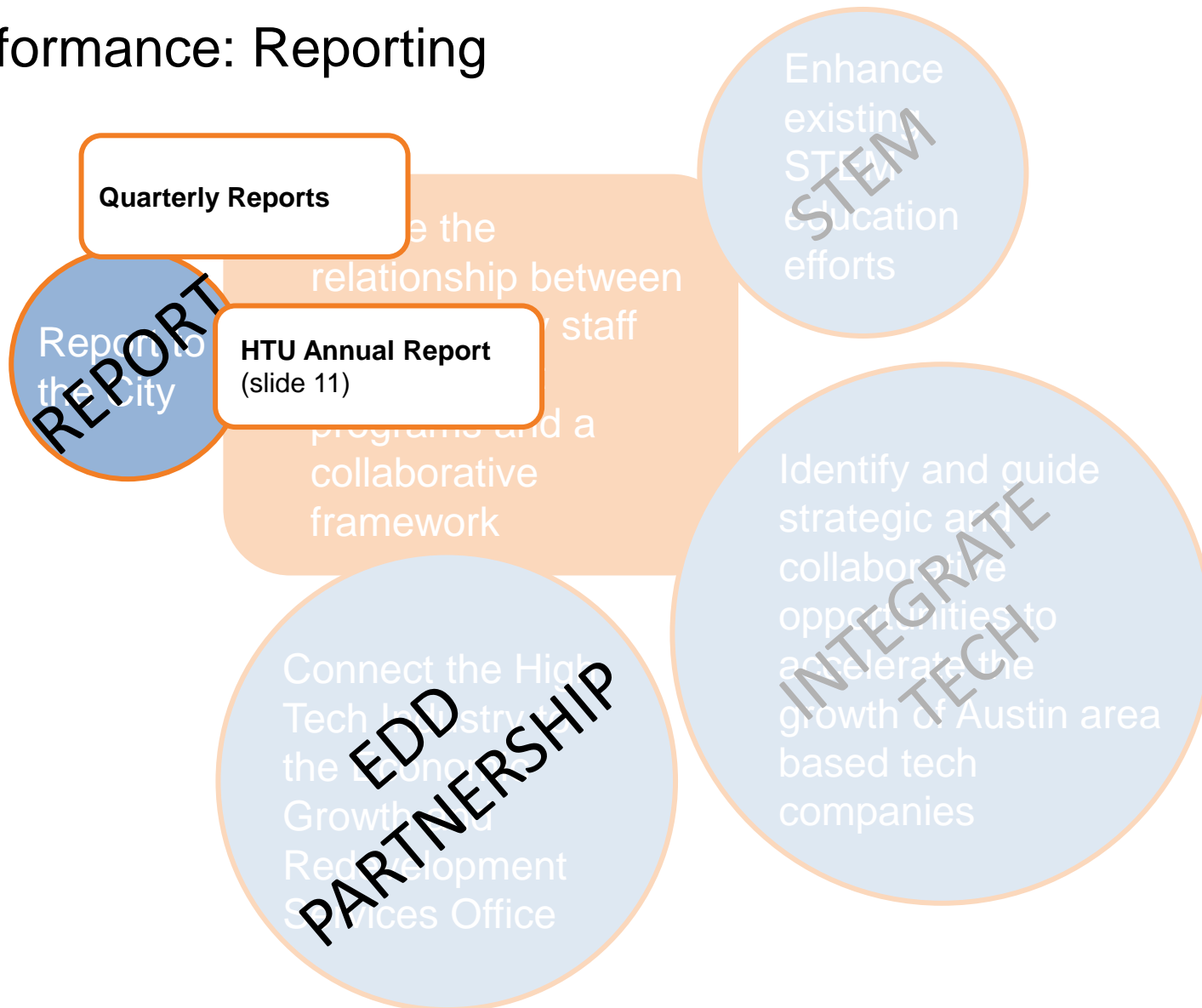
opportunities to accelerate the growth of Austin area based tech companies

City of Austin & ATC | 2012/13

Performance: Reporting

Quarterly Reports

HTU Annual Report (slide 11)

Report to the City

REPORT

...e the relationship between ... staff ... programs and a collaborative framework

Enhance existing STEM education efforts

STEM

Connect the High Tech Industry to the Economic Growth and Redevelopment Services Office

EDD PARTNERSHIP

Identify and guide strategic and collaborative opportunities to accelerate the growth of Austin area based tech companies

INTEGRATE TECH

HTU & ATC | Planning for 2013/14

Develop a pilot program in partnership with Huston-Tillotson University

HTU & ATC | Planning for 2013/14

Serve as…

Develop a pilot program in partnership with Huston-Tillotson University

CONNECTOR

Connect Tech and HTU leadership

INTEGRATOR

Introduce HTU Students to Austin innovation community, culture, and opportunities

RESOURCE

Position Austin innovation community as a resource for HTU

Metrics: Connect

Develop
with H

Connect Tech and HTU leadership

Key Components
1. 4 HTU and tech leadership roundtables
2. Development discussions for Summer programs

Roundtables will discuss
1. Volunteer and brand engagement
2. Curriculum support
3. Feasibility of internship program
4. Reporting mechanism

HTU & ATC | Planning for 2013/14

Metrics: Integrate

Develop a pilot program in partnership with Huston-Tillotson University

Connect Tech and HTU leadership

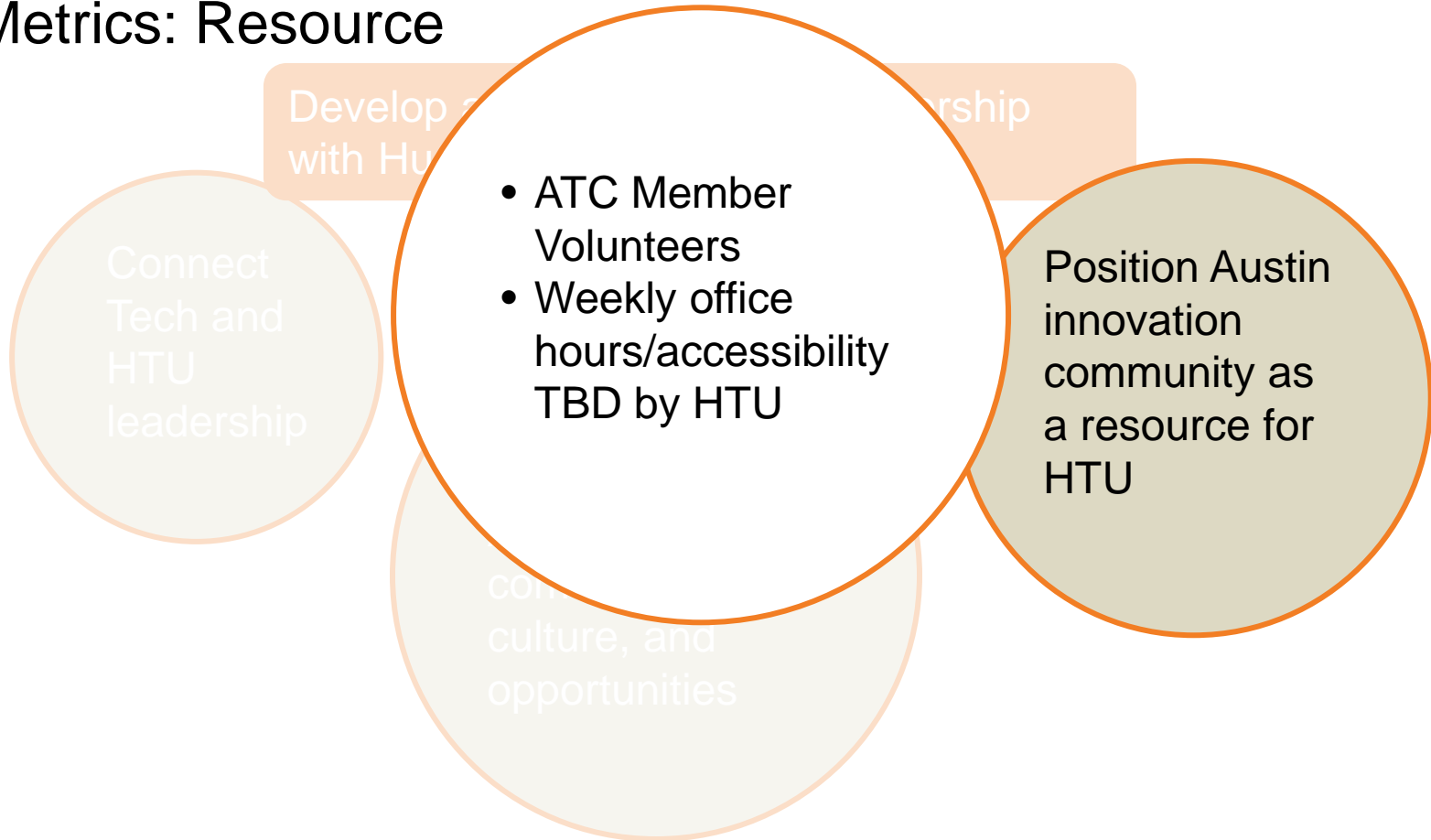Introduce HTU Students to Austin innov community, culture, and opportunities

Co-branded external opportunities
- Announcement (pre-Summer 2014)
- Hardware donation/s in support of program
- Developer engagement on HTU Apps
- HTU as test bed for local ed tech products and services
- Promotion of partnership and HTU programs

HTU & ATC | Planning for 2013/14

Metrics: Resource

Develop ~~~~~~ ~~~~~~ership
with Hu~~~~

Connect Tech and HTU leadership

- ATC Member Volunteers
- Weekly office hours/accessibility TBD by HTU

Position Austin innovation community as a resource for HTU

culture, and opportunities

Tech Priorities & Partnership

Roadmap for Sustaining Growth

ATC Board of Directors
Austin City Council
Committee on Emerging Technology and Telecommunications

Tech Priorities & Partnership

Roadmap for Sustaining Growth

Now is the time for…

Visionary leadership

Transformative public private partnership

Tech integration and collaboration
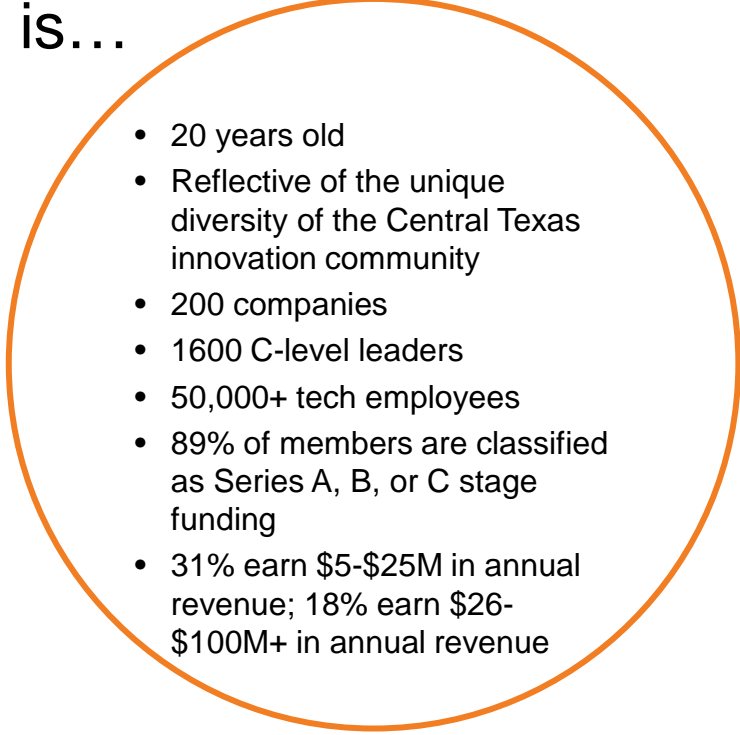
Increased efficiency

Accurate performance-driven data

Tech Priorities & Partnership

Roadmap for Sustaining Growth

ATC is…

- 20 years old
- Reflective of the unique diversity of the Central Texas innovation community
- 200 companies
- 1600 C-level leaders
- 50,000+ tech employees
- 89% of members are classified as Series A, B, or C stage funding
- 31% earn $5-$25M in annual revenue; 18% earn $26-$100M+ in annual revenue

Tech Priorities & Partnership

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Sectors

- SAAS
- Gaming
- Semiconductors
- Telecommunications
- Biotech/ Pharma
- IT Services
- Life Sciences
- Clean Energy
- E-Commerce
- Hardware
- Medical Devices
- Digital Media
- Data
- Mobile Apps
- Infrastructure

Tech Priorities & Partnership

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- Medical Devices
- Digital Media
- Data
- Mobile Apps
- Infrastructure

Services

- Industry access
- Industry intelligence
- Member to member benefits
- Introductions and insight
- Leadership and impact
- Market visibility

Tech Priorities & Partnership

Roadmap for Sustaining Growth

ATC Leadership

60 Leaders

Tech Priorities & Partnership

Roadmap for Sustaining Growth

ATC Leadership

Vinson&Elkins LLP

Board

ATC Foundation

VISA

Wortham

Talent Advisory Council

Capital Advisory Council

Stakeholder Advisory Council

LifeSciences Advisory Council
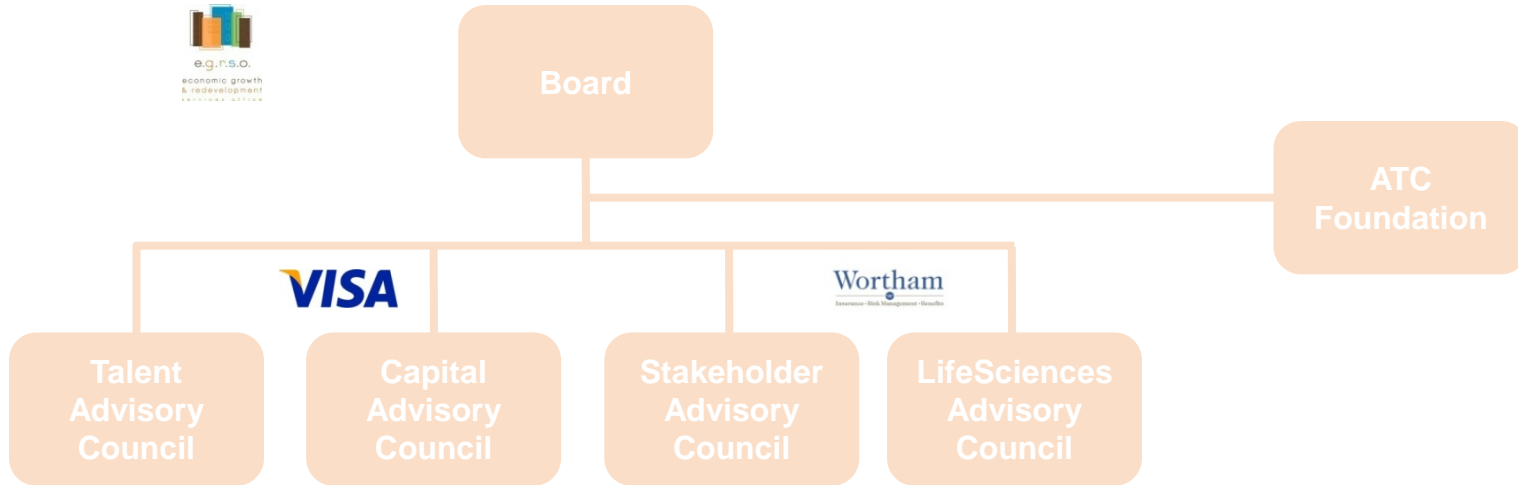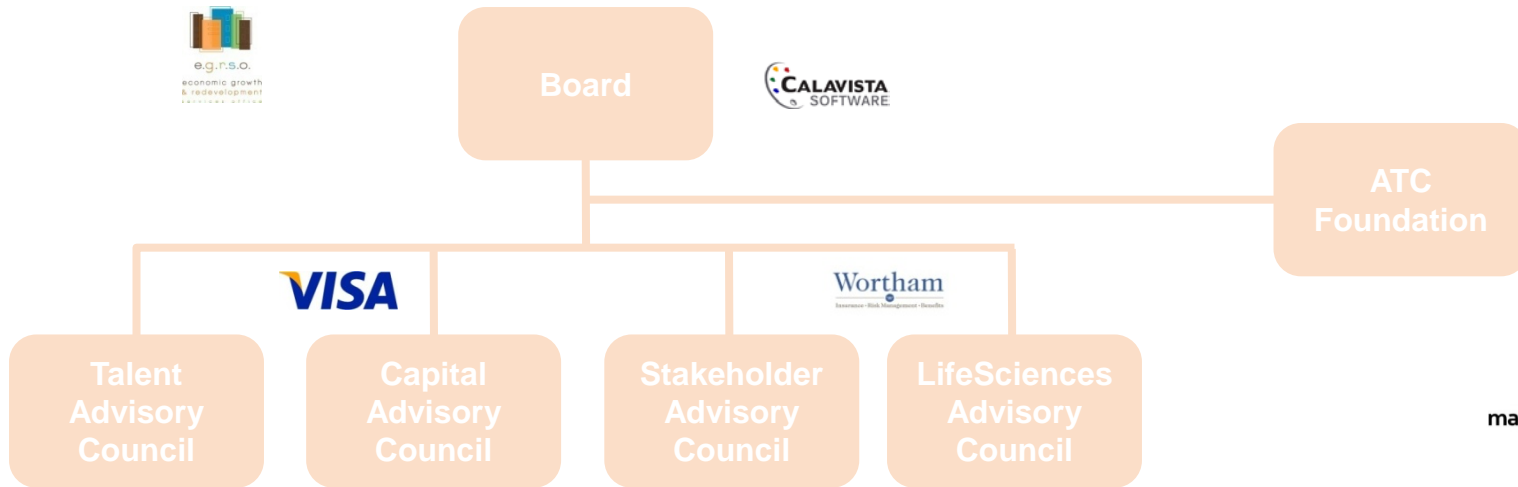
ORACLE

WELLS FARGO
THE PRIVATE BANK

Visionary Partners

Tech Priorities & Partnership
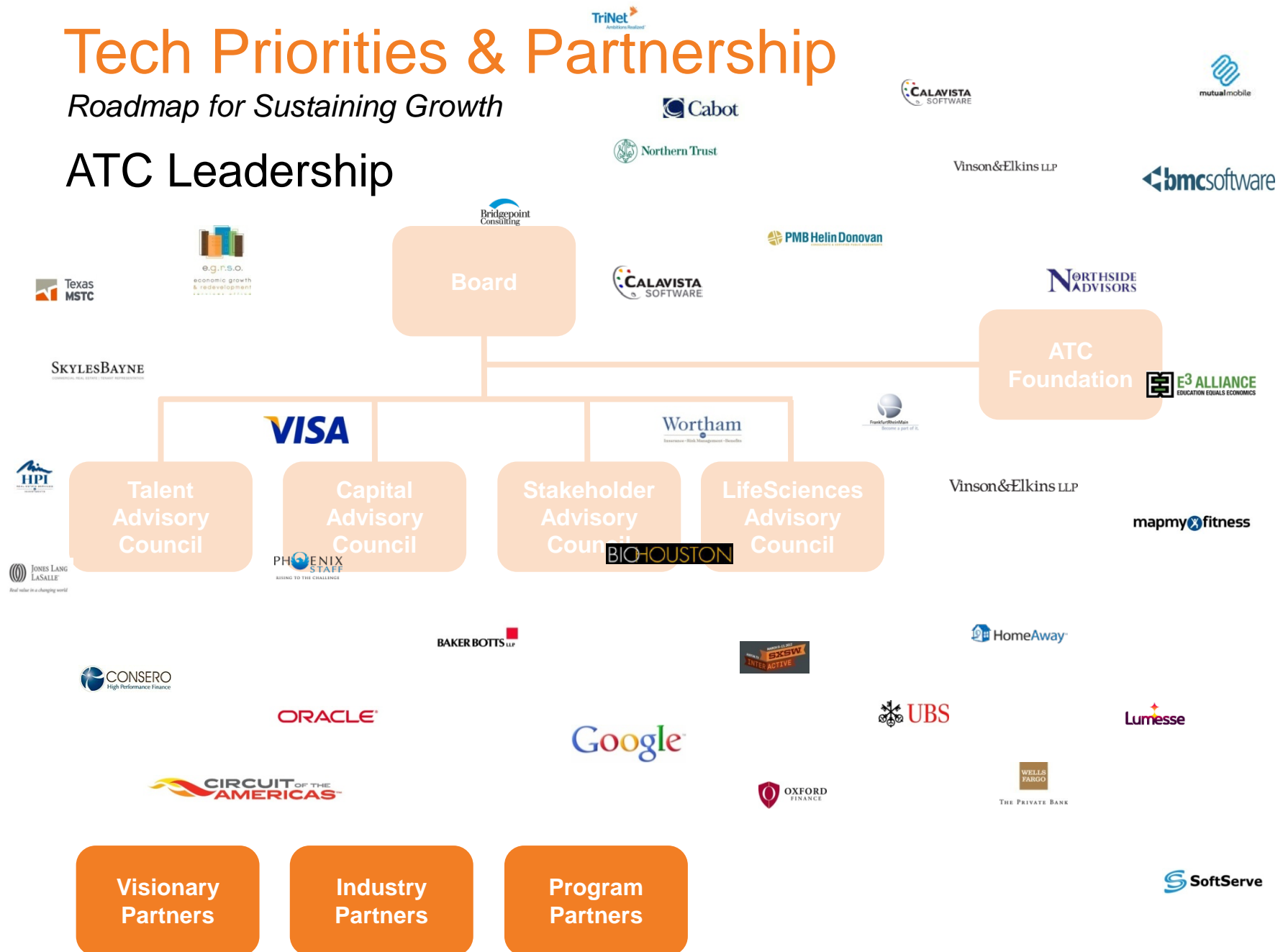
Roadmap for Sustaining Growth

ATC Leadership

Tech Priorities & Partnership

Roadmap for Sustaining Growth

ATC Leadership

Board

ATC Foundation

Talent Advisory Council

Capital Advisory Council

Stakeholder Advisory Council

LifeSciences Advisory Council

Visionary Partners

Industry Partners

Program Partners

Tech Priorities & Partnership

Roadmap for Sustaining Growth

ATC Leadership

Board

ATC Foundation

Advisory Council

Capital Advisory Council

Stakeholder Advisory Council

LifeScience Advisory Council

| Visionary Partners | Industry Partners | Program Partners | Community Partners |

Tech Priorities & Partnership
Roadmap for Sustaining Growth

ATC Leadership

Board

TC Foundation

Capital Advisory Council

Stakeholder Advisory Council

Advisory Council

LifeScience Advisory Council

Visionary Partners

Industry Partners

Program Partners

Community Partners

Members

Roadmap for Sustaining Growth

Tech is a critical regional constituency

Tech Priorities & Partnership | Economic Impact

Roadmap for Sustaining Growth

Tech is a critical regional constituency

Austin Economic Study — Austin Technology Council

- 23% Computer Systems Designs and Related Services
- 20% Computer Equipment and Software Wholesalers
- 12% Engineering Services
- 11% Telecommunications and Internet Services
- 9% Semiconductors
- 7% Computer and Computer Peripheral Equipment
- 5% Software Publishers
- 12% Everything Else

Shifting from Silicon Hills

26% of jobs in Austin are supported by the technology sector including direct hiring and spin off economic activity

The technology sector contributes **$21 BILLION** in direct value into the local economy

9% of total employment is in technology (more than 100,000 jobs)

21% of Central Texas' GRP is attributed to the technology sector

51% of ATC served companies earn more than $5 million annually

1 out of every 5 new tech jobs in Texas is expected to be in Austin

9% = 9,000 increase in tech employment by 2017 — new jobs into the local economy

* Source: Civic Analytics LLC

Roadmap for Sustaining Growth

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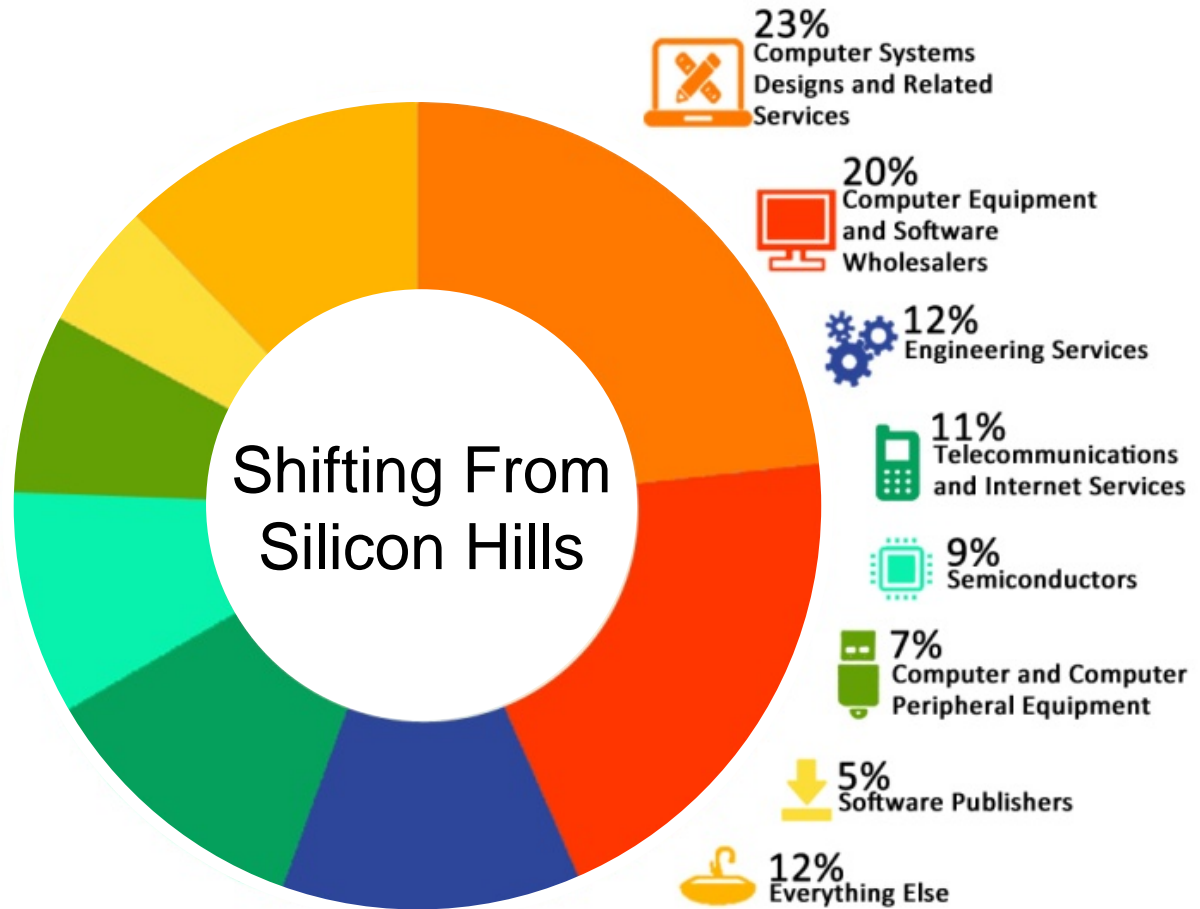
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Tech Priorities & Partnership | Economic Impact

Roadmap for Sustaining Growth

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9% = 9,000

9% increase in tech employment by 2017

9,000 new jobs into the local economy

Roadmap for Sustaining Growth

ATC is the preferred gateway to Central Texas tech

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities and expectations…

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities and expectations…

Develop Blueprint and Community to Address Austin Technology Talent and Workforce

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities and expectations…

TALENT

Develop Blueprint and Community to Address Austin Technology Talent and Workforce

Develop Blueprint and Community to Improve the Capital Climate

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities and expectations…

Develop Blueprint and Community to Address Austin Technology Talent and Workforce

TALENT

Accelerate the Tech Ecosystem

Develop Blueprint and Community to Improve the Capital Climate

CAPITAL

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

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MARKET DEV

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CAPITAL

Integrate and Strengthen the Life Sciences Sector

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities and expectations…

Develop and Support Austin's Brand as a Leading Tech Ecosystem and Model Innovation Community

Develop Blueprint and Community to Address Austin Technology Talent and Workforce — **TALENT**

Accelerate the Tech Ecosystem — **MARKET DEV**

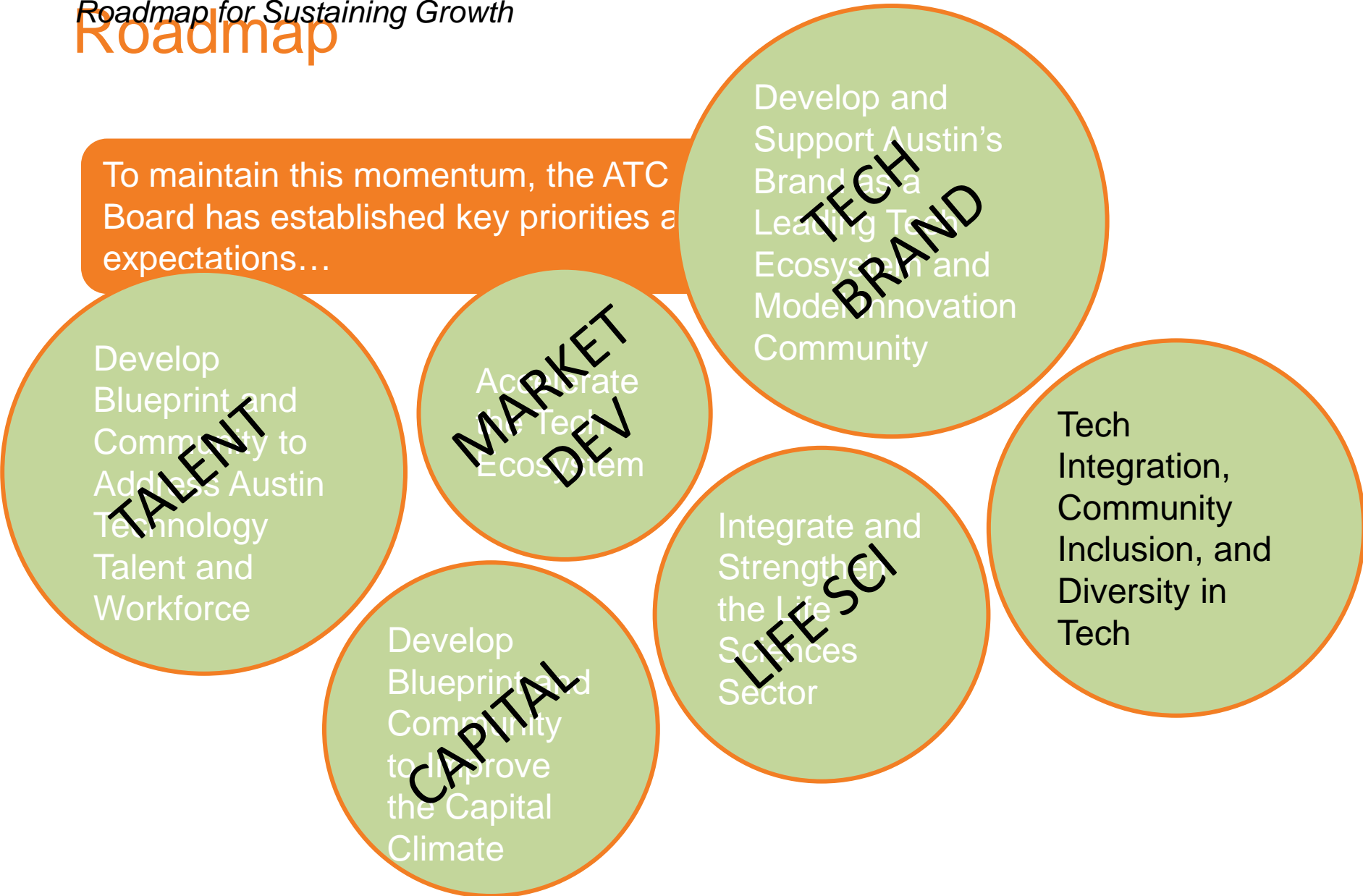Develop Blueprint and Community to Improve the Capital Climate — **CAPITAL**

Integrate and Strengthen the Life Sciences Sector — **LIFE SCI**

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

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CAPITAL
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Tech Integration, Community Inclusion, and Diversity in Tech

Tech Priorities & Partnership | Priority Roadmap

Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities a expectations…

Develop and Support Austin's Brand as a Leading Tech Ecosystem and Model Innovation Community — TECH BRAND

Develop Blueprint and Community to Address Austin Technology Talent and Workforce — TALENT

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Develop Blueprint and Community to Improve the Capital Climate — CAPITAL

Integrate and Strengthen the Life Sciences Sector — LIFE SCI

Tech Integration, Community Inclusion and Diversity in Tech — TECH INTEGRATION

Tech Priorities & Partnership
Roadmap for Sustaining Growth

To maintain this momentum, the ATC Board has established key priorities and expectations…

…including a public private partnership and the support of stakeholder efforts to sustain and strengthen the benefits tech brings to the region.

Tech Priorities & Partnership

Roadmap for Sustaining Growth

Now is the time for…

Visionary leadership

Transformative public private partnership

Tech integration and collaboration

Increased efficiency

Accurate performance-driven data

THANKS!