

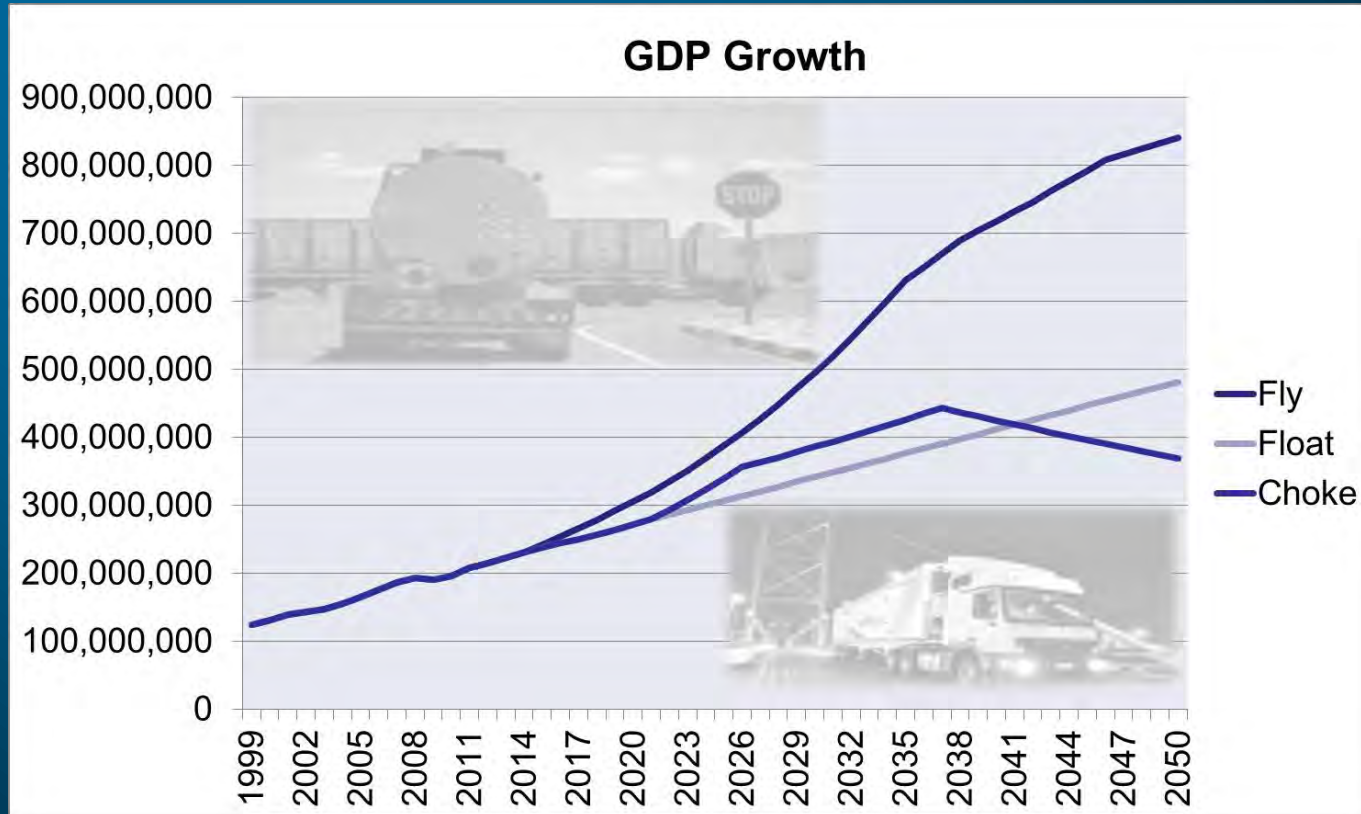


Economic Development and The Innovation Ecosystem 1st Draft

Phil Andrews, March 2017



Economic Development



In every country and in every community around the world, there are only **three scenarios for growth**. It is a no-brainer which one creates jobs, wealth, prosperity and success!



A Plan To “Fly”

KEY AREA	FLOAT	CHOKER	FLY	STEP CHANGE
Strategic Investment	Strategic decisions made operationally – “why should this not happen” approach	Driven by external forces	Strategic decisions made strategically – Community to resolve issues and look at how can the right investments be made possible	Operational to strategic ‘Can’t do’- to – ‘can do’ DEVELOP A TRULY SUSTAINABLE PLAN
Infra-structure	Address social backlogs. Lack of funding for economic infrastructure	No expansion, protect areas against development. Long-term phasing for infrastructure. Sweat existing assets only Fixing problems	Must have a strategy for infrastructure improvement. Expand base infrastructure. New areas for expansion and develop a city-wide approach. Nothing is an “island”	Infrastructure driving decision/strategic priorities- to –strategic decisions driving infrastructure priorities. Work through partnerships.
Economic Leadership	Uncertainty, delay in making decisions	Decisions to contain investments. Economic mandate gets sidetracked onto social and environmental issues	Well informed decision-making; city leadership is in touch with business & other institution thinkers and is responsive to challenges	From uncertainty – to politicians well informed and driving policy in partnership with officials & stakeholders.
Strategic Planning	Insular focused and constrained	Insular and infrastructure constrained	City-wide and ambitious; pro-growth and job creation	Insular and constrained to city-wide approach and solutions driven.



Our Recommendation



Combining business, entertainment and tourism into one zone



Why LIZ?

- LIZ focuses more than just Business. The other areas of focus are:
 - Health
 - Education
 - Creative Arts
 - Culture
 - Entertainment
 - ...

Yes, we need to improve our culture because ...

An example:

In Silicon Valley companies beg to be part of key Innovation Centers.

Here, we have to beg corporations to be involved and be part of any Innovation Center.



Several Other Cities Have Already Started

AUSTIN'S NEW
Innovation Zone

BuildingATX

Philadelphia I.Z.

**KEYSTONE
INNOVATION
ZONE**
WILLIAMSPORT/LYCOMING

Augusta
Innovation Zone
Opportunity Starts Here.

Other cities that
are currently
pursuing
Innovation Zones:
**Ft. Worth,
Richardson,
Frisco ...**

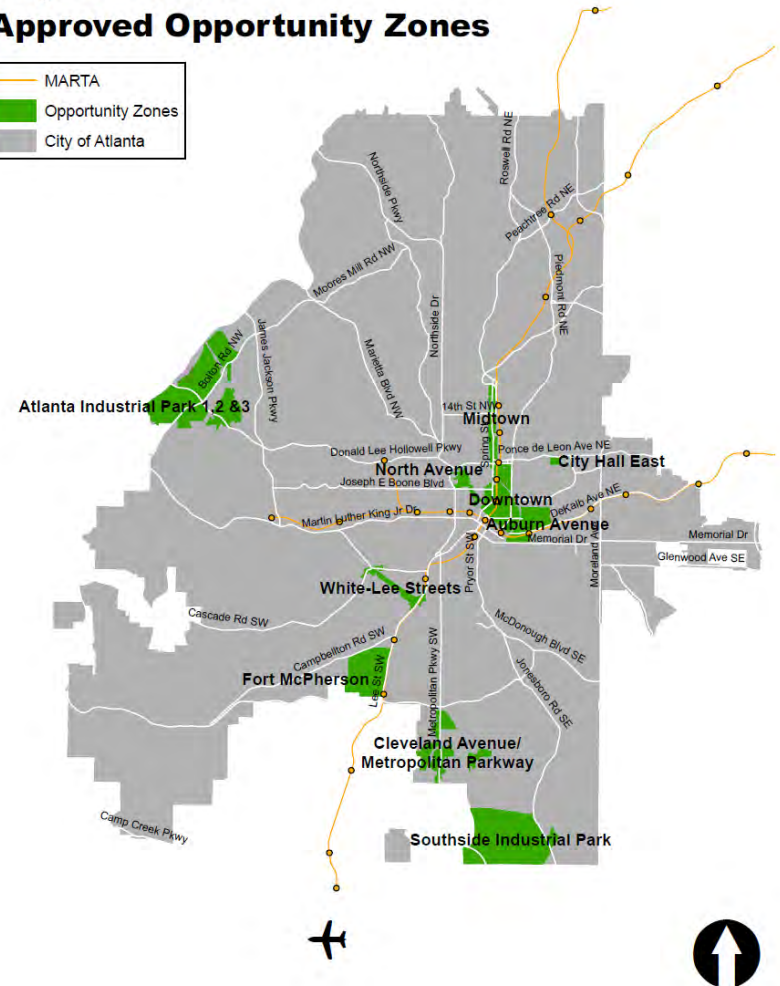


There Are Different Approaches



City of Atlanta Approved Opportunity Zones

- MARTA
- Opportunity Zones
- City of Atlanta





VISION *Develop a **New Innovation Zone** To Revitalize All Of South Dallas*

OUTCOMES	MISSION	Approaches	
<ol style="list-style-type: none">1. Reduced Unemployment2. Reduced income and spatial inequality and poverty3. Creating Sustainable Economic Growth and Development4. Change the standard of living in South Dallas and several southern suburbs	<p>Make a step change in approach of economic leadership in delivering catalytic growth initiatives and quality job creation efforts that address poverty, income inequality and unemployment</p>	<p>Capitalizing on the current role of Fair Park, DFW's reputation, business expansion into the Metroplex, existing businesses "corporate social responsibility" programs, and current infrastructure</p>	<p>Promoting the Living Innovation Zone as the center for revitalizing all of South Dallas, and making it a showcase for other cities to copy and replicate</p>
		<p>Emphasizing the potential of the Living Innovation Zone as the best location for new manufacturing activity. Inviting Mexican and other countries' manufacturers to establish their operations there</p>	<p>Developing the lifestyle and cultural aspects of the area --- for its residents and workforces</p>



Key Precepts and Drivers For Economic Development

- City-wide Approach
- Leveraging:
 - Inclusive and Competitive Economy
 - Digital Economy
 - Shared Economy and Collaboration
 - Shared Business & Innovation Ecosystem
- Green and Sustainability Practices (Circular Economy)
- Pro-Investment, Tax-Friendly Zone(s)
- Industrialization Mentality
- Labor Absorbing Growth

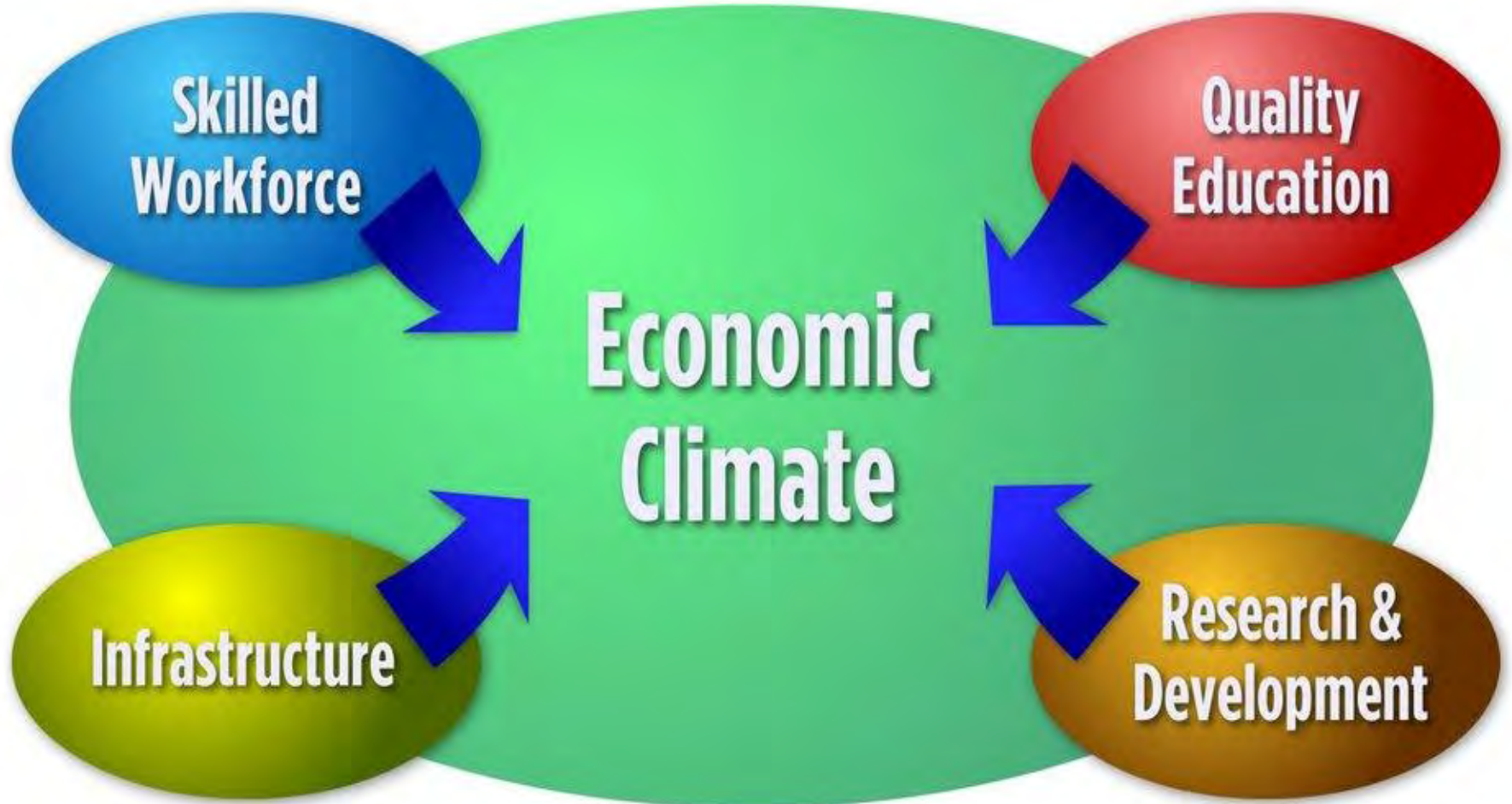


Other Key Concepts For Stimulating Economic Growth

- Creation Of New Markets and Industries
 - Creative Disruption Mentality
- Smart Startups
 - Lean and Sustainable Startups
- Globalization and Export Markets
- Quality Of Life For Entrepreneurs
- Strategic Sourcing and Outsourcing
- Talent Management
- **Sustainable Development**



Key Ingredients





Replacing Community Building With An Innovation Center (IC)





IC = Center Of Development For The Innovation Zone





Leveraging Key Technologies (Sample List)

- Omni-Convergence and Omni-Channel
- Hyper-Computing
- Smart-Computing
- Cloud-Computing
- IoT and IIoT
- 3-D Printing (for Quick Prototyping and Proof Of Concept)
- AI and Smart Robots
- Advanced Machine Learning
- Blockchain



The Role Of The Living Innovation Center (LIZ)

The Business And Innovation
Ecosystem

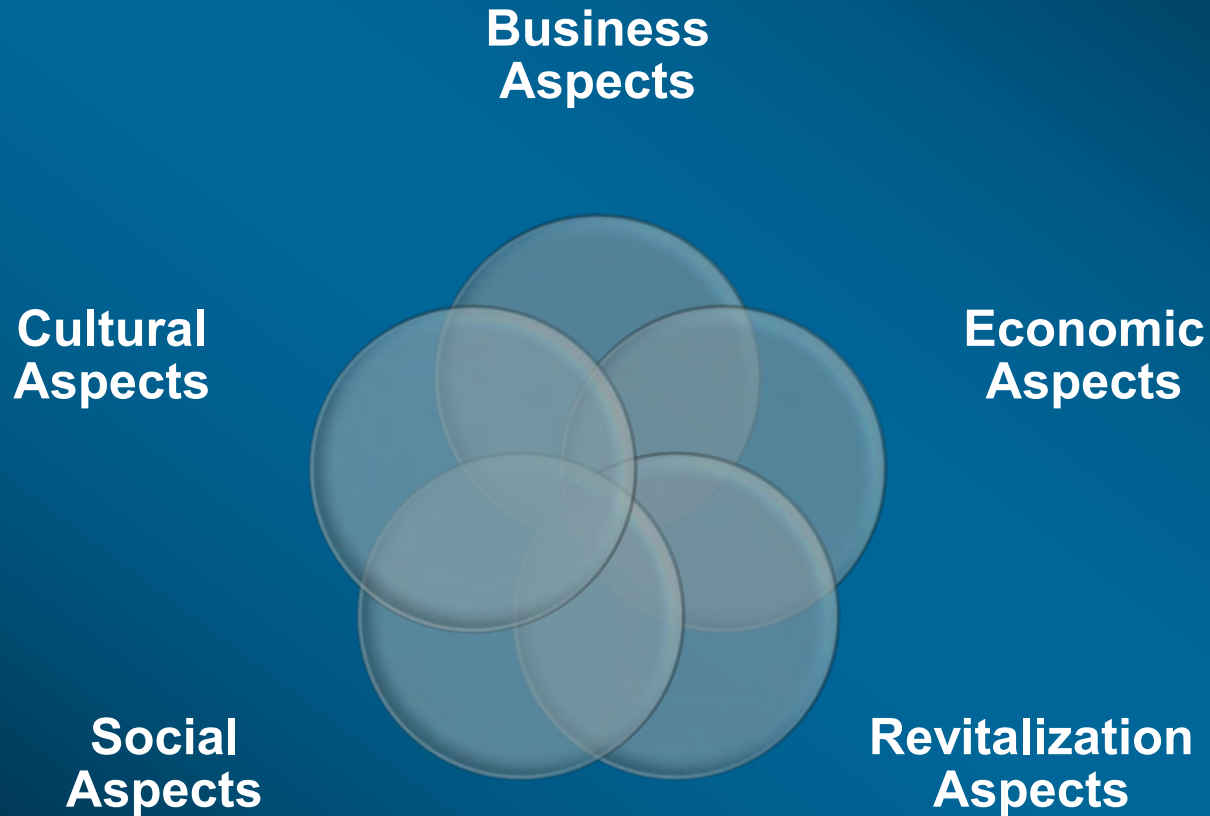


The LIZ's Role

- Spur Innovation
- Attract businesses and entrepreneurs
- Help businesses; provide assistance
- Build the structure (Mgmt team, partnerships, alliances, affiliations, sponsorships, etc.)
- Build the infrastructure (systems, applications, Knowledge Management System, etc.)
- Driving Economic Development
- Workforce Development



The Role Must Address All These:





Ways To Spur Innovation

- Pursue Bleeding Edge Concepts and Technologies
 - **Fund** research & development
- **Fund** new initiatives and ideas
- **Fund** new ventures
- **Fund** growth and expansion
- **Fund** portions of the infrastructure



In other words, without proper funding the whole concept is DOA



Key (Tier 1) Players

- Innovation Center (incl. mentors, consultants ...)
- Entrepreneurs and startup companies
- Existing businesses (like AT&T, TI, Exxon/Mobil)
- Academia (Higher Education)
- Government Agencies
- NPOs
- Sponsors
- Investors (Angels and VCs)



Tier 2 Partners

- Financial Institutions
- Foundations
- Other Innovation Centers
- ISDs and Charter Schools
- NGOs
- Think Tanks
- Consulting Firms
- 3rd Parties (for outsourcing, educating, etc.)



Tier 3 Partners

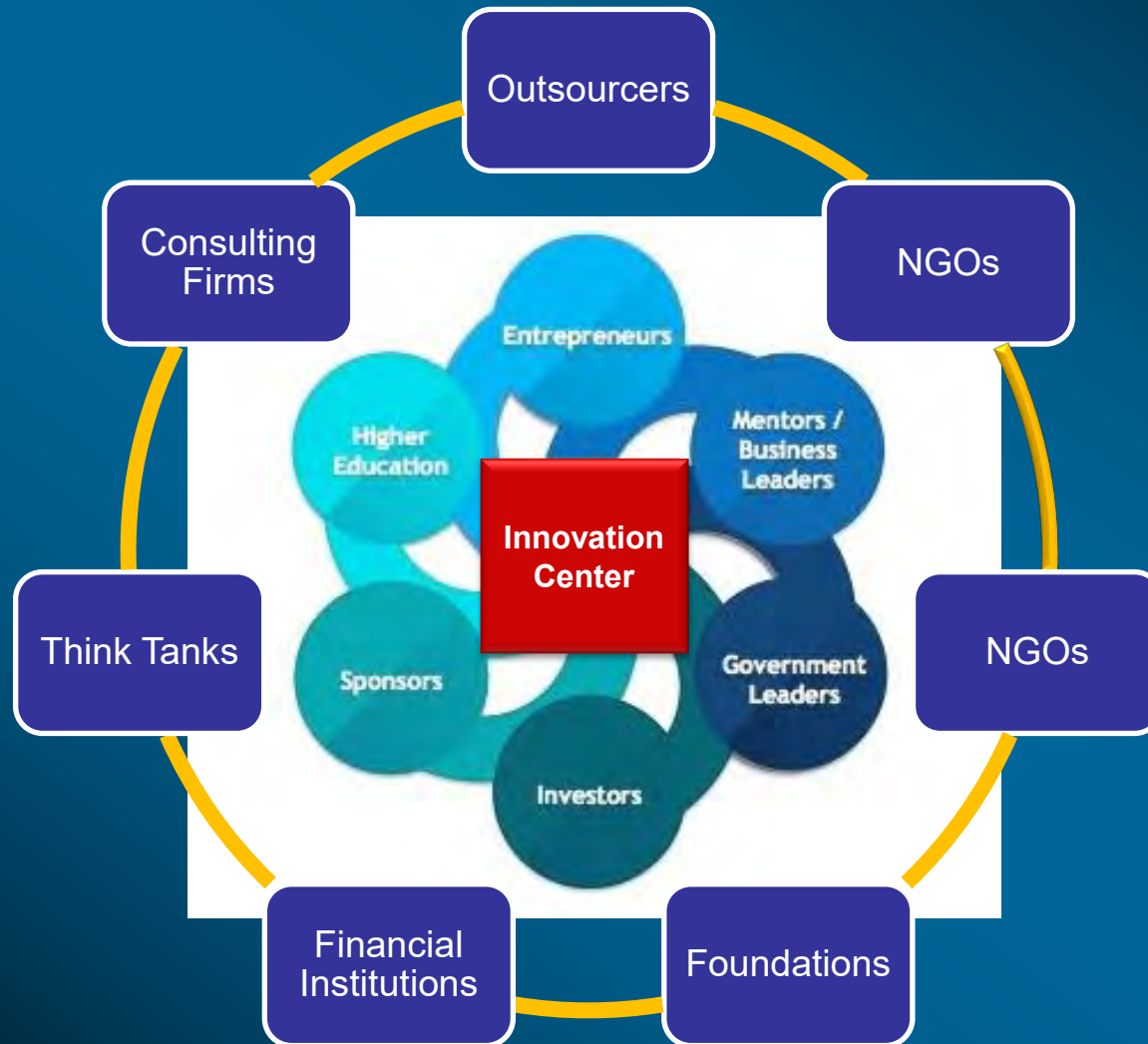
- Real Estate companies
- Employment Agencies
- Recruiting Companies
- Media
- Vendors/Suppliers
- Service Providers
- Value Chains
- Etc.



Entrepreneurial Ecosystem (1st and 2nd Tier Partners)

**Business
Ecosystem =
Value Network**

**It is tied very
closely to the
business
community
and society**





Major Revelation

- The Living Innovation Zone (LIZ) needs a **focal point** that behaves as the “brains”, “heart” and “conductor” of all involved
- That focal point is the **Innovation Center** that behaves as the beacon of light & glue of the LIZ
 - Without the beacon of light things get dark
 - Without the glue, things fall apart
- The Innovation Center “architects” the business and innovation ecosystems (which eventually become one integrated system)



Innovation Ecosystem

This won't work w/o an Innovation Center that knows how to make it all work together like one entity!



Lessons Learned

- Informal, casual and ad-hoc relationships and networks always fizzle out
- An unmanaged network and tactical alliances never become strategic or sustainable
- Culture matters in the cohesiveness and level of collaboration among the nodes
- Parochial and provincial attitudes always dynamite good intentions
- Culture must be addressed upfront and directly -
-- not after frictions start to emerge



Two Other Important Suggestions

1. Make The LIZ an showcase for a **SMART City**, with SMART Infrastructure, Smart Factories, and SMART Everything
2. Make The LIZ a showcase for **Vertical Farms and Gardens** with Hydroponics and Aquaponics to help alleviate some of the hunger issues in South Dallas, along with providing jobs and advancing the technologies involved with this type of new agriculture



Note: We offer special presentations on these topics





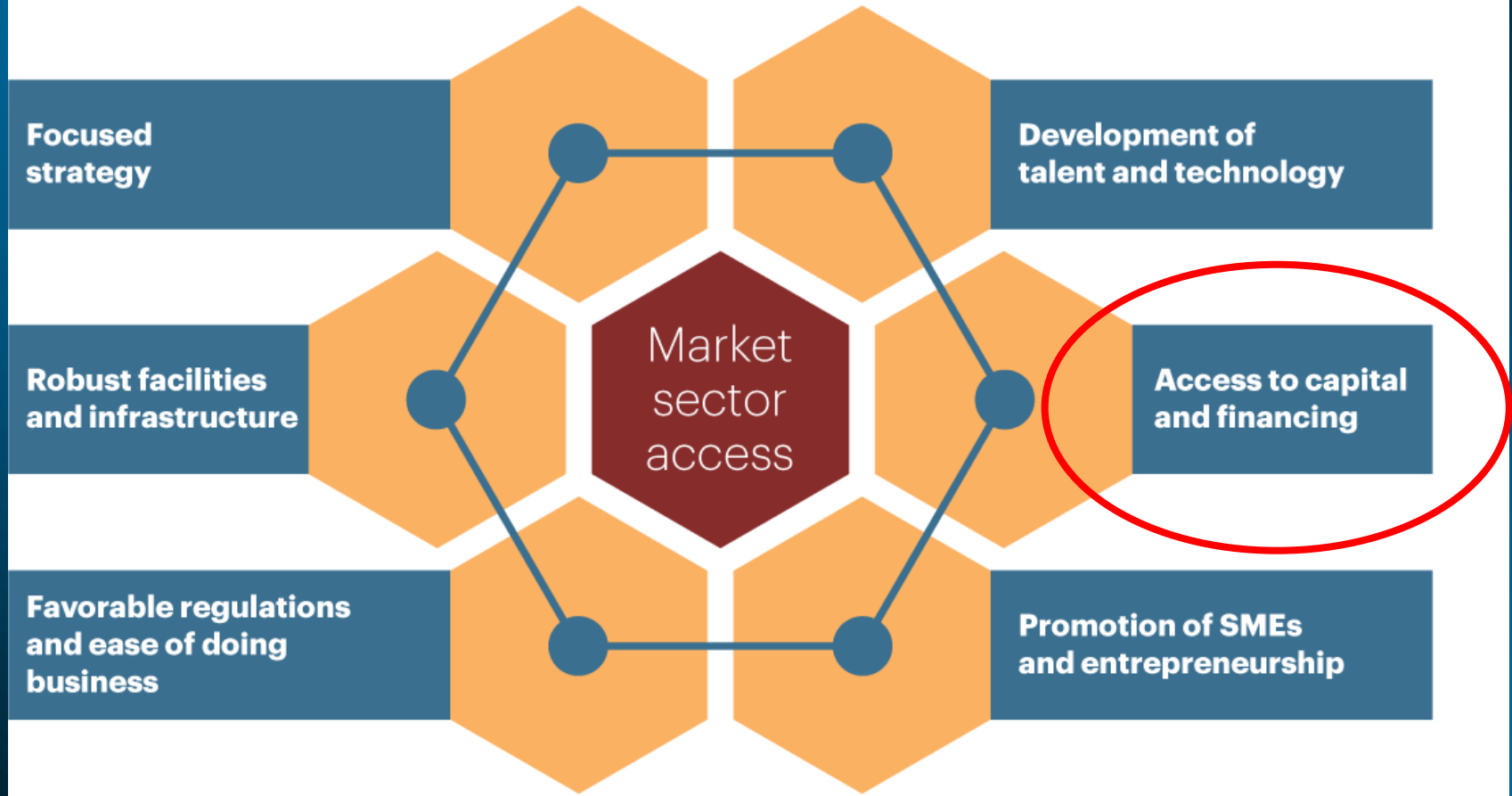
What Is Needed To Get Started

- Contract and engage **the big magnets**
 - Individuals (like Perrot, Crow, Cuban, Hunt ...)
 - Big Corporations (AT&T, Cisco, IBM, MS, Philips ...)
 - COCs, certain Government Leaders and/or Agencies
- **The Golden Core** of people that can complete the vision, sell the vision, and execute the vision
- **Seed and active money** to get the ball rolling – must have a budget to convert the dream into a reality
- **Commitments**



Figure 1

Six ecosystem enablers facilitate access to local, regional, and global markets



Note: SMEs are small and medium-sized enterprises.

Source: A.T. Kearney analysis



What We Bring “To The Table”

- A **team** of 4-8 people that can function as:
 - Consultants to create the Master Plan
 - Advisory Board members
 - Management Team members, serving in key roles
 - Implementers of the Ecosystem
 - Coaches and mentors (at all levels)
 - Instructors (workshop/seminar/webinar lecturers)
 - Keynote speakers, presenters
 - Forum Leaders, Thought Leaders
 - Event organizers

Ability to “hit the ground running”.
No wasted time!



What We Bring “To The Table”

- Proven **experience** as:
 - Entrepreneurs
 - Business executives/leaders
 - Veteran consultants
 - Professors/teachers; intellectuals
- Our **connections** to:
 - Texas Consilium
 - Can influence “the move”
 - IEEE, IMC and other technical societies
 - UTD, UTA, U of D, UNT, SMU
 - TI, Southwest Airlines, Interstate Battery and others

Ability to lead
and make
things happen
quickly and
efficiently



What We Bring “To The Table”

- An instant **library** (part of a Knowledge Management System – SMART Infrastructure)
 - Over 120 ready to go workshops/seminars
 - Over 1,000 PPT business presentations
 - Over 400 Word Documents and PDF files
 - Over 300 Excel spreadsheets

Please Note: This library can help startup companies build their business infrastructure overnight at a minimal cost. This could be part of the **Value Proposition** for the Innovation Center