

Opportunity Austin & City of Austin Partnership Update

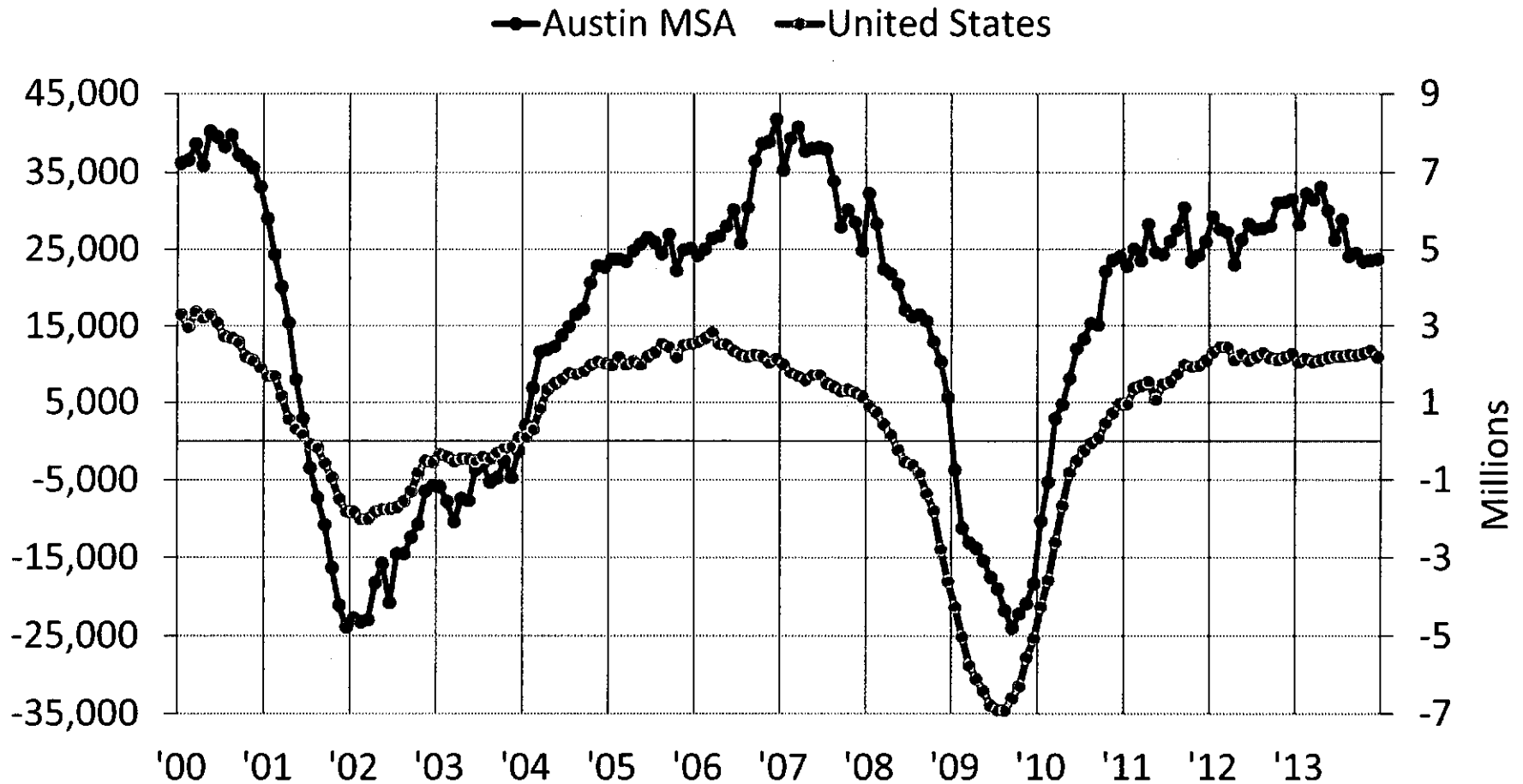


**Austin
Chamber**

FEBRUARY 13, 2014



Nonfarm Payroll Jobs Year-Over-Year Change



Source: Texas Workforce Commission & U.S. Bureau of Labor Statistics, CES.

Opportunity Austin Budget 2004-2013



**10-Year Budget
\$31,215,675**

■ Economic Diversification

□ Business Retention & Expansion

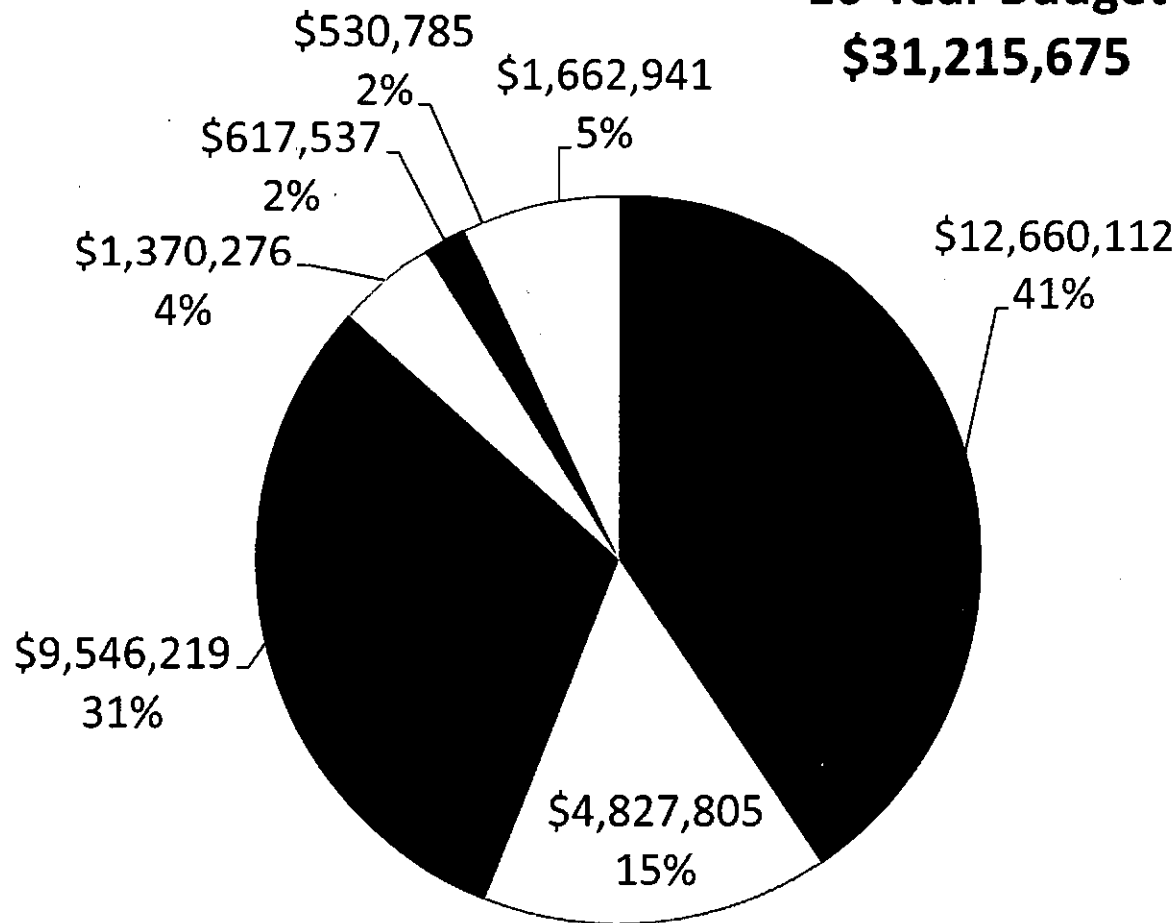
■ Education / Talent Attraction

□ Keeping Greater Austin Great / Transportation

■ Investor Relations

□ Fundraising Campaign

□ Opportunity Fund



Target Industries

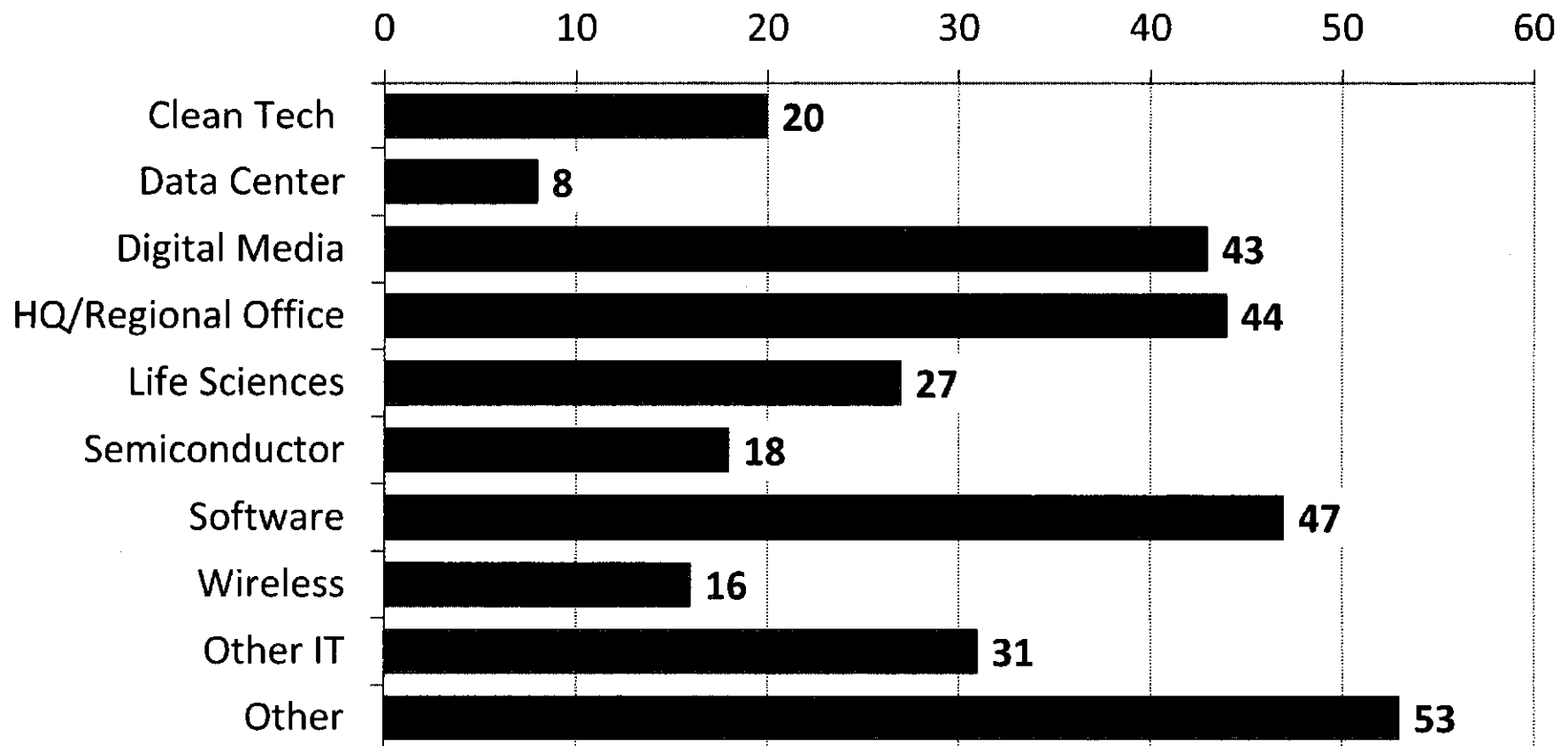


2004	2006	2008	2010	2014
Automotive	Clean Energy	Automotive Tech	Advanced Mfg	Advanced Mfg: semi & other tech, R&D/engineering, plus general mfg
Clean Energy	Creative Media & Consumer Tech	Clean Tech	Clean Energy & Power Tech	Creative & Digital Media: mobile, gaming, ad tech, ed tech, social media, & software
Digital Media	Data Centers	Data Centers	Creative & Digital Media	Data Management: data centers & data analytics
Distribution & Logistics	Headquarters	Creative & Digital Media	Data Centers	Clean Energy & Power Tech: clean, renewable, storage/efficiency, & traditional
Headquarters	Life Sciences	Convergence Tech	Headquarters	Headquarters
Life Sciences	Semiconductor	Headquarters	Life Sciences	Life Sciences: med device, pharm, diagnostics, & healthcare IT
Semiconductor	Software	Life Sciences		
Software	Wireless			
Wireless				

Opportunity Austin Relocations



2004-2013: 307



Opportunity Austin 2.0



Relocations by Sector 2009-2013

	2009	2010	2011	2012	2013
Clean Tech	1	5	3	3	2
Data Center	1		1	1	
Creative/Digital Media	4	6	6	5	7
HQ/Regional Office	2	5	1	3	5
Life Sciences	5	5	1	1	3
Semiconductor		2	1	1	1
Software	1	4	6	6	12
Wireless			7	1	
Other IT	2	1	3	8	7
Other	1	1	5	2	14
Mfg/Non-mfg	4 / 13	4 / 25	5 / 29	5 / 26	14 / 37
Total	17	29	34	31	51

2009 17 companies 547 jobs	2010 29 companies 3,128 jobs	2011 34 companies 3,779 jobs	2012 31 companies 7,047 jobs	2013 YTD 51 companies 5,366 jobs
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Summary of Results

2004-2013



	10-Year Result
New jobs	206,800
Payroll increase	\$10.5 billion
Corporate relocation announcements	307
Out-of-region visits	2,330
Prospect visits	1,361
Regional retention visits	5,989

Target Industry Sectors

OA 3.0: 2014-2018



- **Advanced Manufacturing**
 - Semi, Tech Manufacturing
- **General Manufacturing**
- **Multimedia Technology**
 - Mobile Apps, Software, Music & Film, Education Tech
- **Clean Energy /Power Tech**
- **Life Science /Bio Tech**
- **Data Management**
 - Data Centers & Analytics
- **Corporate HQ/Regional Offices**

OA 3.0 Goals 2014-2018



OA 3.0 Goals	Prospected for 2013	Projected Trend	With OA 3.0	Improvement Over Status Quo Due to OA 3.0
Total Private Employment	644, 658	725,422	747,321	21.899
Average Annual Wages	\$57,898	\$65,354	\$68,922	\$3,568
Per Capita Income	\$41,086	\$45,914	\$48,325	\$2,412
Poverty Rate	18.5%	22%	15.8%	- 6.2%
Child Poverty Rate	24.4%	29.4%	22.4%	- 7.0%
Educational Attainment (BA or higher)	40.9%	43.4%	44.6%	1.3%
Commuters Who Drive Alone	74.1%	71.6%	68.7%	- 2.9%
Congestion Index	1.28%	1.32%	1.20%	- 0.12%



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INNOVATE AUSTIN

INNOVATION. ENTREPRENEURSHIP.



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

Innovation. Technology. Entrepreneurship.



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STRATEGY:

- *Talent*
- *Capital*
- *Innovation Ecosystem*
- *Dell Medical School & Innovation Zone*



A LIST OF THE HOTTEST STARTUPS

Innovation. Technology. Entrepreneurship.



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INNOVATION 2013 HIGHLIGHTS

- **LAUNCHED “INNOVATE AUSTIN”**
 - **2014 VISION/MISSION/STRATEGY**
- **INCREASE RELEVANT REACH (DISTRIBUTION)**
- **INCREASE # START-UPS (DEALS)**
- **INCREASE FUNDING (DOLLARS)**



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INNOVATION 2013 HIGHLIGHTS

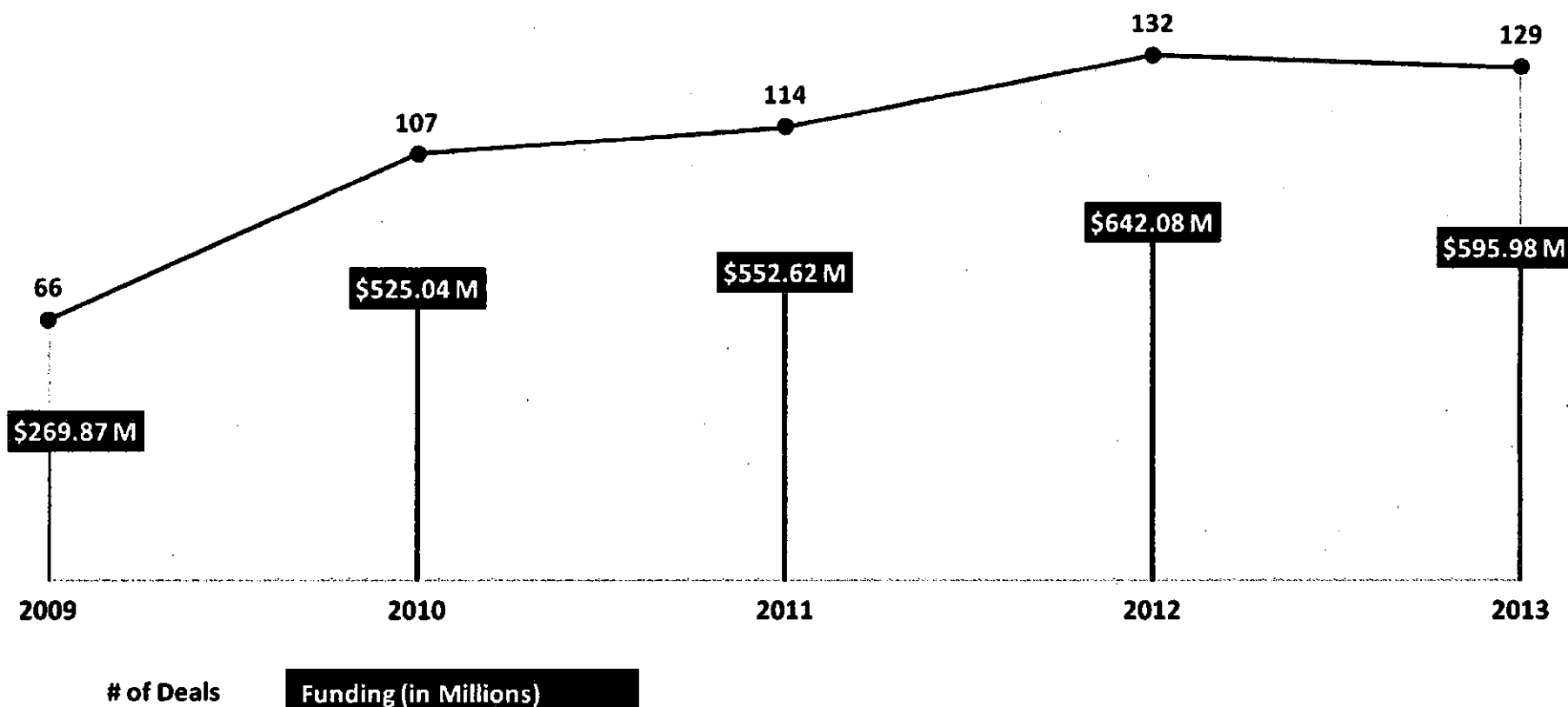
- **INNOVATION NEWSLETTER**
 - 2356 YTD = 44% INCREASE Y/Y
- **VC AND ECOSYSTEM ATTRACTION TRIPS**
 - LA, BOSTON, NY, SILICON VALLEY
- **AUSTIN A-LIST/STATE OF INNOVATION**



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Funding Activity in Austin 2009-2013

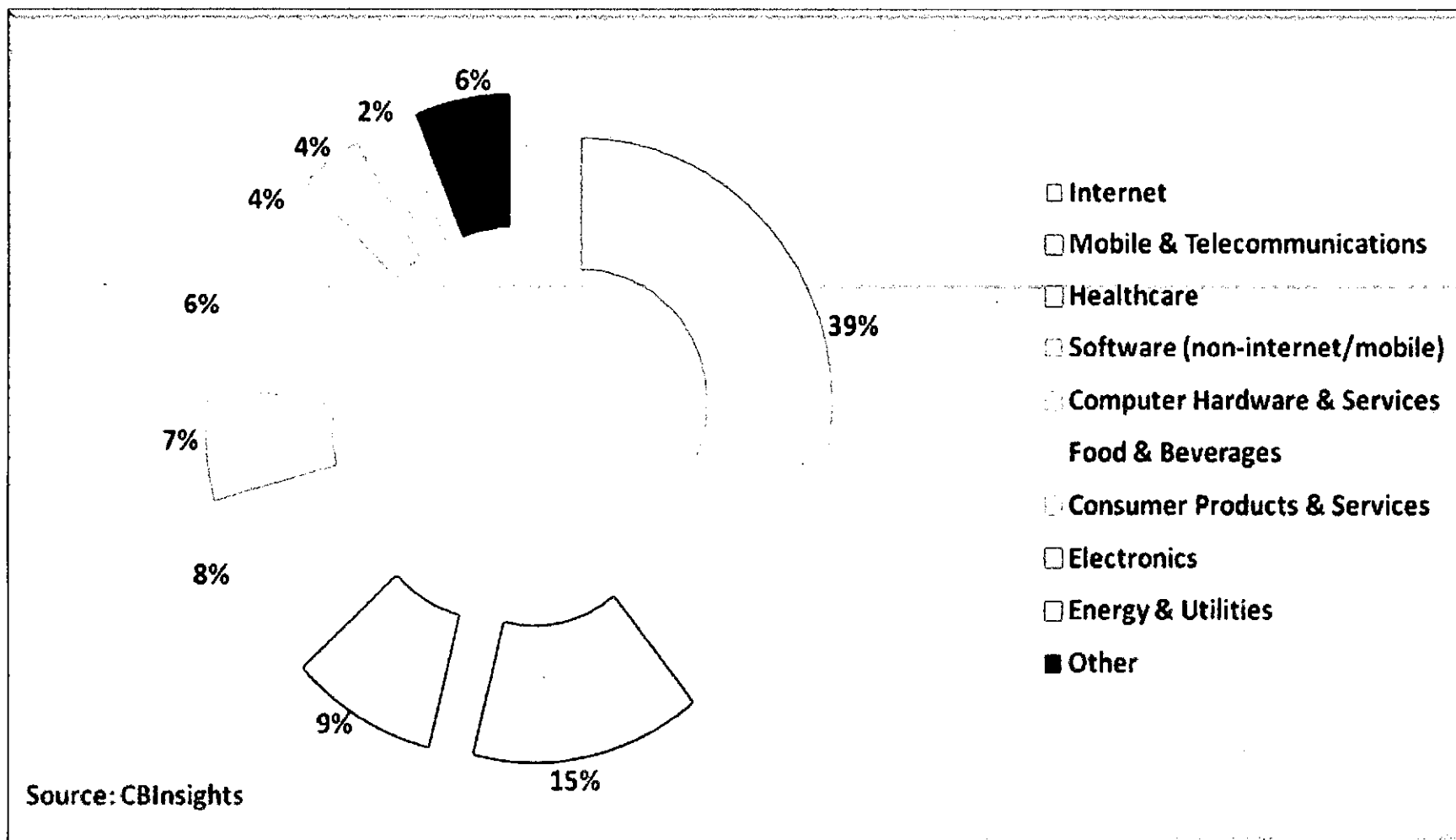




INNOVATE AUSTIN

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Sectors Invested in Austin 2013



A-LIST SEEKS INNOVATIVE, SCALEABLE START-UPS



AUSTIN A-LIST

A LIST OF THE HOTTEST STARTUPS

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WHAT IS THE A-LIST?

- The primary goal of A-List is to increase visibility and recognition of Austin's hottest innovators and startups to help recruit additional venture capital investment and top talent to Austin.
- All startup companies, any stage, both tech and non-tech will be considered.
- The winners of this prestigious list will be revealed and celebrated at our Signature Event happy hour, November 7, 2013, featuring SXSW Interactive Director Hugh Forrest, key investors, media, startups, entrepreneurs, innovators and VIP guests.

MORE QUESTIONS?

Contact Natalie Crouthamel at ncrouthamel@austinchamber.com regarding A-List nominations, awards or event.

A-LIST APPLICATIONS NOW OPEN

Are you an innovative, scalable startup company headquartered in Austin? Then we want you! Any stage startup, in any industry is eligible to apply.

Hurry! Fall 2013 nominations are only open until midnight, October 26th, 2013.

Nominate Your Company

Not a hot startup, but know an awesome candidate? Spread the word. Help us discover and promote the very best Austin has to offer.

#atxalister

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A LIST OF THE HOTTEST STARTUPS

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INNOVATION 2013 HIGHLIGHTS

✓ Fall 2013 Austin A-List Results

- 159 Startup Nominations
- 788 unique site impressions
- 497 RSVP's, 330 attendees
- 518% increase Summer 2013 RSVP's
- 5 Primary Media + relevant social media



AUSTIN A-LIST
A LIST OF THE HOTTEST STARTUPS

Innovation. Technology. Entrepreneurship.



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FALL 2013 WINNERS



AUSTIN A-LIST
A LIST OF THE HOTTEST STARTUPS



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Early/Emerging

Atlas

Datafiniti

Filament Labs

Pristine

Shelfbucks

YouEarnedIt

Growth

Gazzang

How Do You Roll

Uship

WP Engine

Late

Main Street Hub

Phunware



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| [Read the full press release here!](#)

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INNOVATE AUSTIN

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2014 Entrepreneur Education Series

Developing a Funding Strategy

□ **Presenters:**

- Evan Loomis, **Quiver Capital**
- Chris Shonk, **Liahona Ventures**
- Ann Benolken, **Norton Rose**
- Morgan Flager, **Silverton Partners**

□ **Topics:**

- Pitchbook Design
- Funding Sources
- Pitching to Investors
- The funding road show
- Legal tips for a successful financing



@Norton Rose Fulbright

Sold out capacity: 90

Attendees/30 waitlisted



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