

AUSTIN'S INNOVATION DISTRICT ROADMAP SUMMARY

Innovation is the key to healthier and more vital communities

What is an Innovation District?

Innovation districts co-locate academic, business, and civic innovators within amenity-rich urban environments and with access to programs that help them more easily collaborate and turn new ideas into new products. They result in community benefit both by being inclusive in their process and by their output of new products.

What is Austin's Opportunity?

Austin has the chance to combine growing capabilities in health and life sciences with established academic and industry strengths in software and device technologies, within a creative and entrepreneurial environment.

What are the Strategic Priorities for Austin's Innovation District?

Austin's innovation district is a vibrant urban place and a set of programs that foster innovation through special access and systemic collaboration among universities, companies, entrepreneurs and community innovators. It will focus on better health and economic opportunities for all.

Its stakeholders:

- Connect the innovation community
- Invest in innovation projects
- Build regional workforce capacity
- Create inclusive and accessible places

How will Austin's Innovation District Take Root and Grow?

Austin's innovation district is a consortium of academic, corporate, and civic stakeholders who recognize the opportunity to harness health and life science innovation for inclusive economic growth and to create a scalable new model of health for all.

Starting with the downtown Brackenridge campus, Central Health, Dell Medical School – University of Texas at Austin, and others will participate in a

Austin's innovation district is a collaboration of public and private stakeholders including academic institutions, companies, startups, non-profits, community, healthcare systems, and government.

Capital City Innovation is a coordinating entity for these stakeholders.

chartered working group coordinated by Capital City Innovation.

The group will do the following for the district:

- Create a common identity
- Develop business attraction strategies
- Support programs and activities that promote community benefit through shared goals
- Grow a diverse membership comprising global businesses, civic groups, startups, and non-profits
- Transform the campus into a healthy, vibrant mix of commercial, residential, retail and public spaces

How Will Innovation District Activities Be Coordinated?

Innovation district stakeholders are already demonstrating the advantage of a coalition approach, by coordinating the planning of developments, attracting the interest of companies who want to be a part of the district, partnering on programs, and creating the story of Austin's health and life sciences innovation.

Capital City Innovation's plan is to extend and amplify these early achievements for the district by:

- Engaging stakeholders and adopting a charter for collaboration
- Organizing a framework and business model to coordinate future efforts
- Developing a blueprint
- Creating a common value proposition, business attraction approach, and identity
- Developing a strategy for supporting and scaling innovation and community benefit programs

Austin's innovation district will ultimately connect other innovation hubs along the I-35 corridor to attract and grow innovators, companies and investors, and to create new jobs, economic benefits, and better health for the entire community.

AUSTIN'S INNOVATION DISTRICT STARTS WITH YOUR PARTICIPATION

Starting with the transformation of the Brackenridge Campus, the Innovation District is being led by Central Health and Dell Medical School along with the Downtown Austin Alliance, Opportunity Austin, and Seton. It will expand to include many more.



We are creating a coalition to coordinate district activities
Collaborating on these activities helps achieve a shared vision and goals for the innovation district, focusing on better health and economic opportunities for all.

Communications & Engagement



Innovation & Community Benefit Programs



A Shared & Vibrant Environment



Business Attraction



Using these tools



Roadmap

A shared understanding of where we've been and where we are heading



Blueprint

A guide for growing a vibrant, compact, and mixed-use district



Market Analysis

An analysis of industry potential and projected economic impact

TOGETHER WE CAN ADVANCE AUSTIN'S ECOSYSTEM OF INNOVATION!