5X5 BLUEPRINT

A FIVE YEAR STRATEGIC PLAN

TECHSTL

TECH INNOVATION IS STLMADE

September 2022
TechSTL.com

TOGETHER, WE CAN MAKE ST. LOUIS THE MOST DIVERSE INNOVATION HUB IN THE COUNTRY BY → 2027

- ✓ **2X Tech Workforce**
- ✓ **50% Diverse Talent**
- ✓ **5X Talent Pipeline**
- ✓ **500 New Tech Startups**
- ✓ **$20 Million Founders Fund**

TECHSTL BUILT THE BLUEPRINT & NOW WE NEED YOUR HELP TO RAISE $2M

SCALING OUR PIPELINE OF THE BIG 15 EMERGING TECHNOLOGIES

AGTECH	ARTIFICIAL INTELLIGENCE	AUTOMATION ROBOTICS
BIG DATA	BIOMED	CYBERSECURITY
DIGITAL HEALTH	EDGE COMPUTING	EXTENDED REALITY
FINTECH	GAMING & ESPORTS	GEOSPATIAL
HIGH TECH MANUFACTURING	INTERNET OF THINGS	SYSTEMS INTEGRATION

FROM OUR FOUNDING DIRECTOR

St. Louis feels very familiar to me, even though I am a newcomer. The complex history and economic challenges mirror many of the 200+ communities that I've had the honor of working alongside throughout my career. As a tech founder turned ecosystem builder, my focus has been to advance the New Data Economy through projects ranging from multi-state economic development partnerships to metropolitan advancement campaigns, and even small town revitalization efforts. While I have faced countless hurdles in this work, my belief has only been strengthened that fostering equitable entrepreneurship and innovation is imperative when building sustainable economies of scale.

During conversations with various St. Louis stakeholders, the same word was often used to describe the perceived state of the region; fragmentation. Community members who embody a deep investment and sense of hope for St. Louis commonly describe their home as fragmented and siloed. This area is clearly feeling the immense weight of correcting a long history of discriminatory resource disparities and the resulting ingrained sense of distrust and division. To rev up the economic engine of this once mighty national epicenter of trade, St. Louis must both build more effective partnerships and systems, while simultaneously investing in the efforts to heal decades of institutional inequities and trauma. And for that, the only path forward is together.

We are in a tumultuous time, where the impacts of the global shutdown and great resignation are still leaving both visible and invisible marks on families and individuals. The pandemic has shown us how access to technology and reliable connectivity are necessary tools for economic mobility. Companies are adapting to a changing world where the prevalence of remote work means competing worldwide for limited tech talent and essential knowledge workers. We are all finding our place in the new "normal."

Fortunately, St. Louis is indisputably sharp and gritty. The people and institutions continue to compete on a global stage with exceptional ingenuity and vigor. We remain a region with enviable industry and civic leadership that is prepared to go toe-to-toe with urban giants twice our size (as seen in the recent Build Back Better achievements). After thousands of hours of research and local conversations, our forward momentum is clear and I am confident that a Tech Council can play an integral role in supporting the rise of St. Louis. With inclusive engagement, policy change, and sustained community investment we can build a better future for our metro.

To that end, St. Louis now needs a champion of equitable innovation. One that is prepared to bridge the complex network of partners and mobilize strategic investments to chart a stronger path forward. TechSTL is poised to serve as the organization that can sit at the vital crossroads of economic opportunity and community progress, through the rapid expansion of the Data Economy. A community partner said it best, "when it comes to technology, St. Louis doesn't need another player on the field, we need a quarterback to rally the team and take this all the way."

I am honored to serve this incredible place as we charge the field together and am confident that TechSTL can help Greater St. Louis redefine what it means to win.
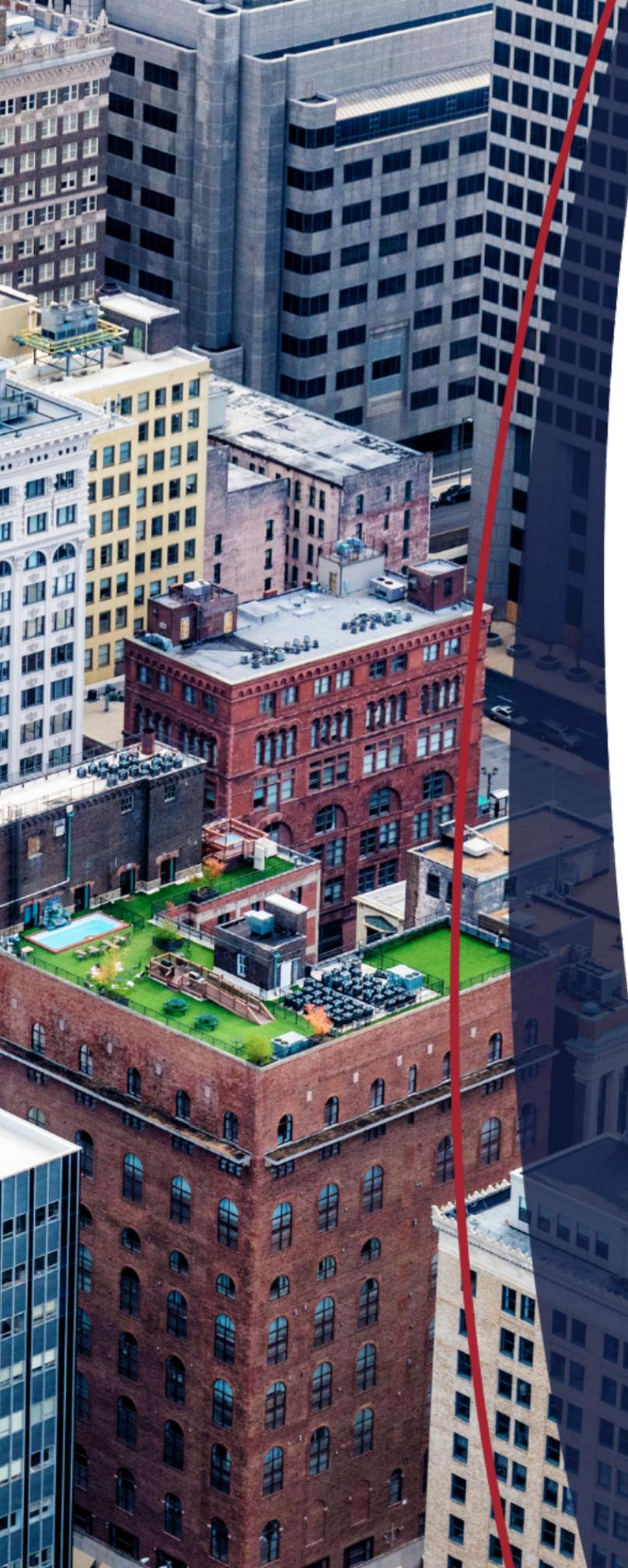
Emily Hemingway, Executive Director

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HOW IT ALL BEGAN

Fueling Digital Transformation and Inclusive Innovation

St. Louis is a region that has experienced decades of racial segregation and economic inequity, which has resulted in perpetual violence, crime, and population loss. St. Louisans are now counting on their leaders to drastically redefine the trajectory of this once thriving metropolis. With recent leadership shifts and newly established organizations, the 15-county metropolitan statistical area (MSA) of Greater St. Louis is kicking off the next decade with an ambitious set of goals to increase quality jobs, expand industry access, scale entrepreneurial growth potential, and dismantle centuries of systemic barriers to rebuild the MSA into a formidable center of commerce once again.

The launch of TechSTL as the first tech council of St. Louis has come at a pivotal moment as partners work to boldly chart a new course for the urban and rural region surrounding the Gateway City. In 2021, the St. Louis Development Corporation (SLDC) was awarded a U.S. Economic Development Administration SPRINT Challenge Grant to establish an organization whose dedicated focus would be building a healthy innovation pipeline across the entire 15-county footprint. Working in partnership with hundreds of organizations, TechSTL officially launched in 2022. Following several months of community research, TechSTL released its 5x5 Goals in the Spring of 2022. This document is the corresponding 5x5 Blueprint for achieving the 5x5 Goals by 2027.

TechSTL is committed to scaling the data economy of Greater St. Louis by connecting partners, building infrastructure, and investing in the programs that grow our innovation pipeline.

WHY A TECH COUNCIL

Proud to be the first Tech Council of the St. Louis Metro

A Tech Council is a membership-based 501(c)(6) organization that works to advance technology-focused programming and policy across a specific geographic region. TechSTL chose the Tech Council model because a membership-based nonprofit presents the opportunity to build a more robust and highly diverse network that can work to grow economic opportunity across broader areas of the community, including education, workforce development, business development, economic development, and government relations. The St. Louis region is facing challenges that require community-wide systemic change and leadership accountability. We must work to address digital inclusion, resource disparities, upward mobility limitations, tech talent demands, community distrust, and cluster fragmentation. As demonstrated in other Innovation Hubs around the country, the Council model is a highly successful approach to rapidly scaling the bedrock components of a tech community, while honoring the values and priorities of the community it serves.

Tech Councils + Innovation Hubs

According to the CompTIA 2022 Tech Towns Index, all 20 of the top Tech Towns in the US have an active Tech Council in their city or serve on behalf of their state to drive investment, programming, and public policy. The Tech Town Index evaluated cities based on the cost of living, number of postings for open IT positions and projected job growth over the next 12 months and the next 5 years.

In the 2020 KMPG Technology Innovation Survey of Tech CEOs and Hub leaders, it ranked the most important factors for Tech Hubs:

#1	Modern infrastructure, including high-speed bandwidth	33%
#2	Urban locale that attracts young professionals	29%
#3	At least one research-intensive university	27%
#4	Available investment funding	26%
#5	A pipeline of skilled talent	24%
#6	Favorable regulatory environment	23%
#7 (tie)	History of successful startup exits	20%
#7 (tie)	Positive demographic growth trends	20%
#7 (tie)	Supporting ecosystem (banks, legal, accounting, etc)	20%
#10 (tie)	Mentoring and access to innovation network	18%
#10 (tie)	An established base of tech parks and accelerators	18%
#12 (tie)	Generous tax and other government incentives	16%

(Multiple responses allowed, therefore percentage sum does not total 100)
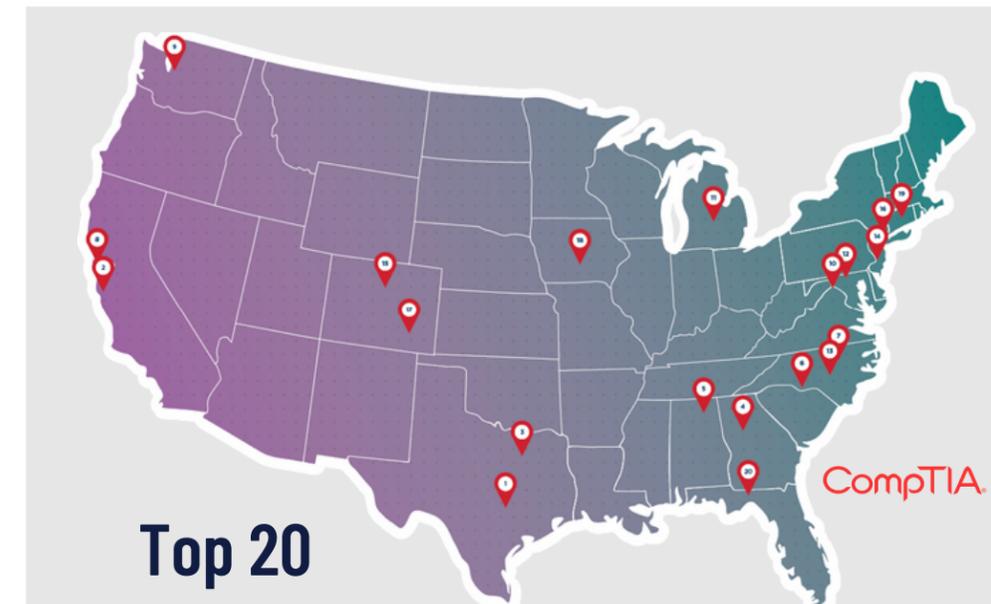
Top 20

1. Austin, Texas
2. San Jose, California
3. Dallas, TX
4. Atlanta, GA
5. Huntsville, AL
6. Charlotte, NC
7. Raleigh, NC
8. San Francisco, CA
9. Seattle, WA
10. Washington, D.C.
11. Lansing, MI
12. Baltimore, MD
13. Durham-Chapel Hill, NC
14. Trenton, NJ
15. Boulder, CO
16 New York City, NY
17. Colorado Springs, CO
18. Des Moines, IA
19. Hartford, CT
20. Tallahassee, FL

CompTIA

OUR THEORY OF CHANGE – BREAKING THE CYCLE OF FRAGMENTATION

Economic Restrictions of Silos

When regions are built and maintained in a way that upholds a fragmented silo model, there is a consistent breakdown of interpersonal trust, resource disbursement, and economic growth. St Louis is an example of how the division of efforts and highly restricted partnerships can have a detrimental effect on long-term impact in all spaces of the community. With a deep history of racial and ethnic segregation, the sector fragmentation and rigid structures of authority are remaining reflections of our complicated past. However, TechSTL is in a unique position to catalyze change.
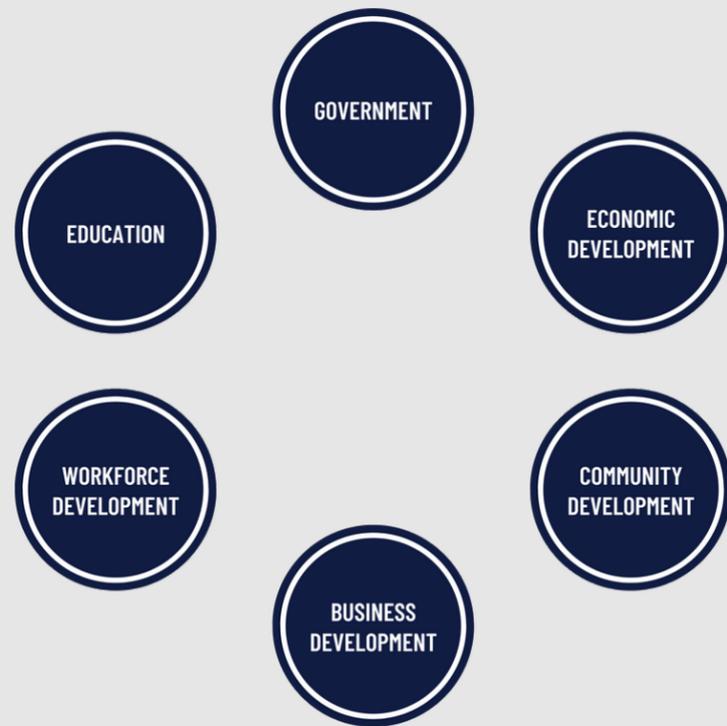
## Bridging through Hub & Spoke

To move beyond the silo framework, a highly successful approach is to first implement a Hub & Spoke model which introduces a more centralized concentration of communication, infrastructure, and resource distribution. Considering that innovation and technology are integral components of all the community sectors, TechSTL is presented with an opportunistic role in serving as a neutral bridging agent between the core networks across St Louis, to strategically invest in more inclusive practices, equitable systems, and economically viable growth tactics.
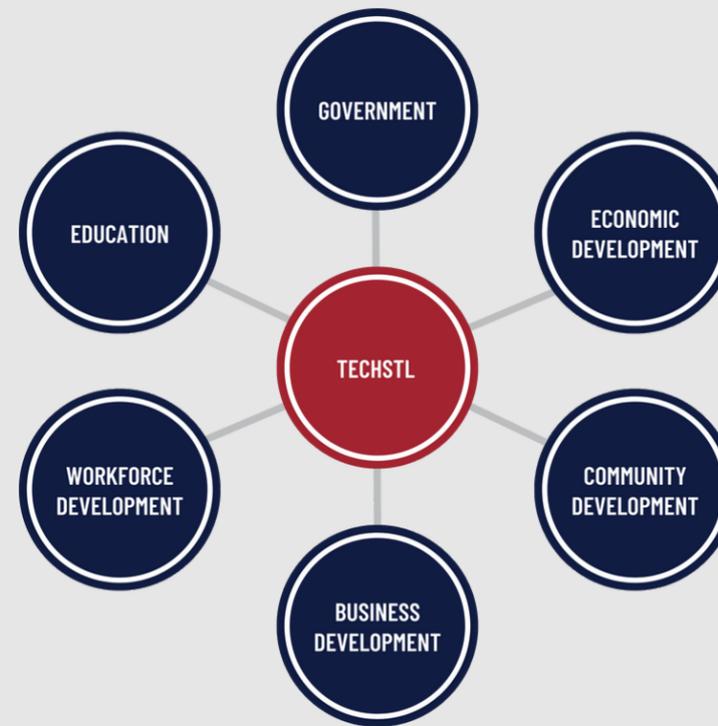
Constructing a Superhighway

The ultimate reflection of a healthy and robust innovation pipeline is one that behaves more like a hyperconnected superhighway, where individuals have more autonomy over their pathway navigation and upward mobility. By first building unrestricted bridges across the community to foster trust, collaboration, and just resource allocation, TechSTL can lay the groundwork for a more advanced system of movement. The Innovation Superhighway will then change the role of the Tech Council from serving as a foundational dot connector to a St Louis success amplifier.

1) FRAGMENTED SILOS

2) HUB & SPOKE
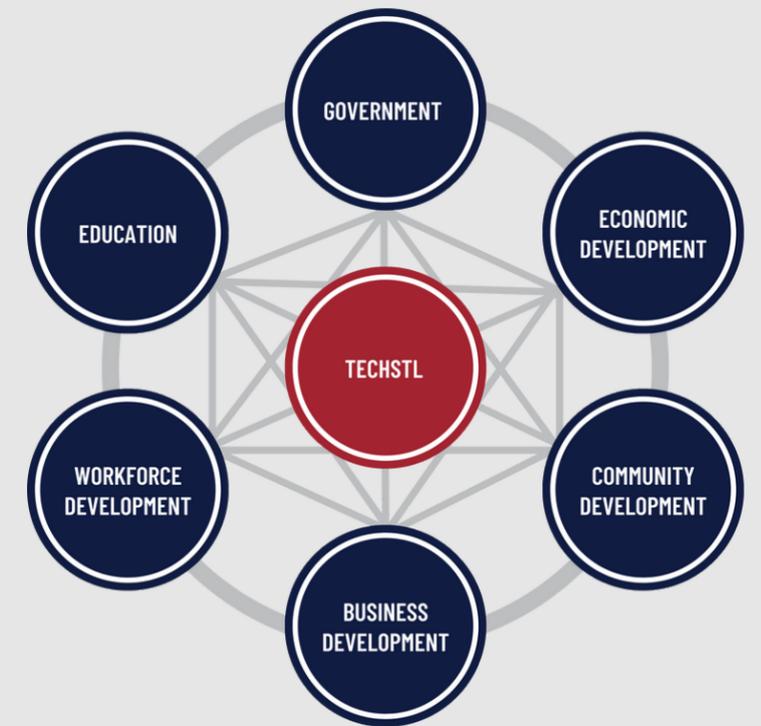
3) SUPERHIGHWAY

THE TECH COUNCIL MODEL

Community First, Founder Friendly & Tech Forward

As a 501(c)(6), TechSTL is built to be managed and sustained under the direction of our contributing members. However, considering that our mission as an organization has a core focus on driving inclusion, collaboration, and transparency, we are also recruiting community stakeholder members who serve on the council regardless of financial means. Our 2022 paid membership only costs $500 per organization, per year, and community stakeholder seats are offered at no cost for one year, with stakeholder applications reviewed by the board.

Membership Includes:

- Full Staff access to Member Portal
- Exclusive access to Members-Only Events
- Discounted tickets to Capstone Programs

- Open participation on Working Committees
- Early access to Regional Data Dashboard
- Member recognition in Communications Hub

- PR Support on National Campaigns
- Bi-State & Federal Advocacy
- Benefits Incentives & Perks

OUR METHODOLOGY

A Blueprint to Reach 5X5 Ecosystem Goals →

How do we make St. Louis the most diverse innovation hub in the country by 2027? The 5X5 Goals were identified as the primary milestones needed for our region to grow and attract tech talent, startups, and innovation on a national scale. Our 5X5 Blueprint is the action plan developed by the TechSTL Leadership Team, Board of Directors, and Advisors to map out how to reach these ambitious goals within the five year period.

Being Agile to Achieve Our Goals

Agile practices are used in software development to prioritize collaboration through cross-functional teams, open exchange of information, adaptive planning based on real-time feedback, and continual improvement through end-user accountability loops. A leading model for applying Agile to economic development planning is called Strategic Doing.

Strategic Doing is a community planning methodology that solves complex challenges by connecting various networks to establish measurable outcomes and build an adaptable goal framework. It enables leaders to design and guide more dynamic partnerships that generate innovative solutions. This model succeeds at teaching communities to be lean, agile, and fast—which is exactly how top innovation hubs operate to survive and thrive.

TechSTL will use Strategic Doing practices to frame our planning efforts to ensure we can prioritize DEIA in all focus areas, offer more upward mobility opportunities for residents, and fuel faster success for innovators, founders, and historically excluded communities (HECs) of our 15 county bi-state region.

Tackling in Three Core Phases

The Blueprint is divided up into three core phases of development, spanning over the 5 year period between 2022 to 2027:

PHASE 1
<u>Digital Infrastructure Development</u>: Address infrastructure needs around data management, communication, and resource accessibility
<u>Regional Network Building:</u> Develop inclusive network of nonprofits, anchor institutions, schools, businesses, and government agencies

PHASE 2
<u>Capacity Building:</u> Elevate regional programming and initiatives that improve the overall health of the MSA innovation pipeline
<u>Community Investment:</u> Activate funding mechanisms to deploy targeted resources in identified areas most poised for growth

PHASE 3
<u>Scale Pipeline Programming:</u> Support the growth of the tech talent and business pipeline, especially for people of color (POC) and female residents
<u>Advocacy & National Communications:</u> Expand Public Policy, National Marketing Campaigns, and High-Value Events hosted in Greater St. Louis

BIG 15 EMERGING TECHNOLOGIES

- AGTECH
- ARTIFICIAL INTELLIGENCE
- AUTOMATION ROBOTICS
- BIG DATA
- BIOMED
- CYBERSECURITY
- DIGITAL HEALTH
- EDGE COMPUTING
- EXTENDED REALITY
- FINTECH
- GAMING & ESPORTS
- GEOSPATIAL
- HIGH TECH MANUFACTURING
- INTERNET OF THINGS
- SYSTEMS INTEGRATION

WORKING 'BEYOND THE SILOS' WITH EACH OF OUR
FIVE STRONG CLUSTERS

STL 2030 Jobs Plan

ADVANCED BUSINESS SERVICES

BIOMEDICAL & HEALTH SERVICES

ADVANCED MANUFACTURING & PRODUCTION

AEROSPACE, AUTOMOTIVE & DEFENSE

TRANSPORTATION & LOGISTICS

TechSTL will work in alignment with the Greater St. Louis' 2030 Jobs Plan, which identified five priority industries with the strongest growth potential or those that provide critical support to all sectors. These five Industries - Advanced Business Services, Biomedical & Health Services, Advanced Manufacturing & Production, Aerospace, Automotive & Defense, and Transportation & Logistics - account for 40 percent of the region's employment. TechSTL will target these high-potential priority clusters within each of its goals and throughout its Blueprint.

BIG 15 EMERGING TECHNOLOGIES

These represent the fastest growing high-tech clusters that already have a presence in the MSA through a combination of education providers, support organizations, and private enterprise leaders. Catalyzing the Big 15 is a top priority of TechSTL and we will work with area partners to ensure these clusters are given the attention they deserve.

5X5 GOAL: 2X TECH WORKFORCE

Increasing the Workforce by 85,000

On average in 2021, the St. Louis MSA had over 37,000 tech job postings listed and waiting to be filled, with 9,900 of those in emerging technology sectors. Even with the loss of jobs due to the pandemic, St. Louis is now growing again in tech employment, with a current forecasted increase of at least 5% by 2030.

Over the next 10 years, tech occupation employment is expected to grow at twice the rate of overall employment nationally due to the rapid integration of data and technology in the overall economy. If St. Louis is to catch up with peer cities with greater shares of tech workers and become an established innovation hub, our region will need to implement far more aggressive measures to increase our tech workforce.

Growing our labor market would require collaboration with anchor institutions, pipeline development leaders, and hiring partners. Examples of the top current employers of tech industry and tech occupation positions in the MSA are:

- World Wide Technologies
- AT&T
- Mastercard
- Square
- Boeing
- Enterprise Holdings
- Anheuser-Busch
- Mercy
- Ameren
- Charles Schwab
- Thermo Fischer Scientific
- Edward Jones
- BJC Healthcare
- Centene
- Technology Partners

TechSTL will lead the charge of doubling the tech workforce by investing in pipeline infrastructure and upward mobility programming to scale homegrown talent development, national talent attraction, and remote worker competitiveness.

TECHSTL PLEDGE

CompTIA Cyberstates 2022

United States

8.7M	Net Tech Employment
5.7%	Net Employment % Overall
$1.8T	Economic Impact
9.3%	Economic Impact % Overall
507K	Tech Business Establishments
3.5M	Employer Job Postings
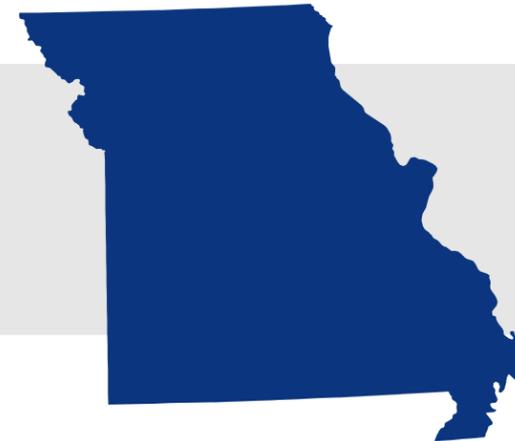
Missouri

154K	Net Tech Employment
5.3%	Net Employment % Overall
$21B	Economic Impact
6.8%	Economic Impact % Overall
9.3K	Tech Business Establishments
56.7K	Employer Job Postings

Illinois

319K	Net Tech Employment
5.4%	Net Employment % Overall
$52B	Economic Impact
6.5%	Economic Impact % Overall
20K	Tech Business Establishments
150K	Employer Job Postings

5X5 GOAL: 50% DIVERSE TECH TALENT

Adding 40k Women & 68k People of Color to the Workforce

Making innovation more inclusive is essential if we are to rapidly scale our tech workforce over the coming years. To be the most diverse high-tech innovation hub in the country, St. Louis will need to aggressively invest in projects that increase upward mobility for women and people of color. TechSTL strives to reach 50% diverse representation in the tech workforce, which would include more BIPOC, women, veterans, foreign-born, LGBTQIA+, disabled, and rural tech talent active in our labor market. To rank as the top city in the nation for diversity in STEM, our region would need to have a workforce that was 40% female and 49% non-white. If we also achieve our 5X5 goal of doubling our tech talent by 85,000, that translates to adding 40,000 women and 68,000 people of color.

According to the 2022 TechSTL IT Labor Market Report, 32% of tech workers in St. Louis today are women (27,400 workers), and 20% are people of color, which includes people who identify as Black, Hispanic, or Asian (17,184 workers). We do not currently have reliable data collection methods for tracking the MSA representation of tech workers who identify as veterans, foreign-born, LGBTQIA+, disabled, or rural. TechSTL will work with area partners on building more effective data-capturing protocols to monitor future representation growth within these specific demographics.
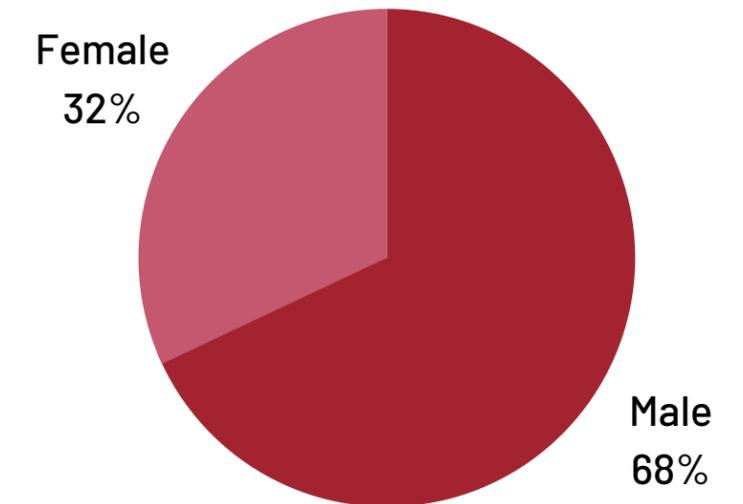
Diversifying the tech workforce in representation also means TechSTL must work to address the unequal pay gap for persons of color and women in tech. According to a 2022 report in SmartAsset, St. Louis was ranked as one of the worst major cities for women in technology jobs, because of the pay disparity between men and women locally in the industry. The MSA came in second to last in the SmartAsset examination of 59 cities for the gender pay gap in technology roles. The average earnings of female technology employees in St. Louis is 71.4% of male technology employees, which is well below the national gender pay gap of 83.6%.

> **TechSTL will drive inclusive innovation by establishing data accountability, expanding partner networks, advocating for equitable policy change, and investing in increased access points to grow tech opportunity for all communities of St. Louis.**
>
> TECHSTL PLEDGE

St. Louis Tech Workforce is Mostly Male & White

MSA Tech Workforce by Gender, 2021

- Female 32%
- Male 68%

MSA Tech Workforce by Race & Ethnicity, 2021

	White	Asian	Black	Hispanic
Value	~70,000	~7,000	~6,000	~3,000

(Y-axis: 0 – 25,000 – 50,000 – 75,000)
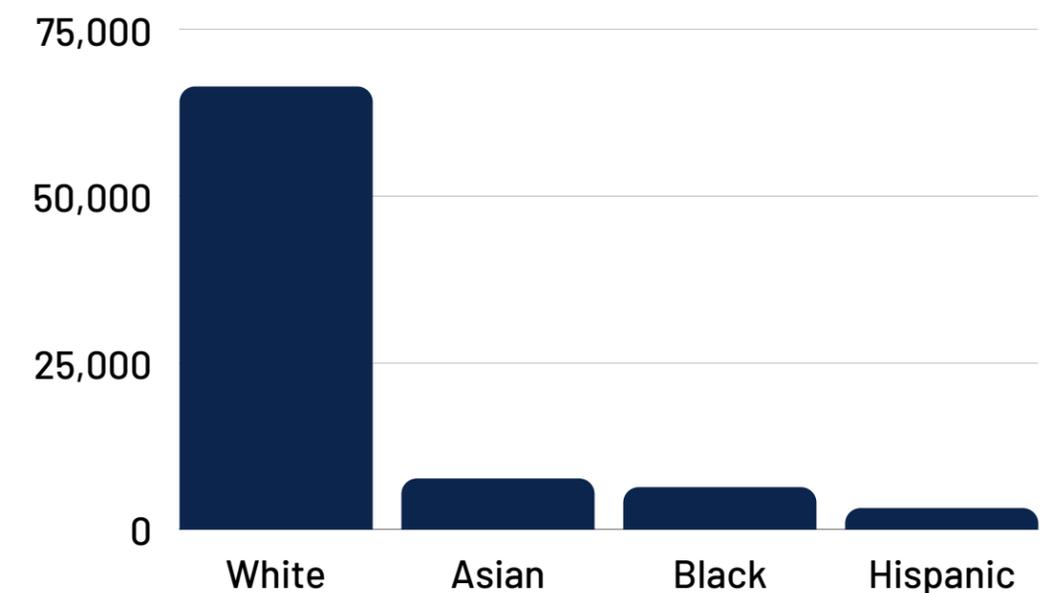
Building an Innovation Superhighway to 5X Pipeline

In order for St. Louis to double our tech workforce within 5 years, we will need to rapidly scale the size of our tech talent pipeline. To accommodate the increased capacity demands and delivery of service it will require larger and more coordinated investments Into the health of our innovation pipeline.
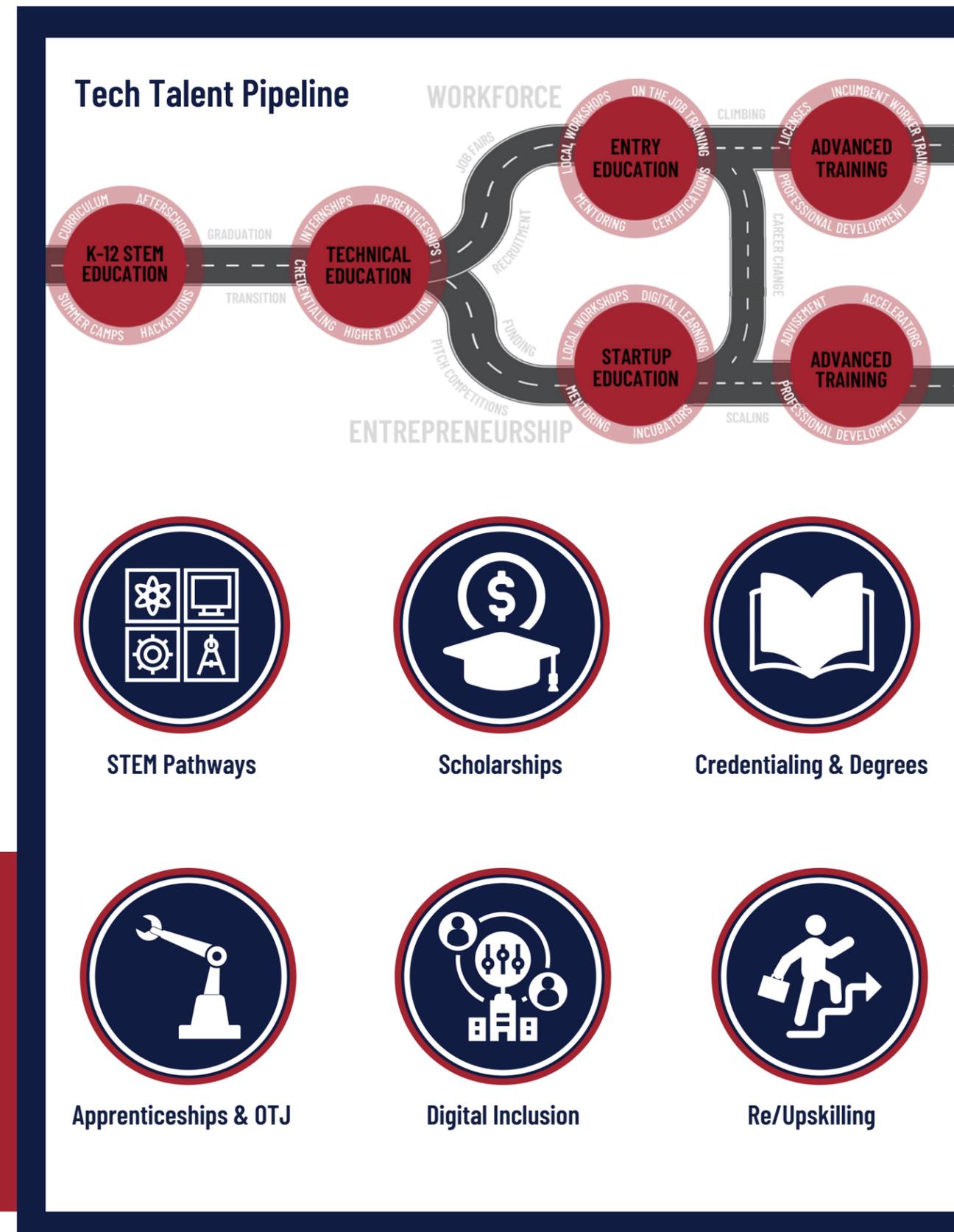
As an investment in the MSA, TechSTL commits to activating and supporting a more inclusive network of talent champions across the 15-county region. This network will include workforce development boards, county workforce offices, hiring partners, and nonprofit organizations like the following:

- SLATE
- STL Youth Jobs
- BioSTL & STEMSTL
- Rung for Women
- Launchcode
- CyberUp

- STLworks
- Savvy Coders
- Npower
- St. Louis Community College
- Washington University In St. Louis
- Southern Illinois University - Edwardsville

- Saint Louis University
- Lindenwood University
- Webster University
- Maryville University
- Harris Stowe State University
- Leadership Council SWIL

TechSTL will first support the development of an asset database of resources, programs, and tools available within our regional talent pipeline, and identify the current operating capacity of the pathways. We will serve as a data steward with a direct end-to-end connection with education providers to hiring partners and will have the ability to monitor the full spectrum of progress in real-time across the entire talent pipeline. Working alongside the network of partners, we will then maintain an action plan to expand these assets and attract participants throughout the MSA pipeline.

To scale our tech talent pipeline, TechSTL is committing to spearhead data management, maintain digital tools for navigating the pipeline, and deploy funding for resource needs associated with rapid programmatic expansion.

TECHSTL PLEDGE

Tech Talent Pipeline

STEM Pathways

Scholarships

Credentialing & Degrees

Apprenticeships & OTJ

Digital Inclusion

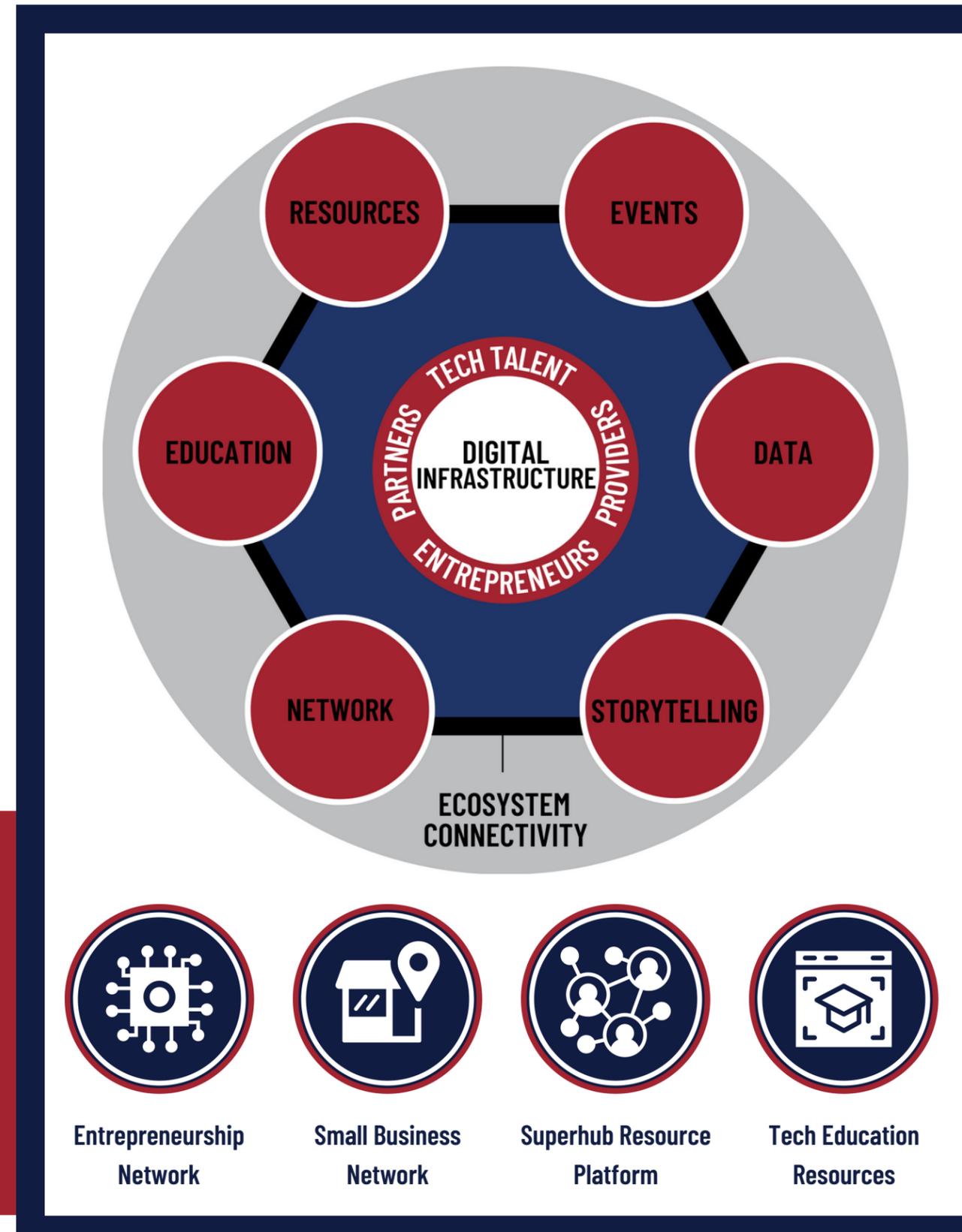Re/Upskilling

5X5 GOAL: 500 NEW TECH STARTUPS

Fostering a Founder First Ecosystem that Collectively Guides 500 New Tech-Enabled Businesses to Market

TechSTL is committed to making the MSA a Founder Friendly region that ensures innovation is more inclusive, equitable, and accessible. We will serve as a bridge for St. Louis small businesses and high-growth startups by increasing the availability of tech education and digital resource navigation. We will support community partners in adding leading-edge innovation tools, expertise, and funding opportunities to their programming portfolios through competitive grants. In addition, TechSTL will elevate the founder community through frontline storytelling, data reporting, national relationship building, and high-value destination events. Big things happen here in St. Louis and we will make sure the rest of the world knows about it!

At TechSTL, we recognize that a thriving entrepreneurial ecosystem needs more than stories and programs, it requires sufficient funding. The crippling lack of equitable capital access across the region is the single largest barrier to growing the future of our innovative business community. According to the St. Louis Small Business Ecosystem Assessment, there has been a historic unmet demand of $13 billion in capital for small businesses in St. Louis annually, which disproportionately impacts businesses owned by POC. Peer cities are home to far more robust networks of Community Development Financial Institutions (CDFIs), which are the first line of small business capital and free or low-cost technical assistance, as well as financial literacy services for disinvested communities. By supporting a regional Capital Network, TechSTL will work with area partners to expand on the work to identify the full scope of capital access needs across the MSA, as well as, rally resources to execute a strategy for addressing the gaps in expanding both debt and equity funding.

TechSTL supports both the entrepreneurship and small business ecosystems by expanding equitable access to innovation resources, increasing industry advisement, and growing tech-friendly capital options to ensure more St. Louis businesses have the chance to succeed.

TECHSTL PLEDGE

RESOURCES • EVENTS • EDUCATION • DATA • NETWORK • STORYTELLING

PARTNERS • TECH TALENT • PROVIDERS • ENTREPRENEURS

DIGITAL INFRASTRUCTURE

ECOSYSTEM CONNECTIVITY

Entrepreneurship Network

Small Business Network

Superhub Resource Platform

Tech Education Resources

5X5 GOAL: $20 MILLION FOUNDERS FUND

Addressing Regional Funding Gaps by Launching a $20 Million Founder's Fund and the STL Capital Network

Our community has a long history of investment in legacy manufacturing, tech transfer, bioscience and pharmaceuticals, and traditional technology industries. However, while the St. Louis MSA is home to a wide variety of Venture Capital and Equity Investment groups, we do not have a regionally convening partner who helps to bridge and activate that network. When it comes to advancing disruptive technology and emerging innovation through local equity capital, St. Louis has a great deal of untapped potential. Through the TechSTL leadership in the Big 15 Emerging Technologies, we will host leading-edge industry experts to share trends and case studies to offer investors frontline insight into the evolving markets.
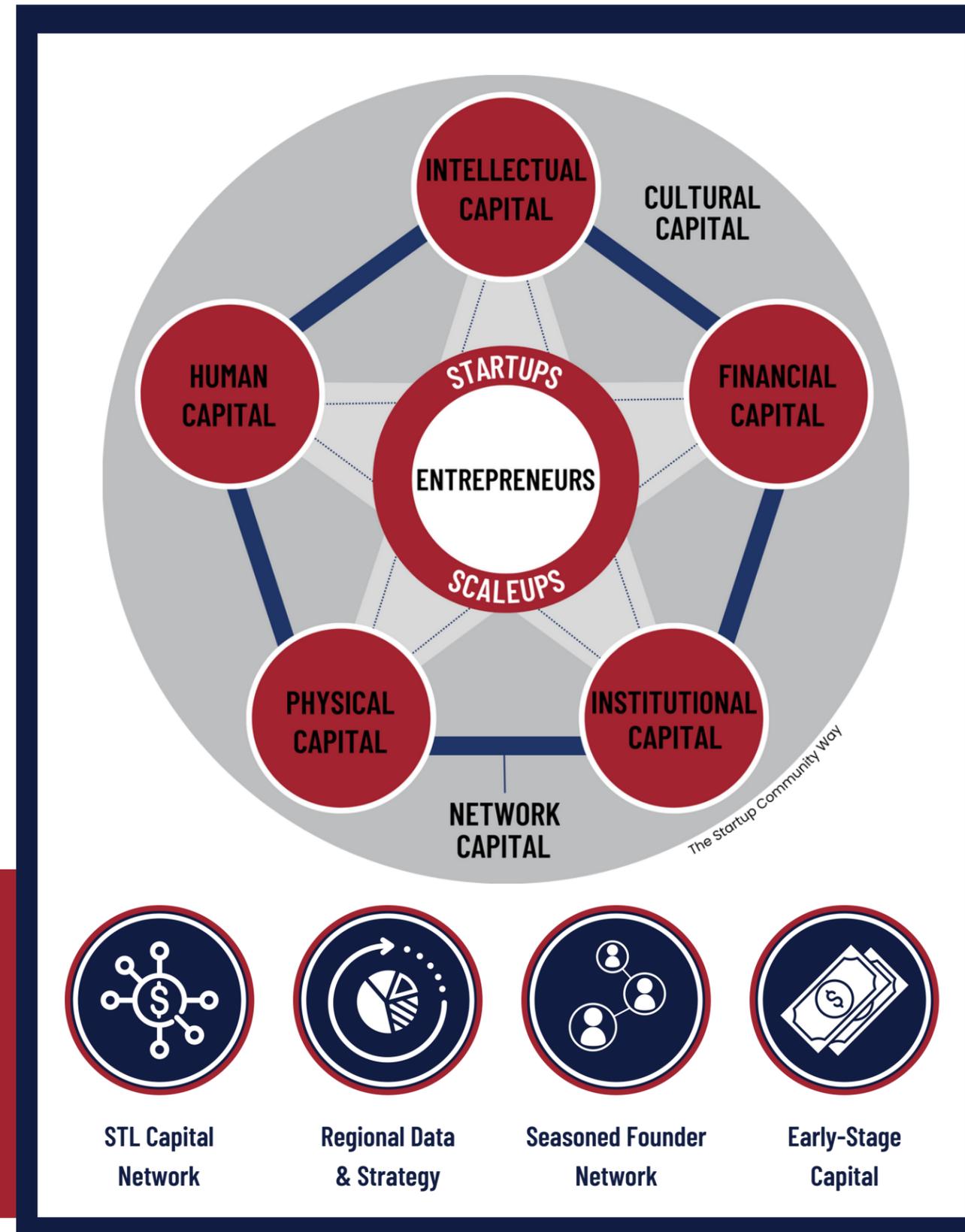
TechSTL will support the launch of an early seed-stage venture capital fund that engages seasoned St. Louis tech founders and invests strategically in emerging technology startups. The STL Founder's Fund would serve as a first-round investment in locally-developed revolutionary technology to serve as a pipeline activator for the next round of fundraising.

The Founder's Fund model will include:
- $20 Million Fund size or up to $4 million per year invested
- Early seed-focused fund investing $50,000-$250,000 in first rounds
- Will fund 20+ startups per year
- Industry agnostic in the B2B and B2C technology-enabled space
- Will collaborate with local accelerators, angels, Arch Grants, and MTC

TechSTL is dedicated to addressing regional investment gaps by establishing the STL Capital Network and supporting the launch of a seed-stage Founder's Fund for emerging technology startups.

TECHSTL PLEDGE

INTELLECTUAL CAPITAL · CULTURAL CAPITAL · FINANCIAL CAPITAL · INSTITUTIONAL CAPITAL · NETWORK CAPITAL · PHYSICAL CAPITAL · HUMAN CAPITAL · STARTUPS · ENTREPRENEURS · SCALEUPS

The Startup Community Way

STL Capital Network · Regional Data & Strategy · Seasoned Founder Network · Early-Stage Capital

3 CORE PHASES OF DEVELOPMENT

5X5 Goals

- **2X Tech Workforce:** Double the IT Workforce by 2027
- **50% Diverse Tech Talent:** Diversify the Tech Workforce
- **5X Talent Pipeline:** Scale the Capacity and Utilization of Our Tech Talent Pipeline
- **500 New Tech Startups:** Foster an Entrepreneurial Ecosystem that is Founder First and Tech Friendly
- **$20 Million Founders Fund:** Engage Seasoned Tech Founders to Address the Seed Stage Funding Gap for Tech Startups

Phase 1: 2022 - 2023

- **Digital Infrastructure Development:** Take a leadership role in addressing digital infrastructure needs around data, communication, and resource accessibility. Launch all four infrastructure tools by the end of 2023, ensuring data informs Network Building efforts.
- **Regional Network Building:** Develop an inclusive network of nonprofits, anchor institutions, businesses, and government leaders. Activate all of the pertinent networks to conduct regional asset mapping and planning.

Phase 2: 2024 - 2025

- **Capacity Building:** Elevate regional programming and initiatives that improve the overall health of the innovation pipeline. Execute Phase 2 Strategy for scaling capacity and reaching implementation goals.
- **Community Investment:** Activate funding mechanisms to deploy targeted resources in identified areas most poised for growth. Launch the TechSTL Foundation and the Seed Stage Founder's Fund.

Phase 3: 2026 - 2027

- **Scale Pipeline Programming:** Drive the regional expansion of the talent pipeline and tech startup, especially for POC and female residents, by managing networks, infrastructure, and community funding.
- **Advocacy & National Communications:** Expand bi-state and federal public policy efforts, manage large national marketing campaigns promoting the St. Louis Tech Scene, and host high-value destination events.

We are currently fundraising $2 million to complete Phase 1.

PHASE 1: DIGITAL INFRASTRUCTURE DEVELOPMENT

Superhub Platform
10 web portals to improve access to communities, resources, and data, partnered with the STL Small Business Ecosystem Coalition.

Tech Job Board
A self-aggregating job board and talent network sharing open tech positions from across the 15-county region.

Data Integration
An encrypted data integration system to advance data collection, management, and performance evaluation for the MSA.

Communications Hub
A network of multimedia communications channels and platforms to promote the St. Louis innovation scene.

Thanks to the EDA SPRINT Challenge Grant, a partnership with the St. Louis Small Business Ecosystem Coalition, and securing a Kauffman Foundation Inclusive Ecosystem Grant, TechSTL has already invested in beta development of the above digital infrastructure

Estimated Production Timetables

Superhub Platform
8-10 Mo

Job Board
2 Mo

Data Integration Warehouse
8-10 Mo

Comm Hub
2 Mo

PHASE 1: DIGITAL INFRASTRUCTURE DEVELOPMENT

STRATEGIES & TACTICS

Superhub Platform

- Work with partners to define core usability and impact goals for all 10 web portals
- Manage regional data collection and system construction, including the master database
- Oversee the wireframe, development, launch, and onboarding of all 10 web portals
- Conduct Phase 1 evaluation of Superhub portals and annual surveying of members
- Develop a Phase 2 strategy for Superhub growth and data collection

Tech Job Board & Talent Network Portal

- Integrate MSA list of 5000 organizations that hire tech occupation positions
- Connect tags to integrate with Superhub Resource Directories and EDU Landing Pages
- Launch Talent Network & conduct a series of regional marketing campaigns for users
- Promote Job Board & Talent Network through Midwest Job Fairs and University Partners
- Share utilization and conversion data with TechSTL Members and in public labor reporting

Regional Data Integration System

- Convene MSA partners to establish Data Council and construct the DIS Development Plan
- Contract with Project Firm to wireframe the Open Data Portal and STL Data Warehouse
- Work with MSA partners to define integration & governance protocol for internal data sources
- Fundraise for full construction of the comprehensive DIS System and multi-year management
- Develop Phase 2 Strategy for project development and system construction

Marketing & Communications Hub

- Work with MSA communications partners on defining 12-month PR goals & strategies
- Manage development, design, and integration of multi-media communications channels
- Launch TechSTL public relations and marketing campaigns for MSA, Missouri, and Midwest
- Track media coverage, open rates, campaign activation, and conversion rates on campaigns
- Develop Phase 2 Strategy for expanding community promotion and Midwest campaigns

SUCCESS EVALUATIONS

Security & Accessibility
Are systems safely accessible by all MSA partners and users, across all desired devices?

Data Integrity
Are the data we need complete, timely, and reliable? Is data disaggregated by race/gender/etc?

Community Awareness
Do the communities who would benefit from accessing these systems know how, where & why to use them?

System Sustainability
Are the systems built to be sustainable and manageable by the teams tasked with ownership?

Desired Impact
Are the systems meeting the impact goals outlined by the committees?

PHASE 1: REGIONAL NETWORK BUILDING

Fostering a Culture of Trust

When a community has a long history of fragmentation and resource disparity, there is naturally a deeply ingrained culture of distrust stemming from the perceived competition. The process of repairing and healing interpersonal relationships across a multifaceted region can be lengthy and complex. As TechSTL will operate as a robust membership-based organization with Industry ties that touch every corner of our region, we are uniquely equipped to play a role in moving St. Louis forward. By serving as a neutral convener and data steward, TechSTL can facilitate the foundational connection opportunities needed to construct a more comprehensive asset map and inclusive network of partners across the 15-county region. We will invest in the efforts to rebuild a culture of trust through intentional partnerships and relationship development. The only path forward is together.

Expanding and Empowering Critical Networks

Tech Professionals Network

Entrepreneurship Network

Small Business Network
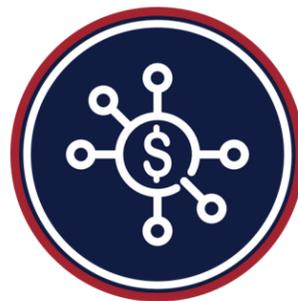
Black Tech Network

Women in Tech Network

Community Innovation Network

STEM Education Network

STL Capital Network

Talent Pipeline Network

Digital Inclusion Network

PHASE 1: REGIONAL NETWORK BUILDING

STRATEGIES & TACTICS

Tech Professionals Network
- Current & Future Tech Professionals
- Goal: Engage 2500 individuals

Tech Entrepreneurship Network
- Founders of Tech Startups
- Goal: Engage 300 Startups

Small Business Innovation Network
- Founders of Small Businesses
- Goal: Engage 500 Businesses

Black Tech Network
- POC Tech Professionals & Founders
- Goal: Engage 1000 individuals

Women in Tech Network
- Women Tech Professionals & Founders
- Goal: Engage 1500 individuals

Community Innovation Network
- County-specific Committees
- Goal: Define all 15 County Goals

STEM Education Network
- Nonprofit, Govt & Business Partners
- Goal: Bi-State STEM Strategy

Talent Pipeline Network
- Nonprofit, Govt & Business Partners
- Goal: 5X Pipeline Strategy

STL Capital Network
- Banks, CDFIs, RLFs, VCs
- Goal: Capital Access Strategy

Digital Inclusion Network
- Nonprofit, Govt & Business Partners
- Goal: Digital Inclusion Strategy

SUCCESS EVALUATIONS

Inclusive Representation
Are the leadership committees an accurate reflection of the MSA communities they represent?

Upward Mobility
Are the Networks working to improve upward mobility for the communities they serve?

Resource Accessibility
Are the Networks improving accessibility to and integration of MSA resources?

Sustainable Engagement
Is the Network model engaging the intended community in a way that is manageable & sustainable?

Desired Impact
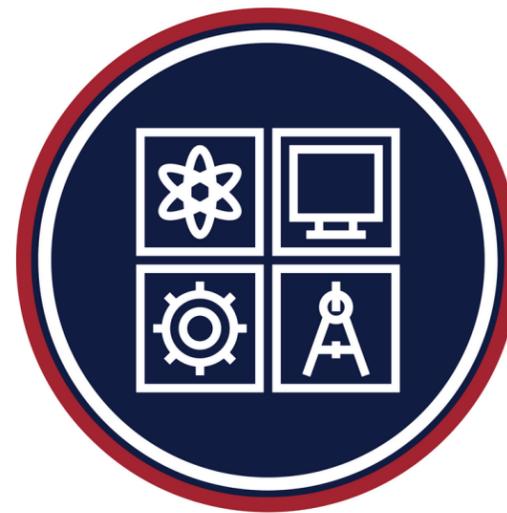Are the Networks meeting the impact goals outlined by the committees?

PHASE 2: CAPACITY BUILDING & PROGRAM SUPPORT

In the Fall of 2023, the TechSTL team will release their Phase 2 Strategy outlining the detailed efforts for Capacity Building and Programmatic Support to launch in 2024. The core priorities will include the following:

INNOVATION DEIA

STEM EDUCATION

RE/UPSKILLING

BUSINESS INNOVATION

DATA MANAGEMENT

BUSINESS FUNDING

PHASE 2: TARGETED COMMUNITY INVESTMENT

Launch the TechSTL Foundation and STEM Scholarship Fund

We have partnered with the St. Louis Community Foundation to launch the TechSTL Foundation and Scholarship Fund to make innovation more inclusive

ST. LOUIS COMMUNITY FOUNDATION

STEM SCHOLARSHIPS

NONPROFIT GRANTS

BUSINESS FUNDING

The TechSTL Foundation will deploy competitive grants to scale capacity and increase broader implementation of identified priorities of the TechSTL Council
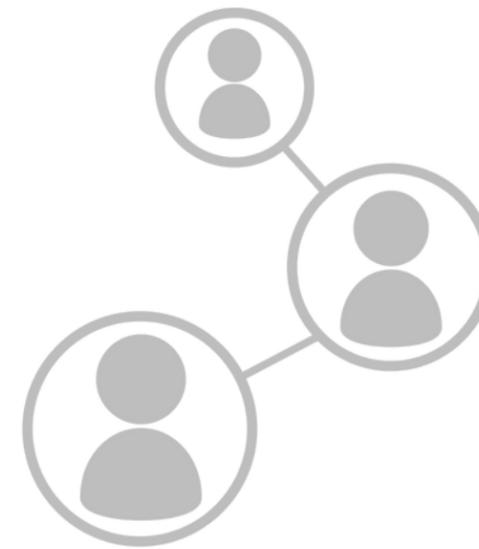
TECHSTL PLEDGE

PHASE 2: TARGETED COMMUNITY INVESTMENT

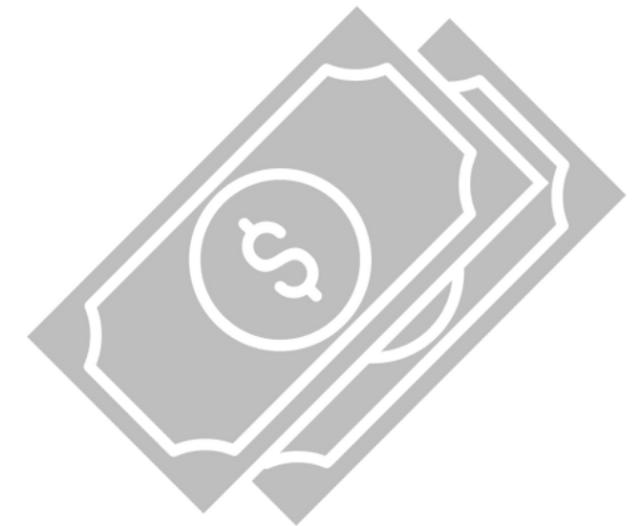## Launch a $20 Million Founders Fund

Working alongside the STL Capital Network, the TechSTL Founder's Fund will offer first-round equity capital to startups in the Big 15 Emerging Technology sectors.

A TEAM OF SEASONED TECH FOUNDERS

**CAPITAL NETWORK & STL ACCELERATORS**

FIRST $50-250K IN SEED CAPITAL

$4 Million invested each year in 20+ early seed-stage $50-$250k in first round deals for St. Louis based startups

PHASE 3: SCALING PIPELINE FOR SUPERHIGHWAY

Reaching our Five-Year Goals

In the Fall of 2025, the TechSTL team will release their Phase 3 Strategy outlining the detailed final efforts for Scaling Pipeline Programs to reach the 5X5 Goals.

Growing a More Diverse Workforce

2X Workforce

50% Diversity

- Women
- Rural
- Disabled
- POC
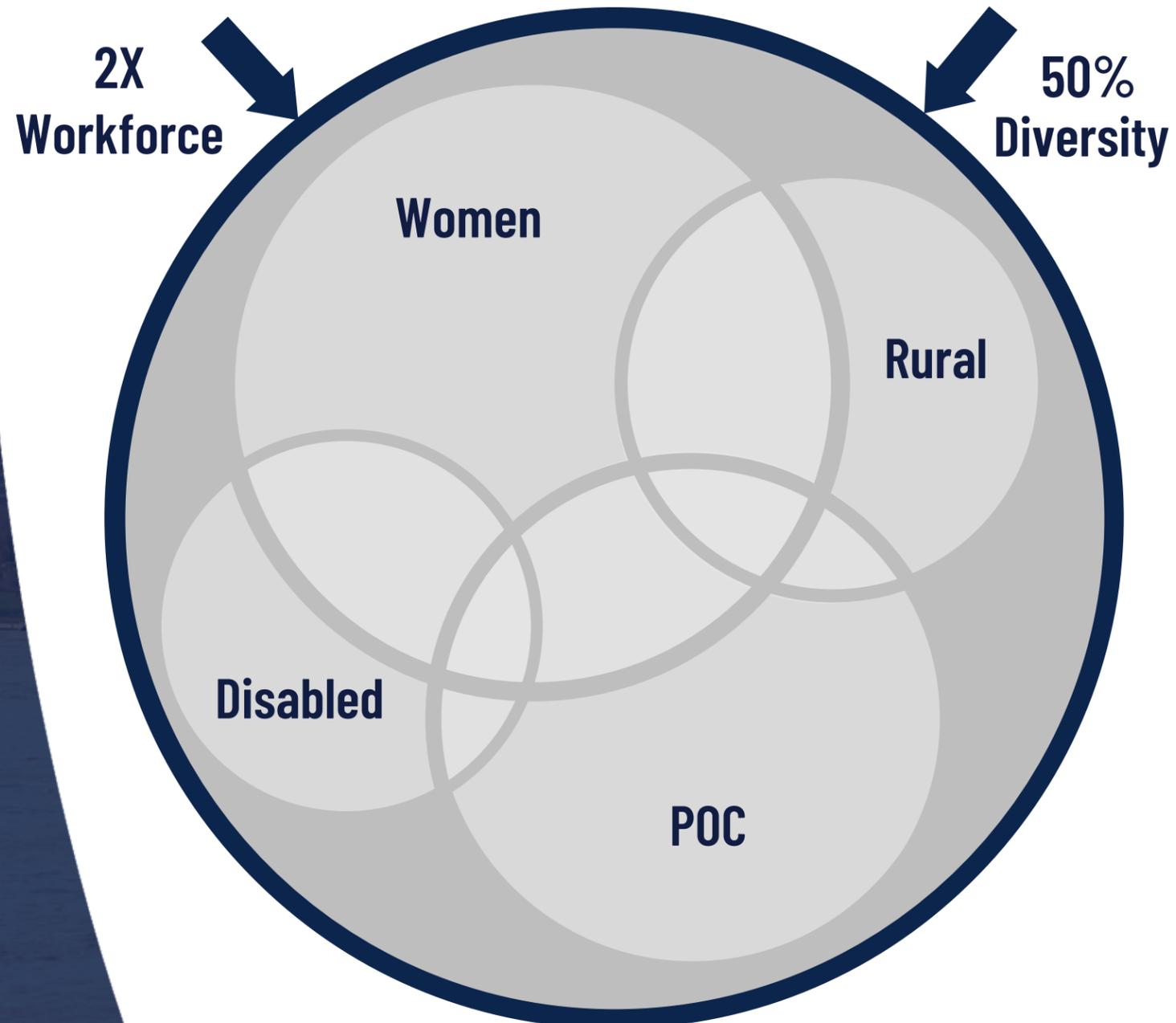
Scaling Our Talent Pipeline

- Digital Inclusion
- Apprenticeships
- Internships
- Tech Credentials
- Certifications
- STEM Degrees
- Re/Upskilling
- Diverse C-Suite & Board Directors

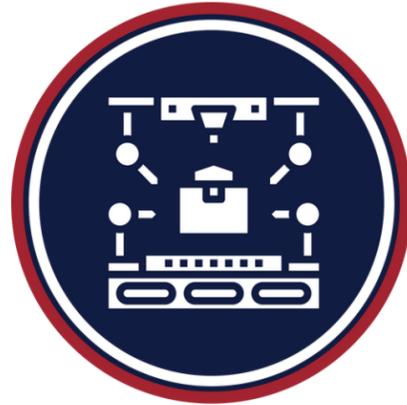# PHASE 3: ADVOCACY & NATIONAL COMMUNICATIONS

Driving Bi-State and Federal Advocacy for the MSA Data Economy

STEM EDUCATION

BROADBAND COVERAGE

HIGH-TECH MANUFACTURING

INNOVATION REGULATION

As a 501(c)(6), TechSTL will serve on behalf of our members in relevant issues pertaining to federal legislation, as well as state policy in both Missouri and Illinois. We will hire staff & contract with a law firm specializing in advocacy.

Positioning Greater St. Louis to be a Nationally-Recognized Innovation Hub

- Host nationally recognized destination events & industry expos
- Manage ongoing marketing & communications campaigns across the country
- Partner with other Tech Hubs to collaborate on programs & share networks
- Become the most diverse high-tech innovation hub in the country

MEET THE TECHSTL 2022 LEADERSHIP TEAM

STAFF & ADVISORS

Emily Hemingway
Executive Director

Ellie Scott
Project Manager

Monique Levy
Operations Advisor

Christopher Kolar
STEM Education Advisor

Cristina Garmendia
Data Advisor

Vikram Lakhwara
Equity Capital Advisor

David Weaver
Tech Council Attorney

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Devon Moody-Graham
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CEOMom Empire, LLC

Chris Kontes
Co-Founder & COO
Balto

ADVISORY TEAM & WORKING COMMITTEES

ADVISORY TEAM

- Alison Niermann, CEO of Tilley Workforce Solutions
- Tony Furhmann, Director, Madison County Employment & Training Department
- Eduardo Platon, Executive Director of Hispanic Chamber of Commerce of Metropolitan St. Louis
- Stacey Fowler, Director of Strategic Workforce and Business Inclusion, St. Louis Development Corporation
- John Unger, Vice President of Data Services at Alliance Advisors, LLC
- Kieran Blanks, Chief Growth Officer at OHUB
- Dan Lauer, Founding Executive Director of UMSL Accelerate
- Dana Lorberg, Executive Vice President of Mastercard
- Lori Becker, COO, Starkloff Disability Institute
- Mary Gay, Connected Communities Broadband Fellow, Leadership Council SWIL
- Michael Gallagher, Senior Strategic Advisor at World Wide Technologies
- Michael Holmes, Regional Vice President of Economic Development, Workforce Development and Strategic Partnerships Urban League
- John Parker, Senior Director of Corporate Communications, Public Relations & Human Resources, Evolution St Louis
- Jeff Coburn, Co-inventor and Chief Strategy Officer, Total Orbit
- Tori Gonzalez, Adjunct Professor at Washington University

FOUNDER FRIENDLY COMMITTEE

- Chris Cardinal, COO, Amptify
- Devon Moody-Graham, CEO, CEO Mom Empire
- Edwin Williams, CEO, Zenhammer
- Ken Mocabee, Senior Strategist, Alliance Systems
- Michael Margraf, CEO, Total Orbit
- Ryan Richt, CEO, Well Principled
- Tara Kraus, CEO, Breakwell
- Marvin Francois, CEO, oneKIN

TECH TALENT COMMITTEE

- Darren Jackson, Founder, Equity Studios
- Koran Bolden, Founder, Bold Moves Agency
- Rory Beelek, Director of Grants, and Institutional Development, St. Louis Community College
- Brooke James, SummerSalt
- Ebony Williams, Associate Director of Technology Development Program (TDP), AT&T
- Kate Polokonis, Executive Director, STEMSTL

DIGITAL INFRASTRUCTURE COMMITTEE

- Erik Lutenegger, CEO, Tenacity
- Dave Costenaro, Crypto Economist, Protocol Labs
- Michael Lamb, CEO, nativeMSG
- Jomo Castro, Regional Director, External Affairs, State Legislative & Regulatory Affairs, AT&T
- Brian Duffner, Solutions Engineering, Bluebird Network

THANK YOU TO OUR STEERING COMMITTEE

- Andy Dearing, President, Spatial STL Advisors
- Anjie Sanford, Manager, BioGenerator
- Aurora Bihler, Coordinator, Building Upon Diversity
- Benjamin Johnson, Vice President of Programs, BioSTL
- Chris Cardinal, President & COO, Amptify
- Christian Johnson, CEO, Respond AI
- Courtney Corman, County Data Officer, St. Louis County Government
- Courtney Breckenridge, Specialist of Alternative Credentials and Grants Development, Southern Illionois University Edwardsville
- Cyril Loum, Assistant Director of Venture Development, Skandalaris Center at Washington University
- Daniel Schaub, CEO, SF Advisors
- Danish Nagda, Founder & CEO, Rezilient Health
- Darcella Craven, President & Chief Fear Conqueror, VetBiz
- Darren Jackson, Founder, Equity Studios
- Dave Costenaro, Chief Data Officer, Capacity
- David Reddick, Executive Director, Gateway Higher Education Cybersecurity Consortium (GHECC)
- Deann Donohue, Vice President of Technology Hub, Mastercard
- Don Harvey, CEO, Harvin AR
- Edwin Williams, CEO, ZenHammer
- Eric Moraczewski, CEO, NMBL Strategies
- Frank Hopper, Managing Director, Capital Innovators
- George Holmes, CEO, Hire Henry
- Greg Laposa, Director of Workforce Development, St. Louis County
- Hayley Johnston, Community Manager, Spark Coworking St. Louis
- Il Luscri, Assistant Vice Provost/Managing Director, Skandalaris Center at Washington University

- Jack Scatizzi, Executive Director, Missouri Technology Corporation
- Jack Bader, Chairman, 1904Labs Inc.
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- Jeffrey Mazur, Executive Director, The LaunchCode Foundation
- Jerod Williams, Leasing Manager, WeWork
- Jessica Maurer, Director of External Partnerships, Rung for Women
- Jimmy Cornbleet, Founder, Network for You
- Jomo Castro, Regional Director of External Affairs, AT&T
- Joseph Blanner, Partner, McCarthy, Leonard & Kaemmerer, LC
- Justin Raymundo, Manager of Regional Workforce Strategy, BioSTL
- Kara Corches, Vice President Governmental Affairs, Missouri Chamber of Commerce & Missouri Technology Alliance
- Karla Roeber, Vice President Public and Government Affairs, Donald Danforth Plant Science Center
- Kevin Wilson, Executive Director, Small Business Empowerment Center
- Kieran Blanks, Chief Growth Officer, OHUB
- Kimberly Erskine, Workforce Development Strategic Partnership Manager, Ameren
- Koran Bolden, CEO, Bold Moves Agency
- Kyle Anderson, Executive Director, Leadership Council Southwestern Illinois
- LaKricia Cox, Director of Programs, The Little Bit Foundation
- Laura Burkemper, CEO, The Catalyst Center
- Lewis Sheats, Director, Chaifetz Center of Entrepreneurship at Saint Louis University
- Linda Harris, Vice President of Impact Strategies and Systems, United Way of Greater St. Louis

- Lindsey Forsythe, Director of Employee Relations, STL Youth Jobs
- Lori Becker, COO, Starkloff Disability Institute
- Mary Brice, Board Member, St. Louis Arch Angels
- Mary Gay, Connected Communities Broadband Fellow, Leadership Council SWIL
- Matt Menietti, Executive Director, Conflux Co-Learning
- Melissa Grizzle, Director of Entrepreneurship, ITEN
- Michael Margraf, CEO, Total Orbit, Inc
- Natalie Self, SVP Equitable Economic Impact, Cortex Innovation Community
- Neal Richardson, Executive Director, St. Louis Development Corporation
- Nicole Mathern, Community Partners, K-Careers, Inc
- Olakunle Ayeni, President & Founder, Claim Academy
- Patty Hagen, Executive Director, T-REX
- Paul Sorenson, Director, St. Louis Regional Data Alliance
- Peter Davidson, CEO, P. Davidson & Company
- Phyllis Ellison, Vice President of Partnerships, Cortex Innovation Community
- Pravina Pindoria, Co-Founder, Tallyfy
- Quentin Ortega, Executive Director, ITEN
- Richard Schumacher, Manager of Tech Initiatives, St. Louis Community College
- Rikki Henry, Program Manager, Center for Emerging Technologies
- Robert (Bob) Guller, Founder & Board Member, Arch Grants
- Rory Beelek, Director of Grants, and Institutional Development, St. Louis Community College
- Ryan Richt, CEO, Well Principled

- Scott Chadwick, Chief of Corporate Partnership Acquisitions, Maryville University
- Simon Huang, Chief Technology Officer, City of St. Louis
- Stacey Fowler, Director of Strategic Workforce and Business Inclusion, St. Louis Development Corporation
- Stefani Weeden-Smith, Director, St. Louis Anchor Action Network
- Stephanie Regagnon, Executive Director Innovation Partnerships, Danforth Plant Science Center
- Steve Bryant, Career Pathways Manager, MO Department of Elementary and Secondary Education (DESE)
- Tara Kraus, Founder, BreakWell
- Thad Simons, President, The Yield Lab Institute
- Thomas Finan, Executive Director, Construction Forum
- Tina Haberberger, Coordinator of Talent Development and Skilled Workforce, Regional Business Council
- Tony Furhmann, Director, Madison County Employment & Training Department
- Wendell Covington, Executive Director, NPower Missouri
- Weston White, Project Management & Marketing Communications Coordinator, Leadership Council Southwestern Illinois
- Will Werner, Director, UMSL

THE ONLY PATH FORWARD IS TOGETHER

Help us grow the STL Innovation Hub
by joining the Tech Council
at TechSTL.com

TECHSTL
TECH INNOVATION IS STLMADE

For Sponsorship & Partnership Opportunities
Contact Emily Hemingway at Emily@TechSTL.com