



**TECHSTL**  
TECH INNOVATION IS STLMADE

**2022-2023 Sponsorships**

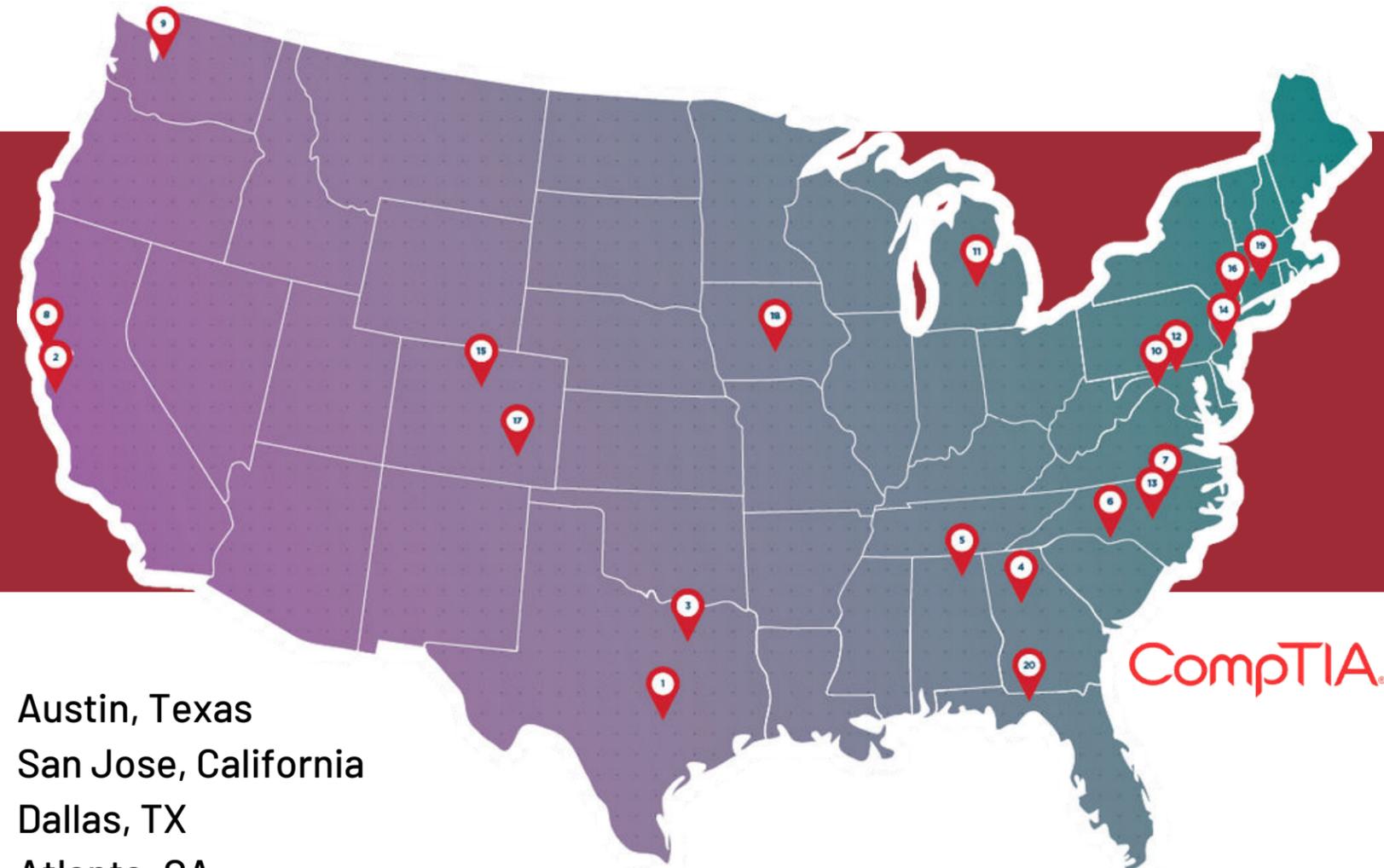
# Proud to serve as the first Tech Council of Greater St. Louis



# Why a Tech Council for St. Louis?

All 20 of the top innovation hubs in the country have a tech council serving on behalf of their region.

- **Coordinated Communications & PR**
- **Culture of Innovation & Engagement**
- **Resource Access & Pipeline Flow**
- **Targeted Programming**
- **Innovation Advocacy**



Austin, Texas  
San Jose, California  
Dallas, TX  
Atlanta, GA  
Huntsville, AL  
Charlotte, NC  
Raleigh, NC  
San Francisco, CA  
Seattle, WA  
Washington, D.C.

Lansing, MI  
Baltimore, MD  
Durham-Chapel Hill, NC  
Trenton, NJ  
Boulder, CO

New York City, NY  
Colorado Springs, CO  
Des Moines, IA  
Hartford, CT  
Tallahassee, FL

# TOGETHER, WE CAN MAKE ST. LOUIS THE MOST 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

# Our Innovative Model

**TechSTL Tech Council**  
501(c)(6)

Infrastructure

Networks

Visibility

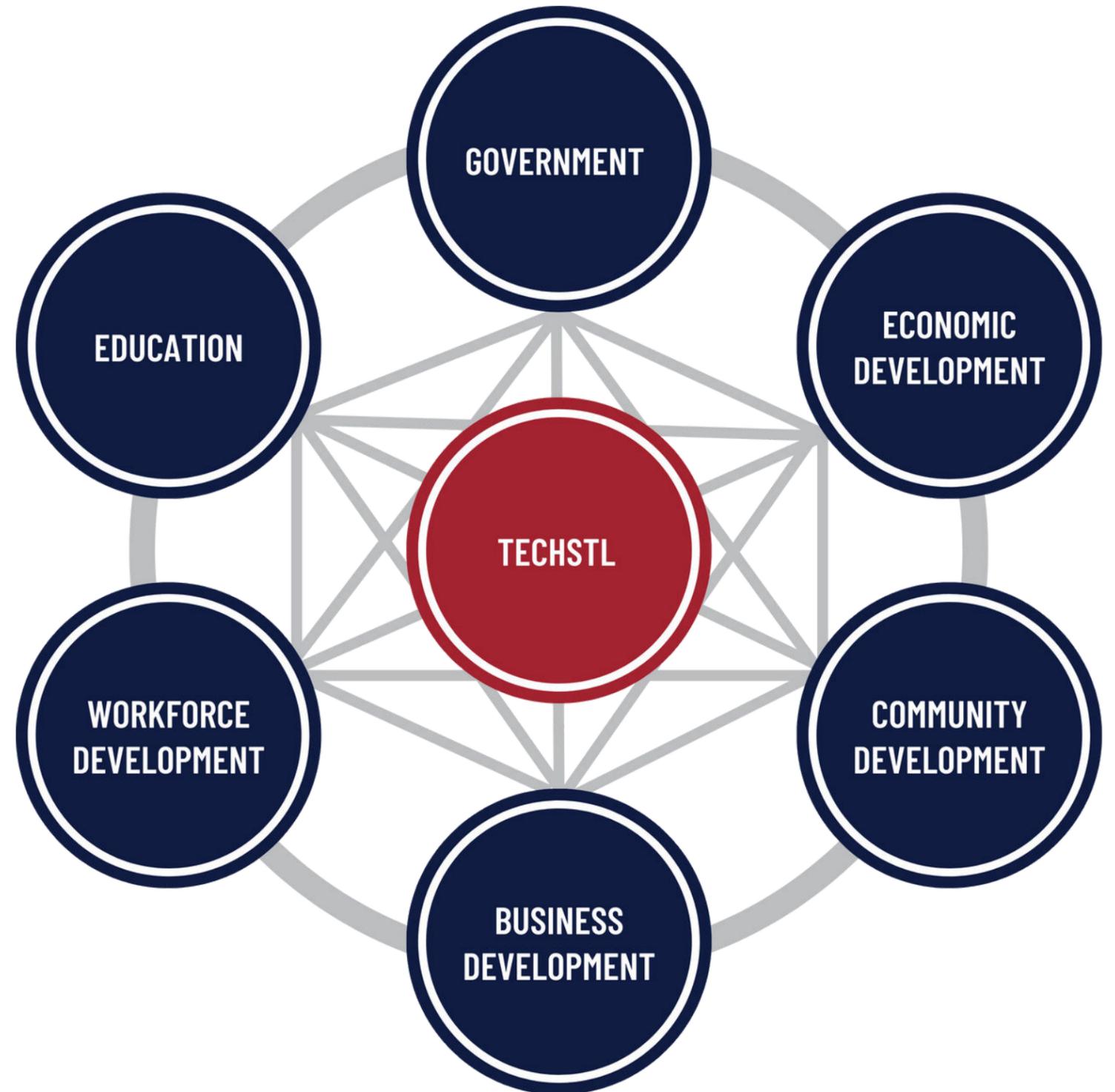
Advocacy

**TechSTL Foundation**  
501(c)(3)

**TechSTL STEM  
Scholarship Fund**  
501(c)(3)

# How we are Fueling Digital Transformation?

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.



# "This is Our Critical Decade." - Jason Hall



5X5 Blueprint - 5 Year Strategic Plan

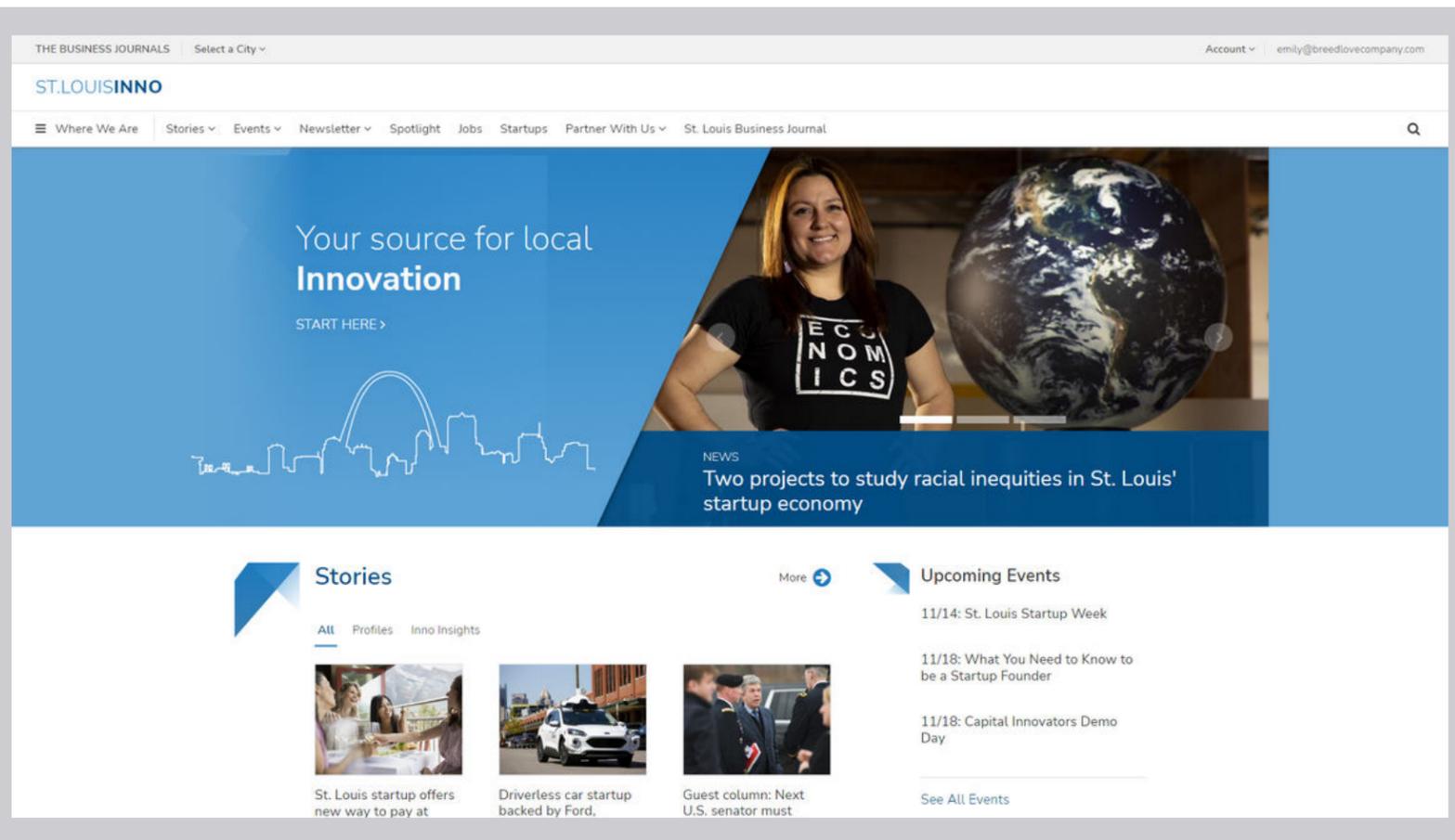


2022 IT Labor Market Report

# Already a Diverse Network of +120 Members



# The Community is Hungry for Leadership



- **St. Louis Character: Emily Hemingway brings an outsider's perspective to St. Louis' startup sector** - St Louis INNO, March 17, 2022
- **TechSTL sets sights on filling St. Louis area's technology gaps** - St Louis Dispatch, May 15, 2022
- **Meet Emily Breedlove, Executive Director of TechSTL** - PNC-C-Speak Audacy Podcast, April 27, 2022
- **How this new St. Louis 'pre-accelerator' program wants to advance local startups** - St Louis INNO, September 1, 2022
- **St. Louis tech coalition will study barriers in startups for people of color** - STLPR - NPR, October 12, 2022
- **Report Shows St. Louis Tech Workforce Growing, but Not in Tech Talent** - Black Enterprise Magazine, October 18, 2022
- **Report shows St. Louis region's tech workforce is growing but lacks diversity** - St Louis American, October 21, 2022
- **How 2 projects will study challenges to racial equity in St. Louis' startup economy** - St Louis INNO, October 28, 2022



# Opening the Doors for even more St Louisans

JOIN THE TECH COUNCIL OF GREATER ST. LOUIS

INDIVIDUAL MEMBERSHIP  
**\$250** /YR

ORGANIZATION MEMBERSHIP  
**\$500** /YR

**TECHSTL**  
TECH INNOVATION IS STLMADE

# NEXTGEN

Goal: 1500 New Members  
Partnerships with 15  
Universities & Colleges  
Free NextGen

Memberships for 18-24 yrs

Goal: 1000 New Members

# TechSTL Events & Partner Programming

**TECHSTL**  
**ALL ACCESS PASS**  
**11.15.22**

**A TECHSTL CONCERT & STEM SCHOLARSHIP FUNDRAISER**  
**15 TOP TECH COMPANIES HOST INNOVATION BOOTHS**  
LEARN ABOUT TECH JOBS, CONTRACTS & INNOVATION OPPS  
EVENT PROCEEDS GO TO TECHSTL STEM SCHOLARSHIP FUND  
PRESENTED BY: **BLOCK**

WITH A LIVE PERFORMANCE  
**ROOT MOD**

**STL PITCH BREAKFAST**  
A \$10k Pitch Competition  
9 -11 AM on Nov 16th at Cafe Biz 618  
Deadline to Apply is Oct 26th

**TECHSTL** TECH INNOVATION IS STLMADE  
**Midwest BankCentre.** RISING TOGETHER™



# 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

## 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?

# Regional Higher Education Partners



SAINT LOUIS  
UNIVERSITY



# Workforce Development Partners



# Entrepreneurship & Small Business Partners



# 2022-2023 Fundraising Drive

	Ind. Member \$250/yr	Org. Member \$500/yr	Bronze Sponsor \$2,500-\$10,000/yr	Silver Sponsor \$25,000/yr	Gold Sponsor \$50,000/yr	Platinum Sponsor \$100,000/yr
• 1 ticket to TechSTL Series Events	X	X	X	X	X	X
• Listing in TechSTL Portal & Speakers List	X	X	X	X	X	X
• Early access to TechSTL Data Dashboard	X	X	X	X	X	X
• 1 Seat on TechSTL Network Committee	X	X	X	X	X	X
• Event postings on TechSTL.com	X	X	X	X	X	X
• Logo and profile on TechSTL.com		X	X	X	X	X
• Free job postings on Tech Job Board		X	X	X	X	X
• 5 Seats on Networks & 5 tickets to TechSTL Series Events		X	X	X	X	X
• Sponsor Recognition on designated Programs or Events			X	X	X	X
• Unlimited Tickets to TechSTL series events			X	X	X	X
• Speaking & hosting opportunities for TechSTL events			X	X	X	X
• Access to legislative trips & Policy Committee			X	X	X	X
• Presenting Sponsor on one Program or Event				X	X	X
• 1 Member seat on Advisory Team for 12 months				X	X	X
• 1 Network Executive Committee Seat for 12 months				X	X	X
• Free company access to C-Level TechSTL events				X	X	X
• Presenting Sponsor on one Portal or Network					X	X
• 1 Executive Committee seat on Advisory Team for 12 months					X	X
• 1 Member seat on Policy Committee for 12 months					X	X
• Free company access to all TechSTL events					X	X
• Presenting Sponsor on one of the Digital Tools or Capstone Events						X
• 1 Board of Directors seat for 12 months, option to renew for up to three years						X
• 1 Executive Committee seat on Policy Committee for 12 months						X
• First right of refusal on all event sponsorships						X