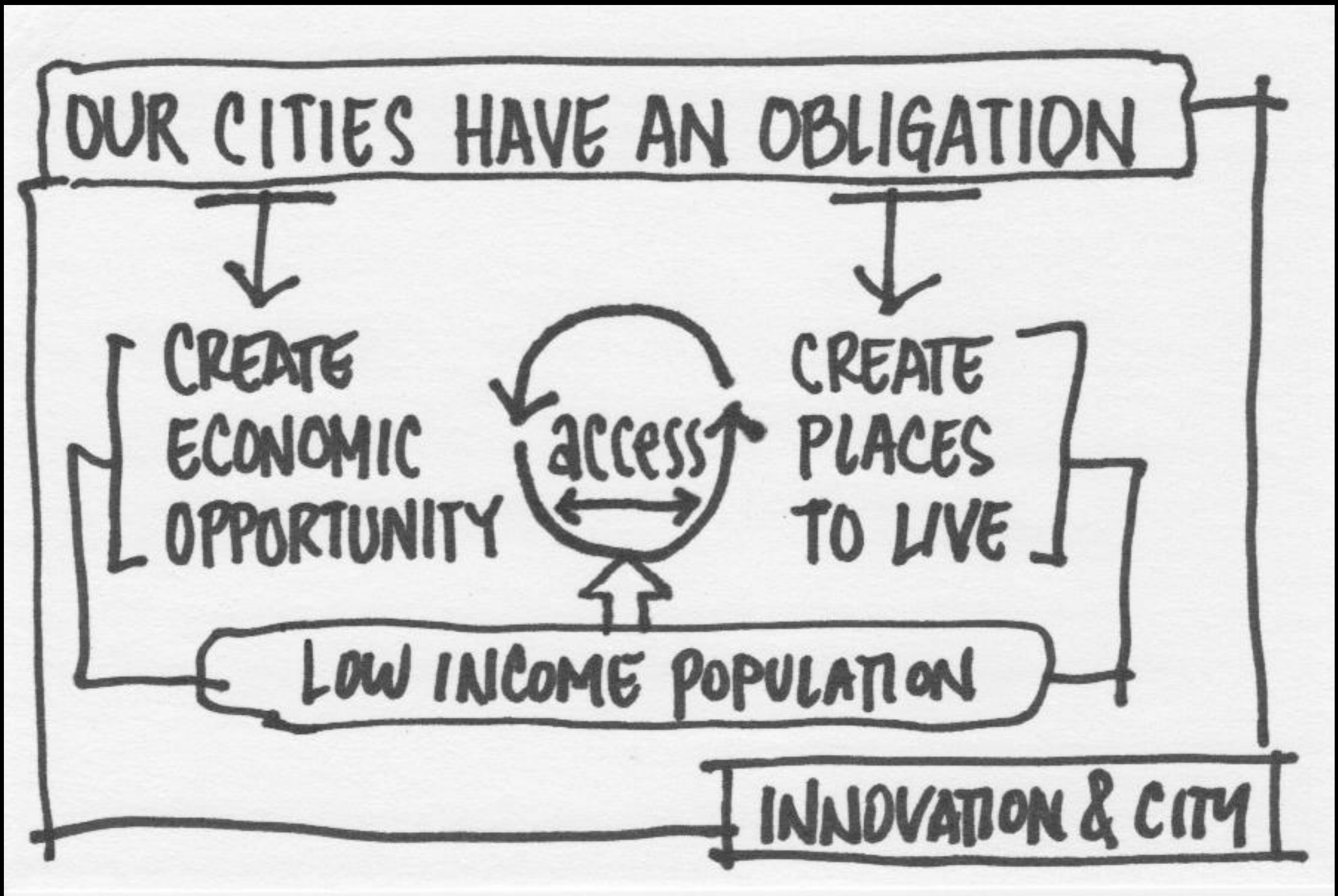




mass economics SMARTER IN THE CITY  
MIT LAUNCHPAD brookings  
verizon media lab henry ford health  
CORTX CITY of BOSTON BIO-STL HARVARD  
human dynamics microsoft GREATER OHIO POLICY CENTER  
detroit future city jumpstart KRESGE FOUNDATION  
VENTURE CAFE archangels the WATER COUNCIL  
autoharvest BOSTON CITY of DETROIT  
LAUNCH ANGELS CITY youth cities  
Crop Circle Kitchen COUNCIL THE COMMONWEALTH of  
the BOSTON FOUNDATION massachusetts  
holyoke innovation downtown brooklyn partnership



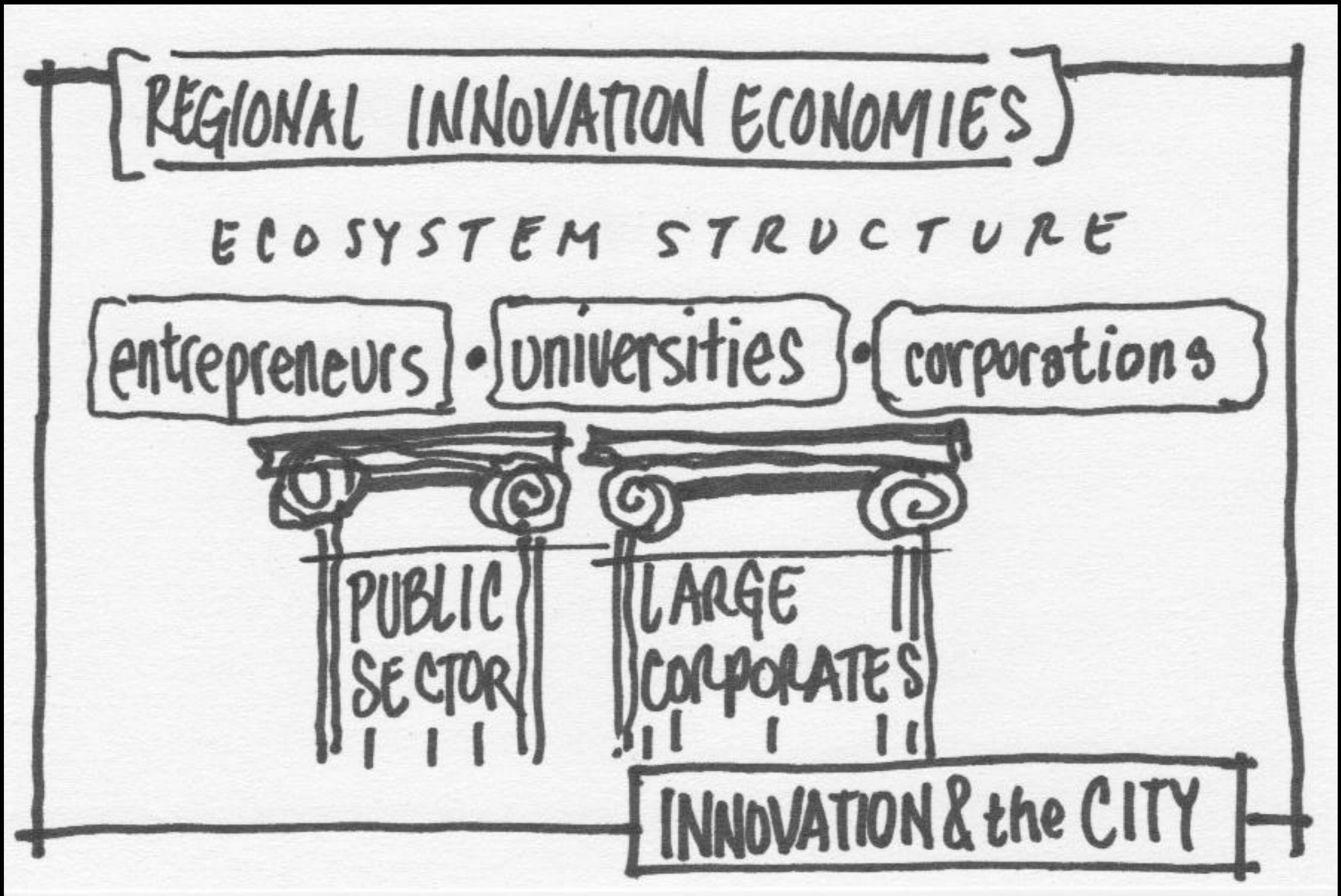


INNOVATION IS A  
SOCIAL PROCESS

FOCUSED ON EQUITY & IMPROVING  
THE QUALITY OF LIFE

INNOVATION & the CITY





? HOW DO WE BUILD:

BROADER, MORE RAPID PIPELINE  
TO INNOVATION FROM NEIGHBORHOODS

↳ WHAT STRUCTURES & SYSTEMS TO  
HOME GROW TALENT?

INNOVATION & THE CITY



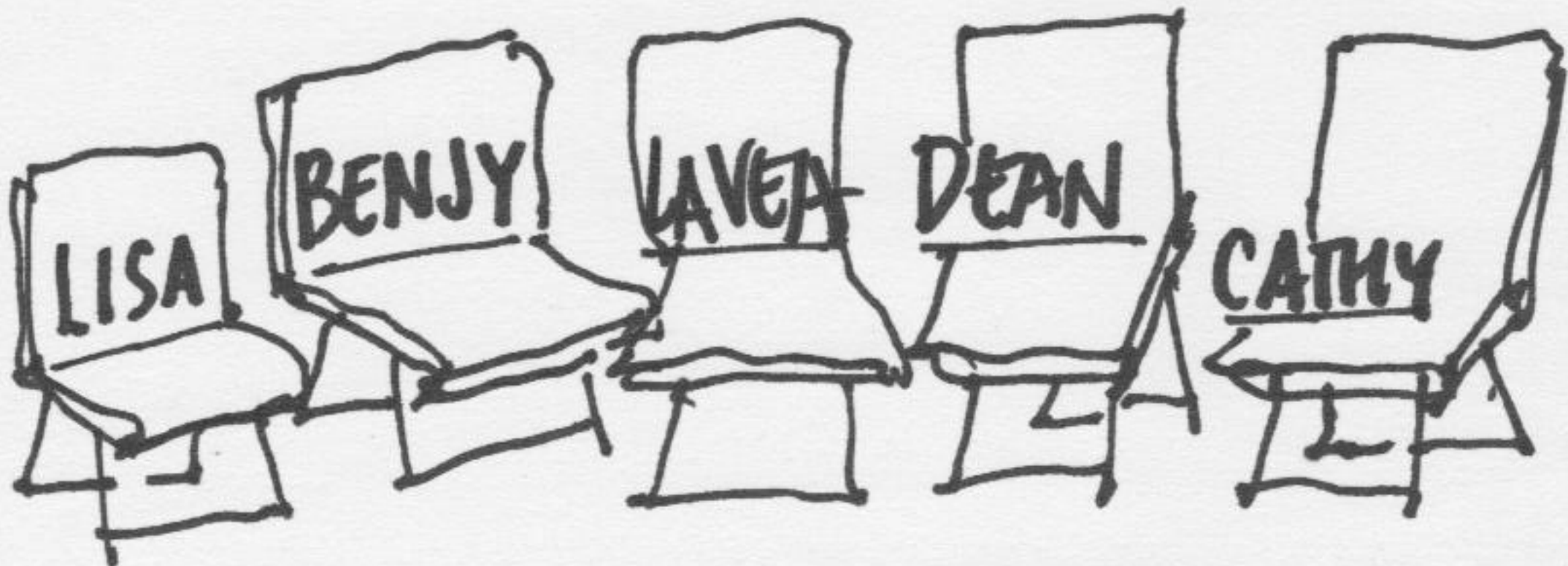
FIND OPPORTUNITY TO LEAP-FROG  
TO THE NEXT TECHNOLOGIES...

WHAT IS FUTURE of INNOVATION?

\* all kinds of people working together  
to solve society's toughest problems

INNOVATION & THE CITY

# • LEGACY CITIES •



INNOVATION & CITY



SYSTEMIC REINVENTION of  
THE US EDUCATIONAL SYSTEM

EAT THE FROG!



— patient capital &  
long term strategy

INNOVATION & CITY

EDUCATION drives INNOVATION

↓

SEVERELY  
UNDervalUED  
NATIONALLY

→ GLOBAL  
INNOVATION  
DECLINE

↑

↑

INNOVATION & the CITY



"ENTREPRENEURSHIP CAN BE WELCOMING"

RESEARCH-DRIVEN  
PATENTABLE TECHNOLOGY  
HIGH RETURN, HIGH GROWTH

CLOSELY  
DEFINED  
"INNOVATION  
ECONOMY"

education  
↑  
inclusivity ↑ (\$)

INNOVATION & CITY

WHO CAN BUY MY PRODUCT?

IT'S CRITICAL TO MAKE THINGS THAT  
MEET REAL NEEDS IN THE MARKETPLACE

INNOVATION & THE CITY



CAPITAL FLOWS THROUGH CDFI'S?  
THAT'S PIKER MONEY!!!

WHAT IF WE HAD SOME RETURN FROM  
THE MONEY THAT NEVER TOUCHES YOUR  
POCKET, BUT GETS SHIPPED TO NY?

INNOVATION & the CITY

**MISPERCEPTION:**

RESEARCH-DRIVEN TECH  
TRANSFER = MAJOR  
REVENUE !!!

**REALITY!**

\$3B ANNUAL REVENUE  
IS ONLY 5% OF RESEARCH

WHAT IS YOUR ECOSYSTEM'S CONNECTION  
STRATEGY?

**INNOVATION & THE CITY**



# Q&A *WITH* ED GLAESER



INNOVATION & THE CITY

## EDUCATION IS A WEAPON FOR CITIES

- WELL PLACED PRE-K
- CUSTOMIZED AFTER-SCHOOL &  
VOC. TRAINING w/ PRACTITIONERS  
AS FACULTY, NOT TRAD. TEACHERS

(ED SAID...)

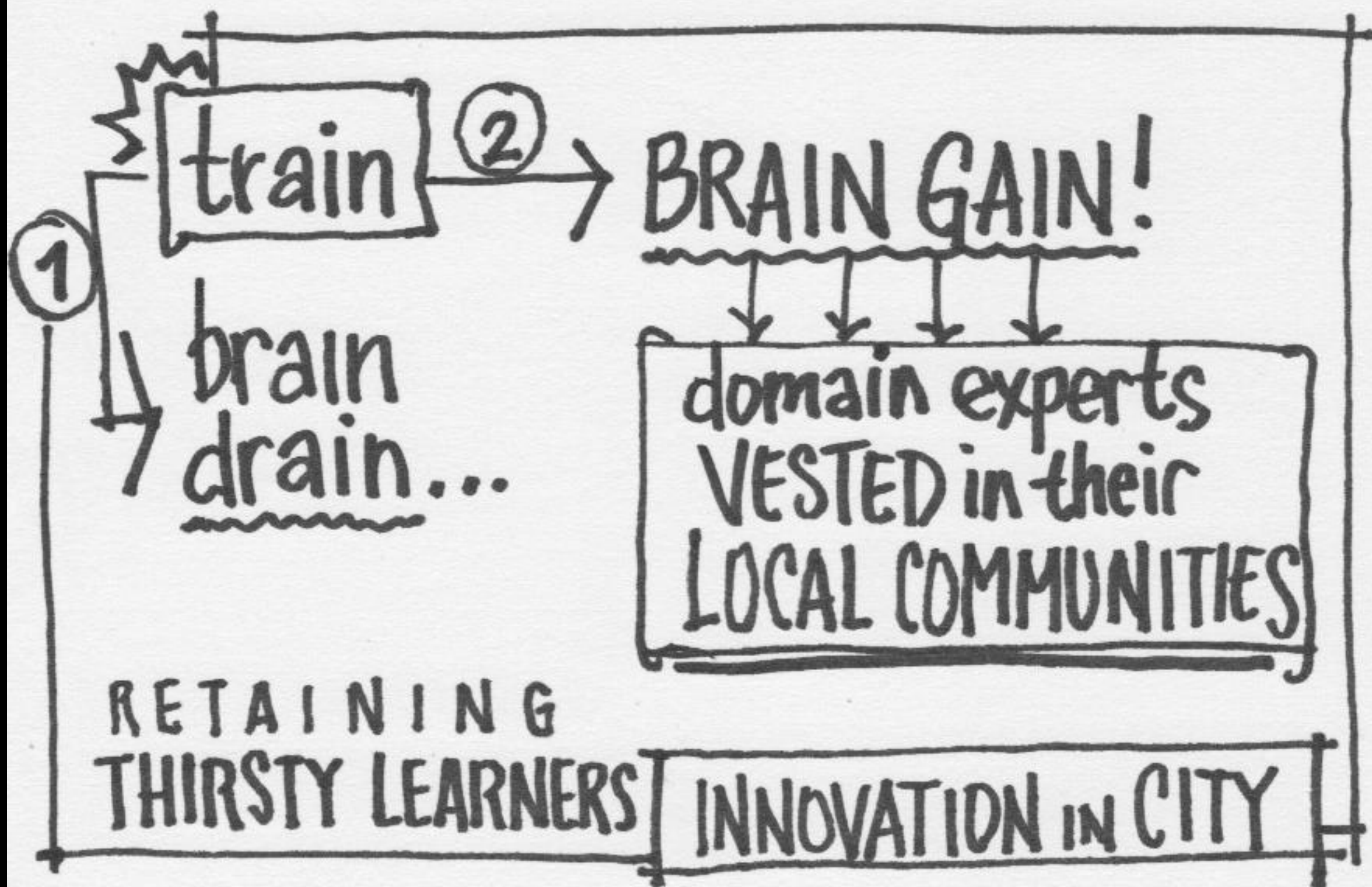
INNOVATION IN THE CITY



WHAT ABOUT  
EXPERIMENTAL  
INNOVATION  
IN THE  
NEIGHBORHOODS?

NOT AS AN ATTRACTOR, BUT AS  
A PILOT THAT CAN SCALE UP

INNOV.in CITY





- MILLENNIALS ATTRACT MILLENNIALS
- LOUD & CLEAR STORY
- MILLENNIALS AS IMPLEMENTERS

↳ HUGE LEADERSHIP OPPORTUNITIES!

\* HOW TO KEEP THEM IN THE CITY LIMITS?

[ INNOVATION & CITY ]

\* PILOT NEW ELECTRONIC LEARNING  
MODELS & DEVICES IN PUBLIC SCHOOLS

\* BETTER TOOLS FOR TEACHER EVALUATIONS

\* AFTER SCHOOL, COMPETITIVELY SOURCED  
PROGRAMS... CUSTOMIZE PATHWAYS FOR  
KIDS ; RANDOMIZED EVALUTIONS

INNOVATION IN THE CITY

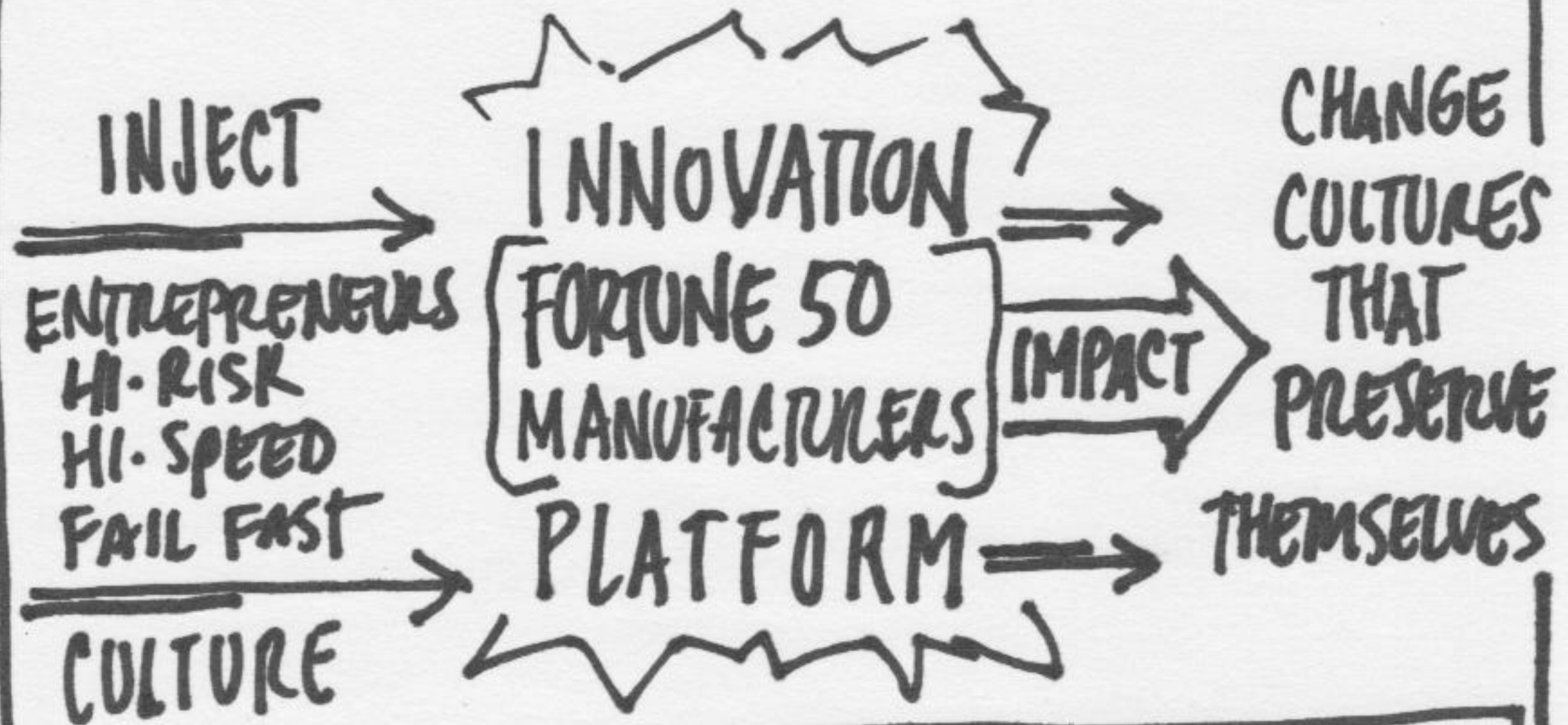


TECHNOLOGY AS AN ENABLER of  
REFLECTION AND OPEN PLATFORM  
SHARING; BEWARE ISOLATION &  
STAGNATION - I.P., PRODUCT, PROCESS

WE NEED TO CHANGE THE WAY WE  
MANAGE OURSELVES

INNOVATION & the CITY

NOT ALL GOOD IDEAS COME FROM WITHIN



INNOVATION & the CITY



||

PRIVATE-PUBLIC PARTNERSHIPS

||

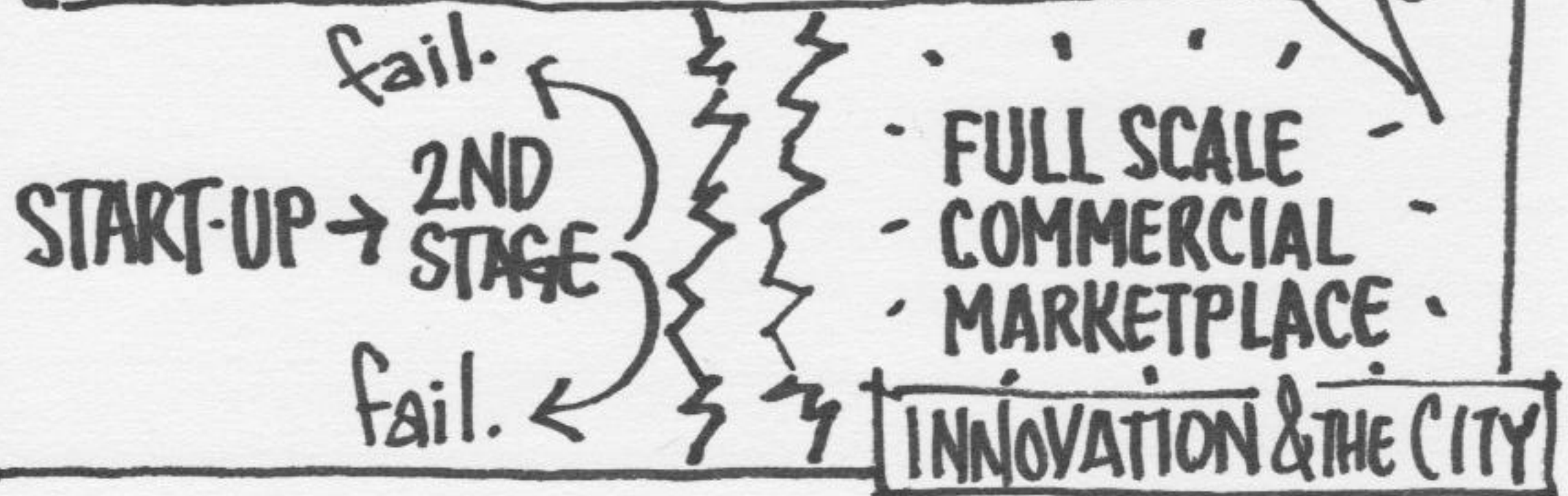
OUR WORK IS DRIVEN BY THE PRIVATE SECTOR

- INNOVATION ECONOMY IS A DIFFERENTIATOR IN THE 21st CENTURY ECONOMY
- CITIES w/o INNOVATION GROWTH BRING HIGH RISK TO DISENFRANCHISED RESIDENTS

INNOVATION & THE CITY



WHICHEVER COUNTRY CAN FIGURE OUT HOW  
TO BUILD PARTNERSHIPS & TRANSACTIONS  
BETWEEN COMMERCIAL INDUSTRY & THE  
INNOVATION PIPELINE WILL LEAD THE  
WAY IN THE 21ST CENTURY ECONOMY





FIRESIDE  
CHAT



8 YEARS....  
LESSONS



INNOVATION & CITY

BEYOND WHAT WE BUY & SELL,  
TO: WHAT CAN WE BUILD TOGETHER?

I STUDIED LAW BECAUSE I  
WAS EXPOSED TO LAWYERS

INNOVATION & THE CITY





- SPIRITUAL
- SEEKING PROFOUND IMPACT

\* INNOVATION AT THE LOCAL LEVEL

INNOVATION & THE CITY

PHYSICAL PLACE

← FINDING the DEAL FLOW

bluehill ave.

DUDLEY  
SQUARE

ROXBURY

OPPORTUNITY IN  
THE OTHER BOSTON

smarter in the city

"...I know them."  
"because -"  
"...they know you."

INNOVATION & CITY



INNOVATION DISTRICT LEADERS  
MUST BE DREAMERS!

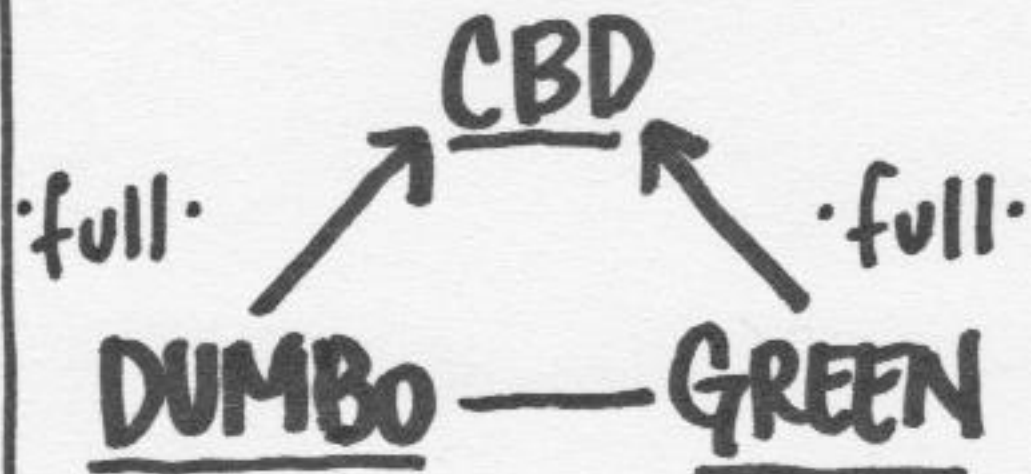
STOP TELLING ME ABOUT IT & SHOW ME!

sharing SELLING INTERPRETING  
constant shaping KEEP BUZZ GOING  
EVOLVING IMPLEMENTING  
exploring translating INCLUDING

INNOVATION & THE CITY

# BROOKLYN TECH: FROM 'SMOKE & MIRRORS'... ... TO REALITY!

·vacant·  
(1.5MSF)



driving tenants to  
cbd from success  
stories nearby

1 STORYTELLING

2 \$400M in PUBLIC  
INFRASTRUCTURE

3 LEVERAGING TANGIBLE  
EMPLOYMENT GROWTH

INNOVATION & THE CITY



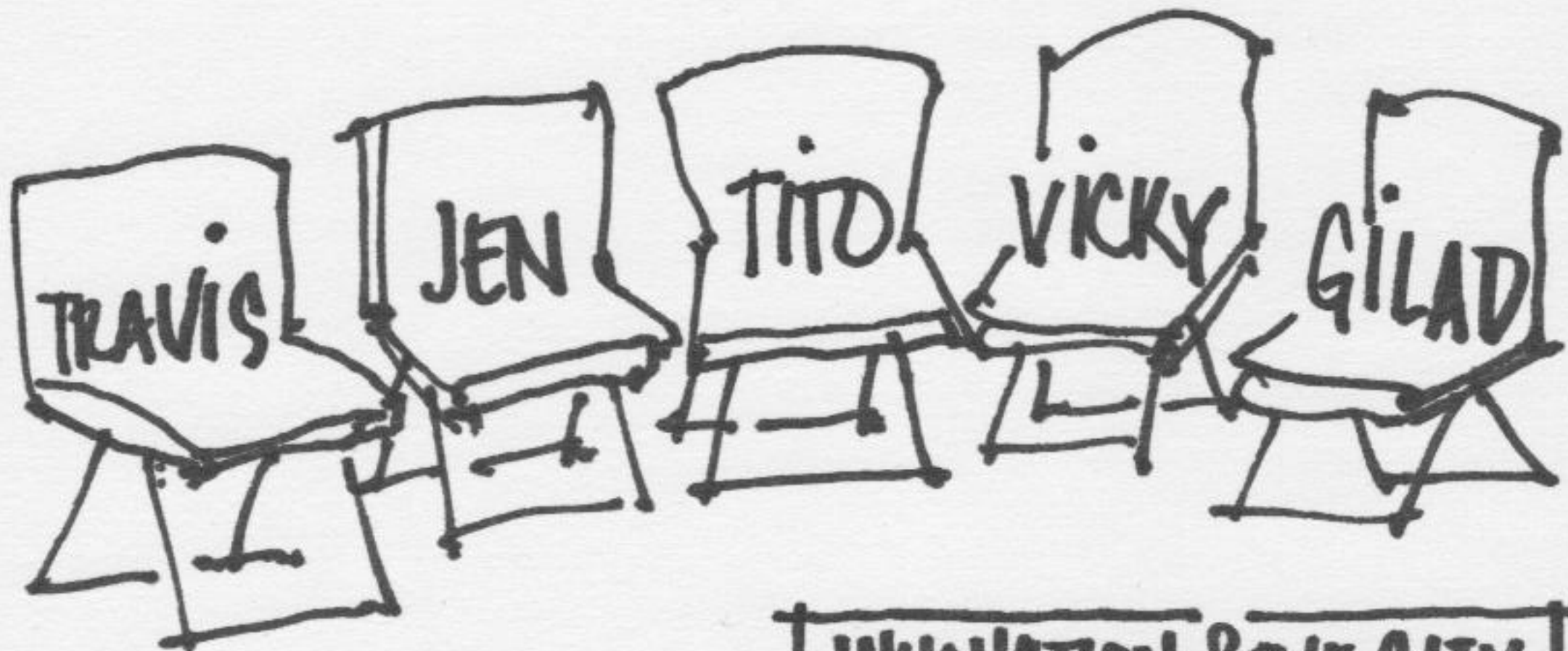
\* MEASURE of EFFECTIVENESS : "CONDUCTIVITY"  
of ECOSYSTEM : COMMUNICATION....FLUID!

...."INNOVATION DIPLOMACY".. CIVIC CONCIERGE

HOW TO REPLICATE ECOSYSTEM IN PLACES  
THAT LACK CRITICAL MASS of ASSETS?

INNOVATION & the CITY

INNOVATION & OPPORTUNITY TO ALL  
NEIGHBORHOODS



INNOVATION & THE CITY



CHANGING ENTRENCHED CULTURE...



KENDALL SQUARE



"INVESTMENT"



DUDLEY SQUARE



"HAND OUT"

INNOVATION & THE CITY

- 53% of BOSTON RESIDENTS ARE MINORITIES
- 80% of BPS STUDENTS ARE BLACK/LATINO
- 1980's: 8 BOSTON BIZ IN BLACK ENTERPRISE TOP 100... 2000's: 0.
- MANY BLACK MALES IN PRISON TODAY FOR 'ENTREPRENEURSHIP' (C-LEVEL)

INNOVATION & CITY



# YOUTH CITIES

EQUITY ACROSS CULTURAL SPECTRUM

[ STRIP AWAY "NEIGHBORHOOD" ...

STRIP AWAY "COMMUNITY" ...

... and speak directly about race, culture &  
recognition for achievement gender

MULTI-CROSS-POST-CLTR INNOVATION & CITY

WHAT ARE THE DISRUPTIVE INNOVATION  
MOVEMENTS, TOOLS, ETC. THAT CAN BE  
DEPLOYED IN POVERTY-SATURATED  
PLACES?

battling gentrification

THE G-WORD

INNOVATION & THE CITY

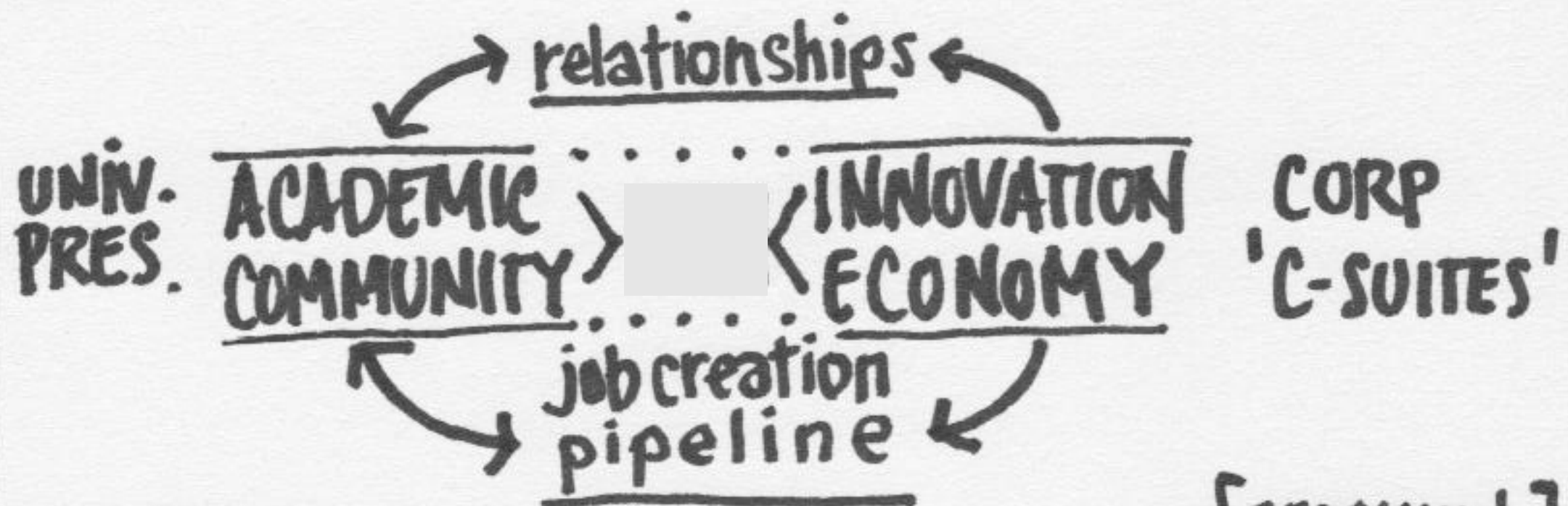


CAN INNOVATION BE INCLUSIVE?

WE'RE ENGAGED IN CONVERSATION &  
STRATEGY TO BUILD TRUST BETWEEN  
THE DISTRICT & THE NEIGHBORHOODS

INNOVATION & THE CITY

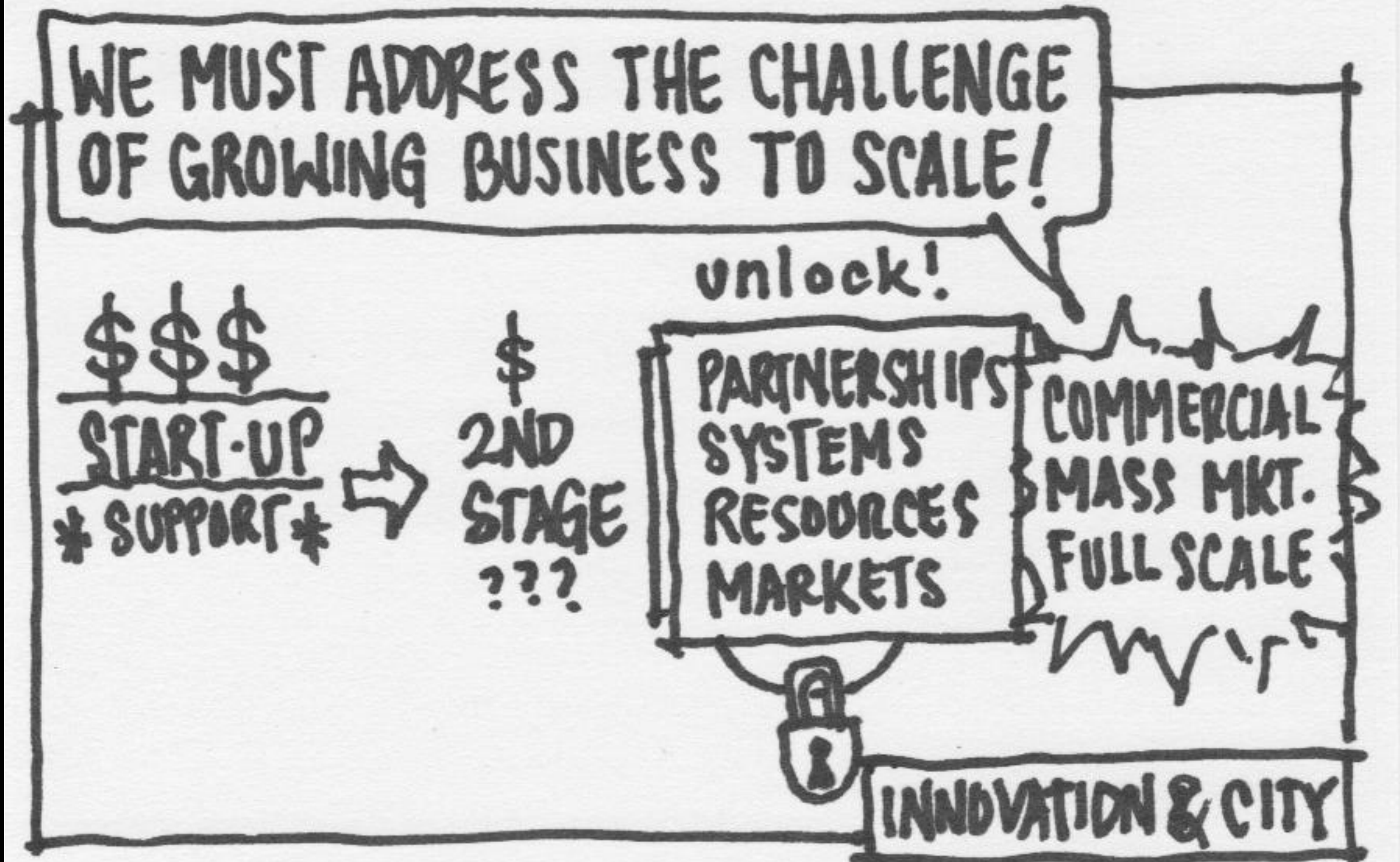
\* "INCLUSION" = OPPORTUNITY!



• UNEMPLOYED CODING PILOT  
• FREE PUBLIC HOUSING WiFi

INNOVATION & THE CITY





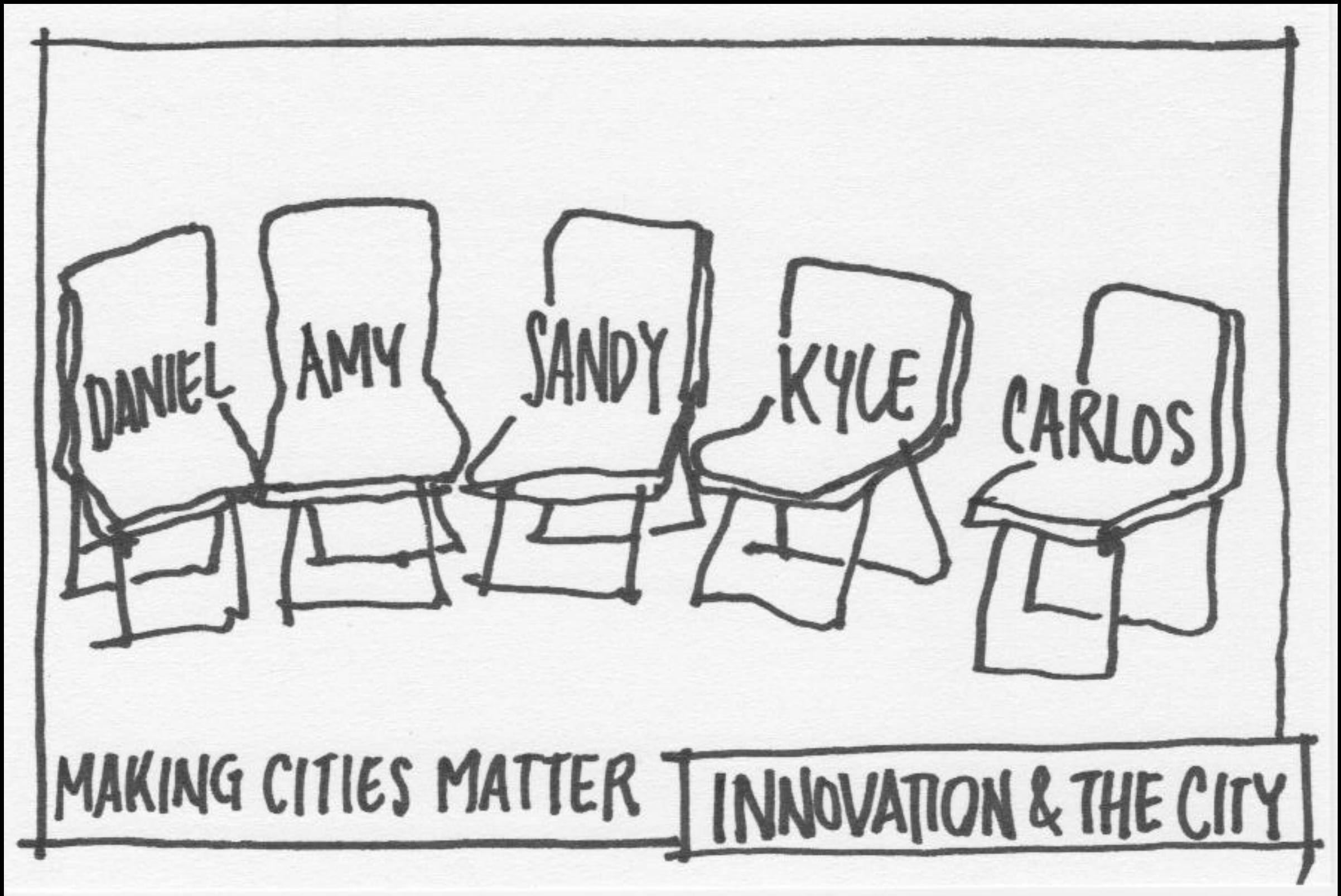
[CROP CIRCLE KITCHEN]

WHY ARE YOU DOING IT THERE?

FOOD? THAT'S WHAT THE BROWN  
PEOPLE GET? WHERE ARE ALL THE  
TECH JOBS?!!

INNOVATION & CITY





REDUCTION of CRIME  
with ELEVATED DIVERSITY

ATLAS of POVERTY

PEOPLE WANT TO BE A PART of SOMETHING

IDEAS ARE LIMITLESS IN THE HINTERLANDS

SHARING STORIES  
IS HUMAN

INNOVATION & THE CITY



WHAT'S THE BIGGEST POSITIVE CHANGE  
THAT HAS ACCELERATED INNOVATION?

- ENRICHED CAPITAL ECOSYSTEM (VC, ETC.)
- NEW IDEAS FROM NEW PEOPLE
- POSITIVE ATTITUDE & OUTLOOK
- URBAN DENSITY AS A 'POSITIVE'

INNOVATION & THE CITY

- GERMANY'S INVESTMENT IN THE LOW CARBON ECONOMY
- ZURICH'S LIGHT RAIL INVESTMENT IN THE 15 MINUTE COMMUTE
- SOLAR FRIGGIN ROADWAYS

LOCALIZED INNOVATION  
GLOBAL FRAMEWORK

INNOVATION & the CITY

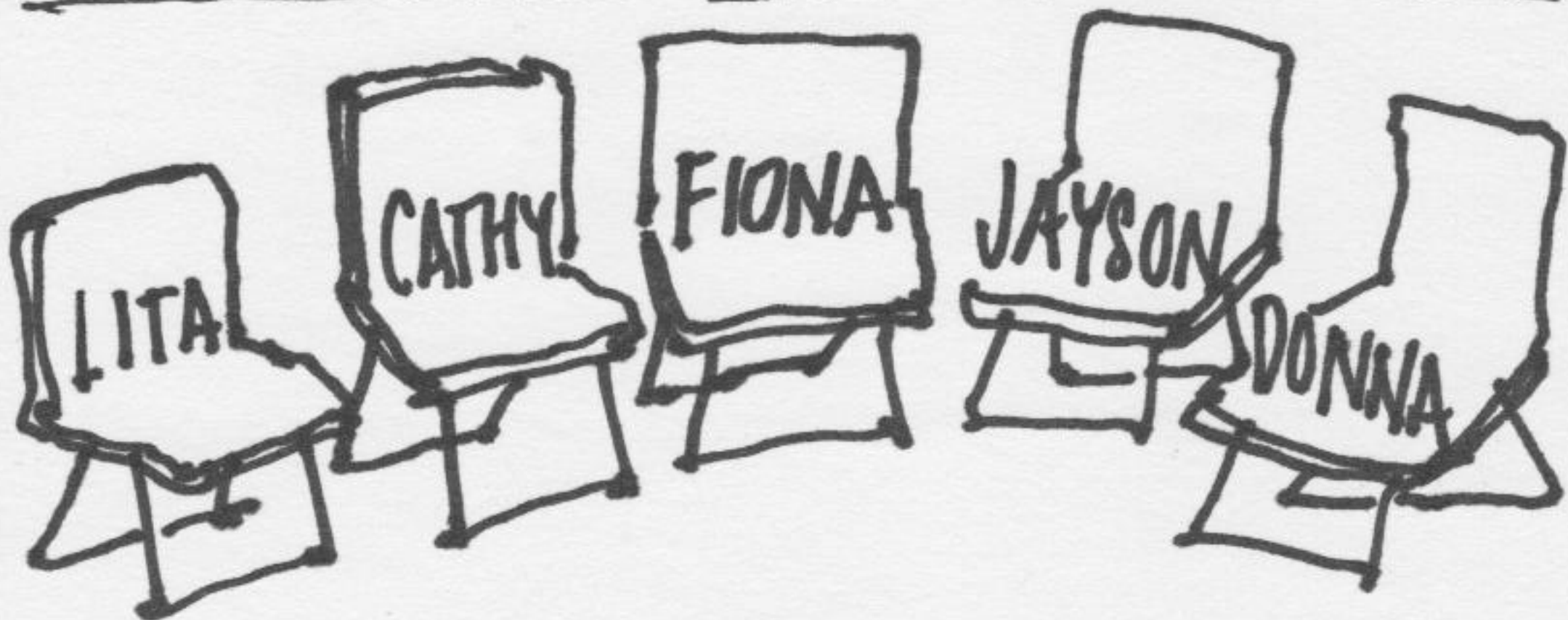


## LAND TAX VS. (PROPERTY TAX ...)

- TAX STRUCTURE PUSHES DEVELOPMENT UP, RATHER THAN PULLING IT DOWN
- ENCOURAGES OWNER TO INCREASE VALUE
- INVEST IN EDUCATION IN SMALLER COMMUNITIES (VS. TRANSIT CONNECTIVITY)

INNOVATION & THE CITY

# BEYOND STARTUPS: ENGAGING LARGE ORGS.



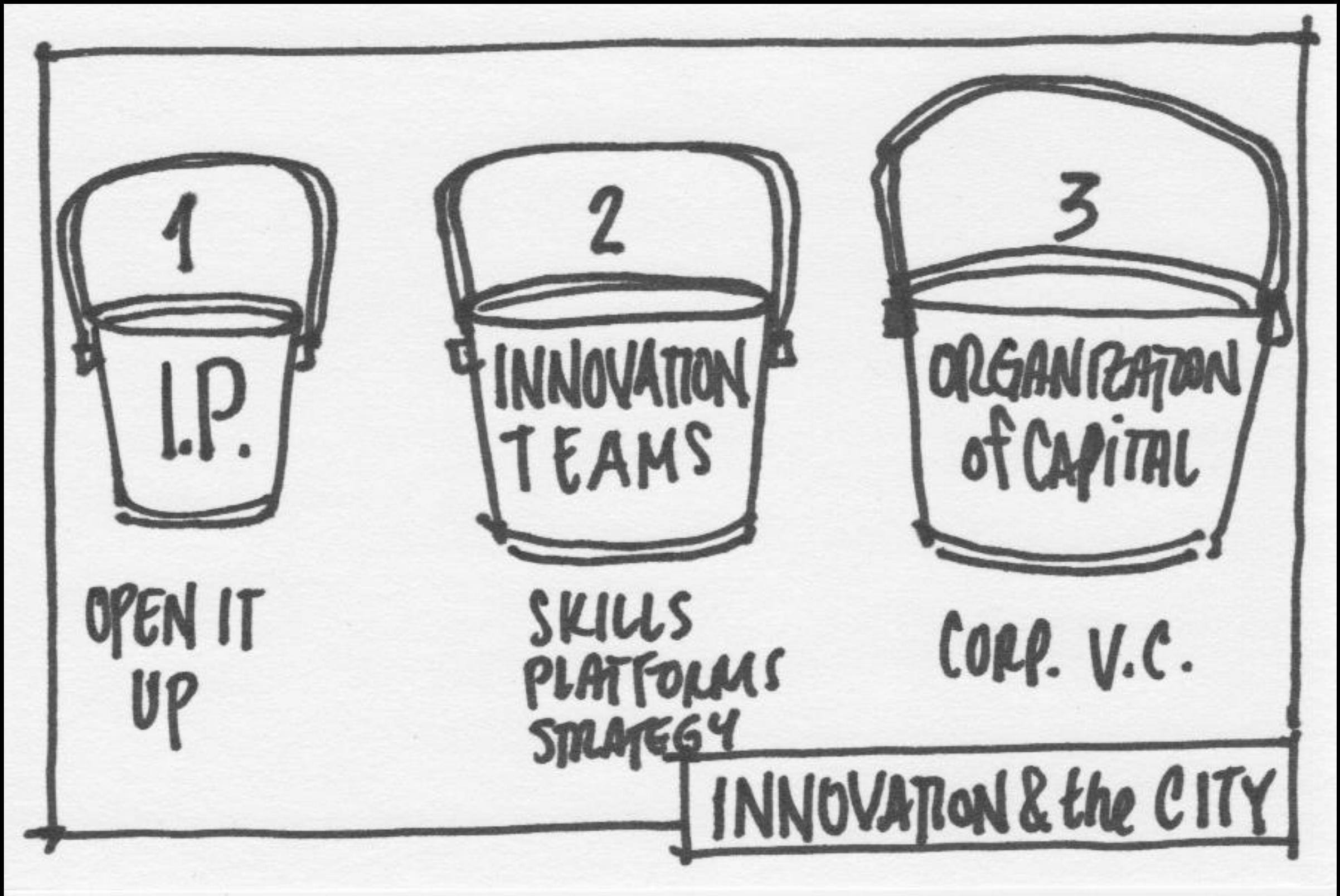
INNOVATION & the CITY



WHEN IT COMES TO INNOVATION &  
THE PRODUCT CYCLE... FOCUS ON  
WHO'S ASKING FOR WHAT!

'THE FEW', MAKING PRODUCTS  
FOR THE UNREPRESENTED MANY

INNOVATION & the CITY





## RECIPE: CORTEX DISTRICT

- PLACE INCUBATORS & ACCELERATORS IN CLOSE PROXIMITY (12-14 BLOCKS)
- ADD BOEING & TECH SHOP
- INSERT LINEAR COMMONS TO UNIFY
- RECRUIT TO BUSINESSES
- \* STIR BRISKLY TO INDUCE COLLISIONS

INNOVATION & THE CITY

# INNOVATION & EMPATHY

→ RESPONDING TO NEEDS of PEOPLE

→ THE DIFFICULT JOURNEY of INNOVATOR

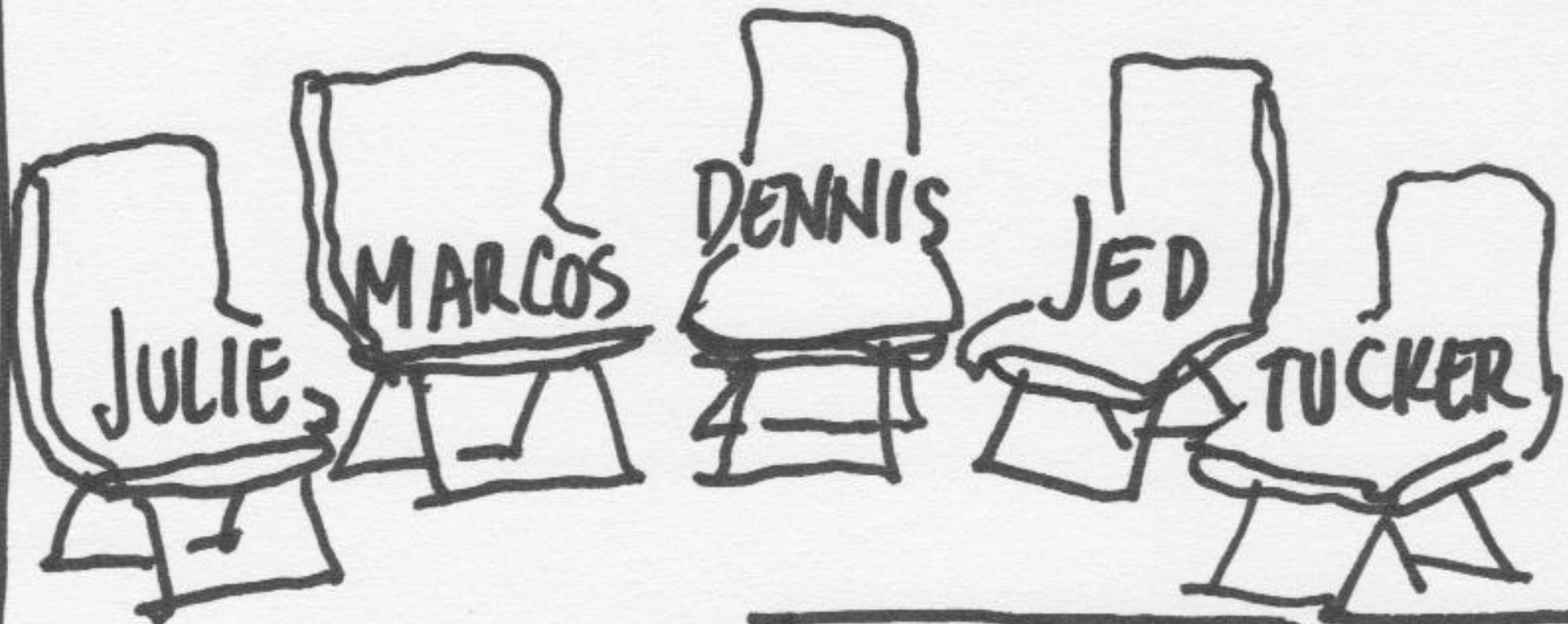
\* empathy of place :

IN DETROIT WE'RE MISSION-BASED  
PIONEERS WHO CHOSE TO WORK TOGETHER

## INNOVATION & THE CITY



# THE RISE of INNOVATION DISTRICTS



INNOVATION & THE CITY

THE 'B-WORD': BANKRUPTCY

DID  
detroit

vision & collaboration  
to overcome barriers

THE 'F-WORD': FERGUSON

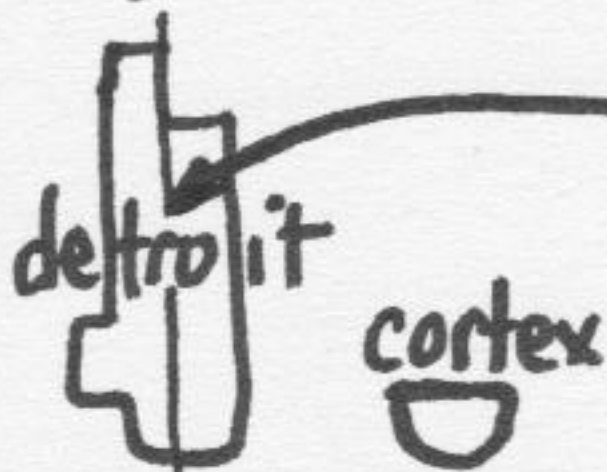
CORTEX  
st. Louis

INNOVATION & THE CITY



## DETROIT INNOVATION DISTRICT (DID)

- IT'S NEW. IT'S LARGE! (4.3 SQ. MI.)
- CREATING PLACES FOR NEW BIZ TO LAND
- DIVERSIFY! AND LEVERAGE AUTO I.P.



CREATING DENSE NODES WITHIN

INNOVATION & THE CITY

HELLO, NEIGHBOR - I'M JED. I RUN  
ECONOMIC DEVELOPMENT FOR DETROIT

NICE TO MEET YOU! I RUN TECH SHOP -  
IT'S OVER IN DEARBORN...

HMMM. IF YOU DON'T MOVE TO THE  
INNOVATION DISTRICT, THIS COULD GET AWKWARD!

INNOVATION & THE CITY



WE USED TO MAKE PAPER....

HOLYOKE, MASS

• ECON.DEV.DIR. = INNOV DIST DIRECTOR

→ PROGRESSIVE HYDROELECTRIC CO. PARTNER

CHEAP / FREE POWER +  
*HIGH SPEED FIBER CORRIDOR*

INNOVATION & THE CITY

WE'RE AN INNOVATION COMMUNITY

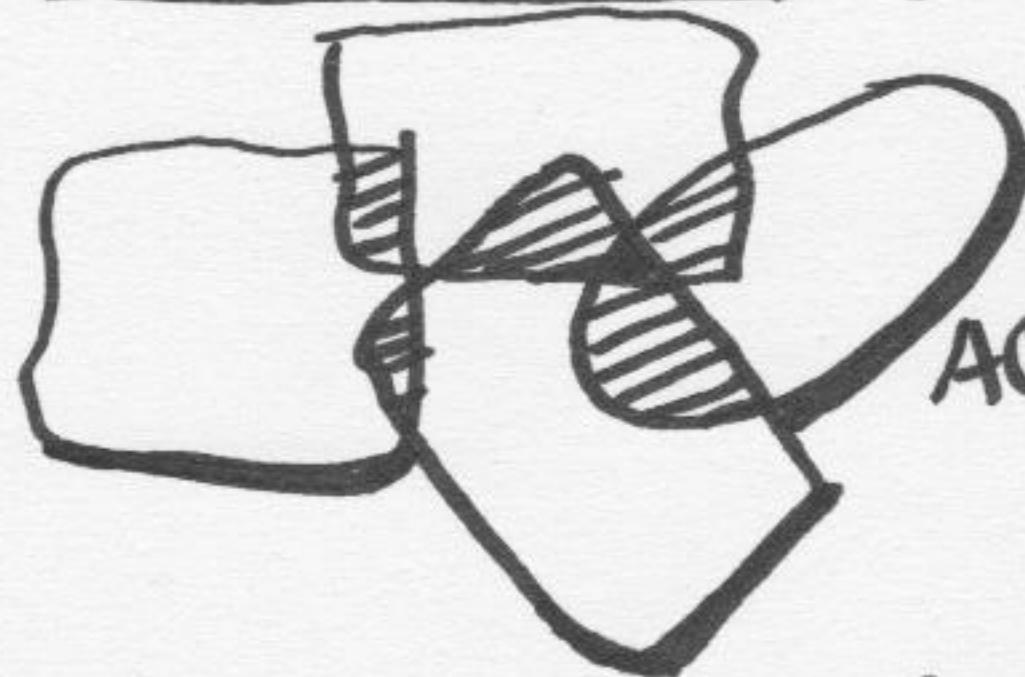
CORTEX, ST. LOUIS

- FOUNDED 2002
- LEVERAGED BIOTECH ASSETS
- ATTRACTED HI TECH & DIGITAL MEDIA
- GROWING THE CULTURAL COMMUNITY

INNOVATION AND CITY



# 1 THE CONVERGENCE OF ECONOMIES



COLLABORATION  
ACROSS SECTORS

+

COLLISION SPACES  
BETWEEN ACTORS

## 2 PLACEMAKING 'PLUS'

INNOVATION & THE CITY

- CURATION of 'COOL?'
- PRICING OUT THE INDEPENDENTS
- CROWD SOURCING 'COOL' WITH CREATIVE REVENUE STREAMS TO SUPPORT IT
- FREEING THE FOOD TRUCK

LADY - JUST START THE FOOD TRUCK,  
WE'LL NEVER CATCH YOU!

INNOVATION in the CITY



