mass economics smarter in the city brookings
mit launchpad henry ford health
verizon media lab bio-stl harvard
cortex city of boston greater ohio policy center
human dynamics microsoft kresge foundation
detroit future city jumpstart
venture cafe arch angels 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
Our cities have an obligation

Create economic opportunity

Access

Create places to live

Low income population

Innovation & City

Collisions in Conversation: Innovation & The City Mash-Up
Innovation is a social process focused on equity & improving the quality of life.
? 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 leapfrog to the next technologies...

What is future of innovation?

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

Innovation & The City
Collisions in Conversation: Innovation & The City Mash-Up
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

Collisions in Conversation: Innovation & The City Mash-Up
"Entrepreneurship can be welcoming."

Research-driven patentable technology leads to high return, high growth. Education increases inclusivity, which increases inclusivity. Closely defined "innovation economy".

Innovation & City
Who can buy my product?

It's critical to make things that meet real needs in the marketplace.
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

Collisions in Conversation: Innovation & The City Mash-Up
Q&A with Ed Glaeser
EDUCATION IS A WEAPON FOR CITIES

- WELL PLACED PRE-K
- CUSTOMIZED AFTER-SCHOOL + VOC. TRAINING w/ PRACTITIONERS AS FACULTY, NOT MAD. 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
Collisions in Conversation: Innovation & The City Mash-Up

1. brain drain...
2. train

BRAIN GAIN!

domain experts VESTED in their LOCAL COMMUNITIES

RETAINING THIRSTY LEARNERS INNOVATION 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 Evaluations

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.

Inject

Entrepreneurs
- HI-RISK
- HI-SPEED
- FAIL FAST

Culture

Innovation

Fortune 50 Manufacturers

Platform

Impact

Change Cultures That Preserve Themselves

Innovation & The City Mash-Up
"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.

FULL SCALE COMMERCIAL MARKETPLACE

INNOVATION & THE CITY

START-UP → 2ND STAGE

fail. → fail.
Fireside Chat 8 Years.... Lessons

Carlos Deval

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
Collisions in Conversation: Innovation & The City Mash-Up
Finding the deal flow

Bluehill Ave.

Dudley Square

Smarter in the city

Roxbury

Opportunity in the other Boston

Innovation & City

"...I know them."

"...because -

"...they know you."

Collisions in Conversation: Innovation & The City Mash-Up
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!

- CBD
- DUMBO = Green
  - 1.5Msf vacant
- Full
- 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 Conscience

How to Replicate Ecosystem in Places That Lack Critical Mass of Assets?

Innovation & the City
INNOVATION & OPPORTUNITY TO ALL NEIGHBORHOODS

TRAVIS  JEN  TITO  VICKY  GILAD

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

1. Strip away "neighborhood"...
2. 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.
"INCLUSION" = OPPORTUNITY!

relationships

UNIV.
PREP.

ACADEMIC
COMMUNITY

INNOVATION
ECONOMY

CORP
'C-SUITES'

job creation
pipeline

• UNEMPLOYED CODING PILOT
• FREE PUBLIC HOUSING WiFi

INNOVATION & THE CITY

Collisions in Conversation: Innovation & The City Mash-Up
WE MUST ADDRESS THE CHALLENGE OF GROWING BUSINESS TO SCALE!

unlock!

$\rightarrow$ 2ND STAGE

START-UP

* SUPPORT *

$\rightarrow$

PARTNERSHIPS

SYSTEMS

RESOURCES

MARKETS

COMMERCIAL

MASS MKT.

FULL SCALE

INNOVATION & 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
Collisions in Conversation: Innovation & The City Mash-Up
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
Collisions in Conversation: Innovation & The City Mash-Up

- 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.

LITA CATHY FIONA JAYSON DONNA

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
Collisions in Conversation: Innovation & The City Mash-Up

1. I.P.
   Open It Up

2. Innovation Teams
   Skills Platforms Strategy

3. Organization of Capital
   Corp. V.C.

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

Julie, Marcos, Dennis, Jed, Tucker

INNOVATION & THE CITY
Collisions in Conversation: Innovation & The City Mash-Up

The 'B-Word': Bankruptcy

Detroit

The 'F-Word': Ferguson

Vision & Collaboration to overcome barriers

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

Collisions in Conversation: Innovation & The City Mash-Up
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

2. Placemaking 'Plus'

Collaboration across sectors

Collision spaces between actors

Innovation & the City

Collisions in Conversation: Innovation & The City Mash-Up
- 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
Innovation & The City  Mash-Up 2014  
Tom Sherry  
tsherry@313creative.net