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RE: Overview, Tech Coalitions: Purpose, Functions & Models
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Strategic Purpose, Tech Coalitions

- Tech coalitions are a relatively new trend in the U.S. but such groups follow some of the same design principles as traditional industry groups (banking associations, manufacturing associations, etc.)—with some notable exceptions.
- Tech coalitions serve an important strategic function for a region or state. They:
 - Drive tech and tech-related job growth by connecting job creators with the resources required to grow great companies.
 - Provide a united voice.
 - Represent business, policy and community interests of the most influential, fastest-growing segment of a region’s economy. Tech industry growth ranges typically from 8 percent to 35 percent per region while other industries are growing at 5 percent or less.
 - Serve as a central and trusted networking hub for executives, entrepreneurs and other like-minded individuals in/around technology. Coalitions often provide “collision” opportunities with other entrepreneurs, leaders and those who serve them.
 - Serve as an authority on all things entrepreneurial and technology. Coalitions, like other member-driven associations, regularly survey members about their most pressing business needs and have immediate access to a bevy of entrepreneurs, technology executives and technology subject matter experts.
 - Often serve as an expert source on leading edge trends in the industry, and access to subject matter experts around the globe.
- In tech, most needs center around skilled talent and access to growth resources. As a result, most strategic imperatives for coalitions center around:
 - Increasing access to talent via rapid, nimble and aggressive expansions of workforce training programs, including K-12 STEM and higher education.
 - Improving alignment of existing talent programs (technical/community colleges, workforce development agencies, etc.) to more effectively meet the talent needs of companies.
 - Shifting the regional narrative to more effectively attract tech companies and tech talent.
 - Increasing access to investors and/or sources of seed or growth capital.
 - Increasing access to resources required to start new companies such as professional service providers that offer specialized legal, accounting and real estate expertise.
 - Collecting data and intelligence from companies about existing barriers to business creation and growth, as well as potential growth or expansion trajectories.