

MKE Tech Hub Strategy 2018

Establishing & Accelerating the Growth of a Thriving Digital Regional Economy

Talent

GROW & DIVERSIFY THE REGIONAL DIGITAL TALENT POOL

- COLLECT BASELINE SUPPLY & DEMAND DATA (Q2)**
 - Define number of STEM grads trained in MKE
 - Define/estimate number of digital jobs to be created in MKE 2019-2021
 - Define high performing STEM organizations
- IDENTIFY & REALIGN WORKFORCE RESOURCES (Q3)**
 - Identify key workforce training partners
 - Quantify workforce training dollars
 - Define non-traditional training partners
- CREATE JOB CREATOR HR/TALENT COMMUNITY**
 - Create HR database; survey on projected jobs for 2019
 - Host discovery event
 - Conduct survey
- IDENTIFY PARTNERS TO LEAD WORKFORCE ALIGNMENT EFFORTS**
- LEVERAGE/EXPAND SUMMER FEST & FILM FEST AS RECRUITING OPPORTUNITIES**

Innovation Ecosystem

INCREASE VOLUME AND VELOCITY OF SUCCESSFUL INNOVATION

- COLLECT BASELINE DATA**
 - Partner w/ credible startup org to assess market gaps
 - Assess commercialization pathways
 - Explore partnerships with national and regional accelerators
- EXPAND SUPPORT FOR LOCAL ENTREPS**
 - Bring external investor friends in to coach/mentor
 - Identify additional avenues/partners to coach/mentor enteps
- EXPAND CORPORATE INNOVATION & COMMERCIALIZATION OPPORTUNITIES**
 - Validate/quantify regional R&D investments
 - Identify commercialization gaps

EXPERIMENT WITH EXTERNAL INVESTORS

- Seek opportunities to bring external investors into MKE

MKE Identity

SHIFT THE PERCEPTION OF THE MKE BRAND

- COLLECT BASELINE DATA**
 - Re-inform the region w/ tech economic impact study
 - Memorialize & promote MKE entrepreneurial heritage
- SECURE NATIONAL PRESS**
 - Develop messaging strategy; identify outreach strategy & partners
- EXPAND REGIONAL PRESS COVERAGE**
 - Develop targeted coverage calendar
 - Establish media partnerships with biz pubs (e.g., Wisconsin Inno)
- PARTNER WITH CHAMBER/EDOs TO EXPAND IMPACT**
 - Identify current promotion channels & budgets; explore opportunities to augment/expand
 - Explore opportunity to partner w/ WEDC on regional campaign
 - Identify/campaign for Best of lists

Industry Coalition

INCREASE VISIBILITY OF THE REGION'S DIGITAL JOB CREATORS

- COLLECT BASELINE DATA**
 - Create regional database of elected officials, CEOs and VIP Job Creators
- ESTABLISH COALITION**
 - Establish regional position & purpose
 - Define sustainable business model
 - Identify key underwriters
- HOST ELECTEDS TECH TOUR**
 - Identify/create regional database of electeds
 - Identify showcase tech stories/tour opportunities
 - Plan/conduct tour
- CREATE REGIONAL DASHBOARD**
 - Define measures of regional startup and ecosystem success
- HOST 2018 TECH SUMMIT**
 - Secure prominent keynote(s)
 - Explore Tech Pioneer or Titan Award
 - Create separate CEO track
- COLLIDR CONFERENCE**
 - Define vision, purpose, impact
 - Name curators
 - Secure underwriters (Summer '18)

 Tier One Priority  Tier Two Priority  Tier Three Priority