# **Tech First** Greater Louisville's Innovation Alliance

\_\_\_\_\_ an affiliate of Greater Louisville Inc.



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### Introduction & Background

Greater Louisville Inc. (GLI) declared 2019 as the "Year of Technology" aligned to a strategic vision of building an economic development tech cluster in Louisville. Throughout the year, GLI executed numerous strategies to implement this vision including study visits to peer cities, comprehensive analysis of the region's existing eco-system, focus groups, numerous outreach calls to the business community to assess needs, and the promotion of programming designed to grow Louisville as a #techcity.

As a result of these initiatives, the region's business leaders resolved that Greater Louisville required the development of a formalized tech structure to congregate technology business leaders and support, inform, and develop meaningful growth initiatives within the region's technology industry. This document outlines the structure and strategies of such a group, designed by the business leaders in the region in collaboration with GLI.

GLI convened a group of business leaders and professionals in the technology industry as a Visioning Committee to charter a formalized structure to support and further the needs of the technology industry. The committee determined the following mission, vision, and strategies to guide the expansion of Greater Louisville's Tech and Innovation Eco-system.

The Visioning Committee insisted this document speak in real-time and inspire a vision for where our tech eco-system will be in the next five years.

### What will this group look like in 2025?

In five years, this group will be a thriving network of tech leaders and professionals representing at least 250 unique companies collaborating to attract business to Greater Louisville, develop and attract talent, nurture startups, and brand Greater Louisville as a region for tech industries.

#### What is success?

Success will be defined by C-suite leadership with a focus on economic development, density of tech-enabled businesses, talent and education, startups and spinoffs, and Greater Louisville's overarching culture as a tech region.

## **Mission & Vision Statements**

The following statements were designed by the leaders of the Visioning Committee:

### Mission Statement

To support and grow Greater Louisville's technology eco-system through the development of talent pipelines, a strong innovation culture, and resources.

### Vision Statement

Greater Louisville is an expanding, premier destination for technology-based and data-focused opportunities with its strong quality of life, professional pathways, and diverse culture.

### **Visioning Committee Members**

**Thomas Barker** Humana

Suzanne Bergmeister University of Louisville

**Mike Brown** Baptist Health

Jason Clark VIA Studio

**Patrick Cotv** Yum! Brands. Inc.

Wade Davis Republic Bank

**Andy Eastes** SkuVault

**Annie Edwards** The Rawlings Group

**Justin Falciola** Papa John's International. Inc.

**Patrick Henshaw** 

Larry Horn Amplify Louisville

Alp Kayabasi UPS



El Toro

Purna Veer V-Soft Consulting







Scott Kippes Yum! Brands, Inc.

**Brian Luerman** KentuckianaWorks

Josh McKee Louisville Forward

**Brian Oldham** Appriss, Inc.

**Ben Reno-Weber** Microsoft, Future of Work Initiative

**Rider Rodriguez KentuckianaWorks** 

Viren Shah GE Appliances, a Haier Company

**Christine Smith** Amazon Web Services

**Christine Tarquinio** Greater Louisville Inc.

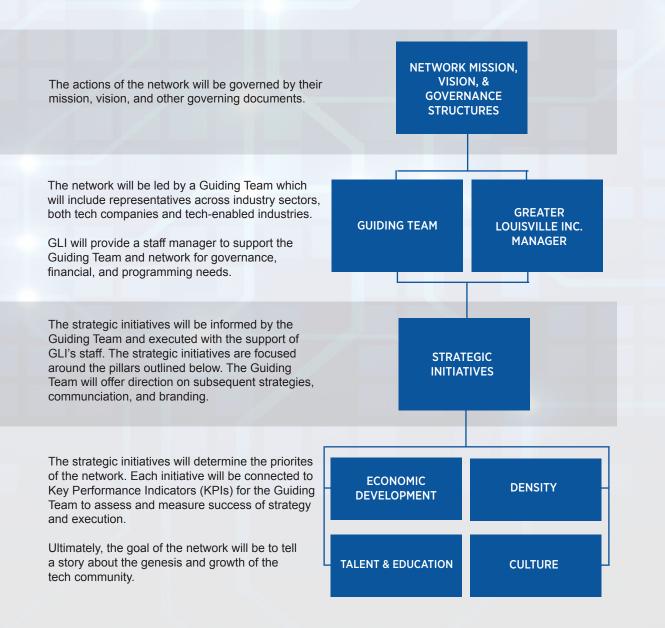
**Richard Teachout** 

**GLI Staff Contacts:** John Launius Melissa Smith



### Network Leadership & Structure

TechFirst will be led by a Guiding Team, comprised of 12-18 C-suite leaders from technology and tech-enabled companies representative of Greater Louisville's diverse industry sectors and levels of expertise. The Guiding Team will execute the network's mission, strategies, and tactics identified as necessary to build a strong regional tech eco-system.



# Strategic Objectives & Key Results

**Objectives** are the qualitative strategic pillars that outline what the group wants to achieve. Objectives guide the mission and vision to be attained in the next five years.

**Key Results** are subsequent metrics that measure progress towards the objective. These are flexible but call the group to initiate a strategic plan of action.

Based on the research and discussion of the Visioning Committee, the following priorities were established:

*Objective 1 – Economic Development:* Greater Louisville is a location of choice for tech-enabled innovative businesses.

**Key Result 1.1** – Collaborate with Chambers of Commerce and regional economic developers to support business attraction and retention strategies.

**Key Result 1.2** – Develop a network of 200 industry leaders as subject matter experts to grow the eco-system and advance business-friendly, policies and talent development, strategies.

*Objective 2 – Density:* Greater Louisville has multiple thriving innovation hubs throughout the region that inspire and support businesses, individuals, and local communities.

**Key Result 2.1** – Initiate the establishment of formalized, physical designations for innovation districts throughout the region.

**Key Result 2.2** – Promote virtual and physical platforms that create interconnectedness to support business development, innovation, and entrepreneurship.

**Objective 3 – Talent and Education:** Greater Louisville's tech economy has a robust learning community that develops, retains and attracts talent.

**Key Result 3.1** – Activate relationships with regional education and training organizations to develop diverse, qualified talent and fill pipeline needs.

**Key Result 3.2** – Leverage, nurture and expand existing talent eco-system strategies (e.g. Live in Lou) that target experienced levels of tech talent to increase the overall population of talent.

**Objective 4 – Culture:** Greater Louisville's authentic culture is universally recognized as innovative and inclusive.

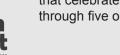
**Key Result 4.1** – Embrace smart city technologies that invigorate community engagement and demonstrate Louisville's tech-savvy culture and forward-thinking professionals.

**Key Result 4.2** – Showcase Greater Louisville as a community of innovation that celebrates success and failure to accelerate market solutions and enterprise, through five out-of-market press coverage opportunities.











## **Targeted Network Membership**

The Visioning Committee determined that the network membership should be vast and diverse to ensure representation across the industry, which includes but is not limited to, the companies listed below. As technology is integrated across industry sectors, the Committee defined the following as desired member companies for recruitment.

Membership can include, but is not limited to the following:

### Existing Affiliated Organizations and Associations

Bit 502 LouTechWorks Code Louisville Louisville Entrepreneurship Acceleration Partnership (LEAP)

Software Guild Technology Association of Louisville Kentucky (TALK)

### Software & Hardware Technology Companies (Tech-Focused)

Anchor Point **Breakpoint Technology** DSC Technologies Data Redeemers EdiAnalytics EdjSports El Toro Enable Al Forest Giant Genscape **Glow Touch Technologies** HMB IBM Louisville Geek Microsoft

MobileServe Onovative Rainbow Design Services **Rivera** Group SIDIS SkuVault Stucco SuperFanU Switcher Studio **Tier3** Technologies Untitled V-Soft Consulting VIA Studio Waystar WeatherCheck

### Tech-Enabled Companies & Major Employers

Amazon Appriss, Inc. Atria Senior Living Baird **Baptist Health** 

Brightspring Brown-Forman Centric Consulting **Churchill Downs** Computershare

**Cuddle Clones** Deloitte EΥ Endeavor Farm Credit Ford Motor Company Fresh Fry LLC Frost Brown Todd GE Appliances, a Haier Company Generation Tux Hatfield Media Humana Kindred Healthcare LG&E/KU

### Software & Hardware Technology Companies (Non-Tech-Focused)

Bellarmine University Click IT Staffing **General Assembly** IBM/UofL+IBM Indiana University Southeast Interapt ISeeYouCare Ivy Tech Community College JCPS JCTC







Louisville Business First MCM Technology Solutions Norton Healthcare Papa Johns PNC Bank The Rawlings Group Republic Bank Spatial Data Integrations TARC TATA Consultancy Services Texas Roadhouse Thorntons UPS Yum! Brands, Inc.

KentuckianaWorks (Code Louisville) Mirazon **NetGreene Solutions Oasis Solutions Group** Purdue Polytechnic University **Rainbow Design Services** The Rivera Group The Software Guild University of Louisville







614 W MAIN ST #6000, LOUISVILLE, KY 40202

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