STRATEGIC
PLAN

2021 - 2025

WHO WE ARE

TechFirst, an initiative of Greater Louisville Inc. (GLI), is a collaborative of top-level industry leadership in tech and tech-related companies that come together to share best practices and engage to support, inform, and develop meaningful growth initiatives within the region's technology industry.

The strategic initiatives that guide TechFirst aim to tell a story about the genesis and growth of the tech community in Greater Louisville.

Investors seek to support Greater Louisville in its expansion as a premier destination for technology-based and data-focused opportunities, as well as continue to promote the region's strong quality of life, professional pathways, and diverse culture.

OUR MISSION

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

WHAT WE DO

TechFirst was founded to address four major priorities:

Economic Development: TechFirst aims to make Greater Louisville the location of choice for tech-enabled, tech-supporting, and tech-focused innovative businesses by:
- Collaborating with Chambers of Commerce and regional economic developers to support business attraction and retention strategies.
- Developing a network of at least 200 top-level tech leaders as subject matter experts.
- Growing the ecosystem and advancing a business-friendly environment, talent attraction and development strategies, and public policy.

Talent & Education: Establish a tech economy that has a robust learning community that develops, retains, and attracts top-level tech talent by:
- Activating relationships with regional education and training to develop diverse, qualified talent and fill pipeline needs.
- Leveraging, nurturing, and expanding existing talent ecosystem strategies like Live in Lou that target top levels of tech talent and leadership to increase the overall population of talent.

Density: Ensure that Greater Louisville has multiple thriving innovation hubs throughout the region to inspire and support businesses, individuals, and local communities by:
- Initiating the establishment of formalized, physical designations for innovation districts throughout the region.
- Promoting virtual and physical platforms that create interconnectedness to support business development, innovation, and entrepreneurship.

Culture: Ensure that Greater Louisville's authentic culture is universally recognized as innovative, equitable, and inclusive by:
- Embracing smart city technologies that invigorate community engagement and demonstrate Louisville's tech-savvy culture and forward-thinking top tech leadership.
- Showcasing 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.
- Proactively identify and engage with diverse talent to create equitable pathways in tech.

WE'RE HERE TO SUPPORT YOU

TechFirst congregates technology business leaders to support, inform, and develop meaningful growth initiatives within the region's tech industry. Our commitment to you means we will:

- Be a catalyst for regional collaboration, leading the charge to build a stronger tech network.
- Be forward-thinking in our vision for TechFirst.
- Create more intentional connections with top tech leaders, and provide members with accessible contacts to one another.
- Acknowledge and promote member successes
- Utilize and promote member facilities for programs and events.
- Curate policy and advocate for the interests of member companies.
- Increase regional company membership representation.
- Facilitate connections to advance the future of the workforce.
- Engage with and support social enterprise technologies to develop and deploy technology-driven solutions to address social needs when possible.

OUR VISION

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.

T1 Tech First
Greater Louisville's Innovation Alliance
an affiliate of Greater Louisville Inc.

[GLI]

2021 STRATEGIC PLAN DELIVERABLES

The TechFirst network is a critical component of GLI's overall cluster strategy. Industry clusters offer regions the opportunity to gain specific competencies and knowledge that allow the region to compete effectively. TechFirst leadership, knowledge and expertise are vital to supporting the work that GLI does to grow the regional economy.

The following outcomes have been identified as deliverables for 2021:

ECONOMIC DEVELOPMENT

- Collaborate to support GLI's effort to relocate 1,000 jobs to the region
- Generate positive media mentions in comparable markets highlighting Greater Louisville's thriving tech industry

TALENT, WORKFORCE & EDUCATION

- Bridge the talent gap by connecting at least four companies to workforce or talent resources
- Proactively engage universities and connect member companies with educational/training institutions
- Convene the TechFirst ecosystem partners and facilitate collaborative planning through an innovation lens
- Proactively identify and/or execute talent attraction strategies

POLICY

- Committee involvement of two or more TechFirst members on GLI policy committees
- Promote at least two policy-related GLI activities
- Advocate and lobby for legislation to help attract and retain tech workers through tax/other incentives
- Advocate and lobby for policy that incentivizes tech companies to relocate to Kentucky

NETWORKING & INDUSTRY COLLABORATION

- Host at least two annual TechFirst events to identify resources to solve for network problems
- Produce quarterly newsletters highlighting industry trends, needs, innovations, etc.

STRUCTURE

- Recruit at least 25 new TechFirst members
- Clearly outline benefits for existing and new members
- Host quarterly guiding team meetings
- Host a TechFirst launch event

2022 STRATEGIC PLAN DELIVERABLES

The following outcomes have been identified as deliverables for 2022:

ECONOMIC DEVELOPMENT

- Collaborate to support GLI's effort to relocate 1,000 jobs to the region
- Generate positive media mentions in comparable markets highlighting Greater Louisville's thriving tech industry

TALENT, WORKFORCE & EDUCATION

- Bridge the talent gap by connecting at least four companies to workforce or talent resources
- Proactively engage universities and connect member companies with educational/training institutions
- Convene the TechFirst ecosystem partners and facilitate collaborative planning through an innovation lens
- Proactively identify and/or execute talent attraction strategies

POLICY

- Committee involvement of two or more TechFirst members on GLI policy committees
- Promote at least two policy-related GLI activities
- Advocate and lobby for legislation to help attract and retain tech workers through tax/other incentives
- Advocate and lobby for policy that incentivizes tech companies to relocate to Kentucky

NETWORKING & INDUSTRY COLLABORATION

- Host at least four annual TechFirst events to identify resources to solve for network problems
- Produce quarterly newsletters highlighting industry trends, needs, innovations, etc.

STRUCTURE

- Recruit at least 25 new TechFirst members
- Clearly outline benefits for existing and new members
- Host quarterly guiding team meetings

2023 & BEYOND

The support, development, and expansion of the TechFirst network is a continual process. Over the next four years, GLI has committed to the following:

- Utilize TechFirst in support of job creation
- Support TechFirst growth by hosting an additional eight promotional events
- Expand membership and increasing TechFirst members by at least 100 members
- Connect TechFirst leaders with universities to create talent pipelines and develop workforce solutions
- Promote TechFirst members in the media and generate at least 16 media mentions
- Facilitate at least two TechFirst ecosystem collaborations
- Collaborate with TechFirst leaders to continue to grow the regional economy

CONTACT US

If you have questions about the TechFirst, or if you are interested in learning how to become a member, contact one of the following representatives:

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