

T1 Tech First

Greater Louisville's Innovation Alliance

an affiliate of Greater Louisville Inc.

[GLI]

GREATER LOUISVILLE INC.

The Metro Chamber of Commerce

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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 Coty
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

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
El Toro

Purna Veer
V-Soft Consulting

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.

The actions of the network will be governed by their mission, vision, and other governing documents.

The network will be led by a Guiding Team which will include representatives across industry sectors, both tech companies and tech-enabled industries.

GLI will provide a staff manager to support the Guiding Team and network for governance, financial, and programming needs.

The strategic initiatives will be informed by the Guiding Team and executed with the support of GLI's staff. The strategic initiatives are focused around the pillars outlined below. The Guiding Team will offer direction on subsequent strategies, communication, and branding.

The strategic initiatives will determine the priorities of the network. Each initiative will be connected to Key Performance Indicators (KPIs) for the Guiding Team to assess and measure success of strategy and execution.

Ultimately, the goal of the network will be to tell a story about the genesis and growth of the tech community.



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 | Software Guild |
| LouTechWorks | Technology Association of |
| Code Louisville | Louisville Kentucky (TALK) |
| Louisville Entrepreneurship Acceleration | |
| Partnership (LEAP) | |

Software & Hardware Technology Companies (Tech-Focused)

| | |
|-------------------------|-------------------------|
| Anchor Point | MobileServe |
| Breakpoint Technology | Onovative |
| DSC Technologies | Rainbow Design Services |
| Data Redeemers | Rivera Group |
| EdjAnalytics | SIDIS |
| EdjSports | SkuVault |
| El Toro | Stucco |
| Enable AI | SuperFanU |
| Forest Giant | Switcher Studio |
| Genscape | Tier3 Technologies |
| Glow Touch Technologies | Untitled |
| HMB | V-Soft Consulting |
| IBM | VIA Studio |
| Louisville Geek | Waystar |
| Microsoft | WeatherCheck |

Tech-Enabled Companies & Major Employers

| | |
|---------------------|--------------------|
| Amazon | Brightspring |
| Appriss, Inc. | Brown-Forman |
| Atria Senior Living | Centric Consulting |
| Baird | Churchill Downs |
| Baptist Health | Computershare |

Cuddle Clones
Deloitte
EY
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

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.

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

| | |
|------------------------------|-------------------------------|
| Bellarmine University | KentuckianaWorks |
| Click IT Staffing | (Code Louisville) |
| General Assembly | Mirazon |
| IBM/UofL+IBM | NetGreene Solutions |
| Indiana University Southeast | Oasis Solutions Group |
| Interapt | Purdue Polytechnic University |
| ISeeYouCare | Rainbow Design Services |
| Ivy Tech Community College | The Rivera Group |
| JCPS | The Software Guild |
| JCTC | University of Louisville |



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614 W MAIN ST #6000, LOUISVILLE, KY 40202

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