Innovation Ecosystem at Tech Square

MAC Innovation and Entrepreneurship Advisory Board

June 24, 2015

G. P. “Bud” Peterson
President

Georgia Institute of Technology
Tech Square

An innovation district where new start-up ventures, large companies, and higher education collaborate to develop new technologies and impact economic development.
Tech Square 2001
Tech Square Today
Momentum in Tech Square

- Panasonic: May 2012
- ThyssenKrupp: Jan. 2013
- Penguin Computers: January 2013

- AT&T Mobility: August 2013
- Home Depot: Summer 2014
- Coca-Cola Enterprises: December 2014

- Southern Company: Summer 2015
- WorldPay Headquarters: January 2016
- NCR headquarters: January 2017
WorldPay confirms $1M investment in new fintech accelerator at Georgia Tech

Southern Co. plans Energy Innovation Center at Georgia Tech’s Technology Square

Roll out the “orange” carpet for Home Depot, which has officially opened its first-of-its-kind, university-based research and development center at Georgia Tech.

NCR (NYSE: NCR) will relocate to Technology Square, a destination for innovation-driven enterprises lured by the talent and research emerging from engineering hub Georgia Tech.
Nurturing Startups

$E^2I$ assisted startups based on Georgia Tech research innovations, resulting in 513 jobs and nearly $100M in investment.

ATDC program companies reported revenues of more than $1.3B and more than 5,500 jobs.
Georgia Tech Innovation Ecosystem

On Campus… In the Community… …and Beyond!

Logos and images of various innovation ecosystem components are displayed.
Georgia Tech Innovation Ecosystem

On Campus…

- Capstone Design
- Convergence Innovation Competition
- Create-X
- Georgia Research Alliance
- GT:IPS
- Invention Studio
- InVenture Prize
- Master of Biomedical Innovation and Development
- Scheller College of Business Startup Competition
- Startup House
- Startup Lab
- Startup Summer
- TI:GER
- VentureLab
Undergrads: Startup Lab
Georgia Tech VentureLab – Turning Georgia Tech’s most promising research into dynamic startup companies

• No. 2 among top university business incubators in the U.S., 2014 (UBI index)
• No. 6 in the Western Hemisphere
• No. 17 in the world
• Now assisting 100 startups

Since 2001: helped launch 150 companies which have raised more than $1.1B in outside capital.
<table>
<thead>
<tr>
<th>Category</th>
<th>Annual Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventions reviewed annually</td>
<td>250+</td>
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<tr>
<td>New projects annually</td>
<td>20+</td>
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<tr>
<td>Ongoing projects</td>
<td>70+</td>
</tr>
<tr>
<td>New spinout companies created annually</td>
<td>15+</td>
</tr>
<tr>
<td>External investment attracted to VentureLab companies</td>
<td>~ $100M</td>
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</tbody>
</table>
GT Innovation Ecosystem

On Campus…

In the Community…

- Georgia Tech VentureLab
- GTIPS™
- CREATE-X
- atdc
- Flashpoint
- GCMI
- i3L
In the Community

**ATDC** – Science and technology startup accelerator

**Flashpoint** – Entrepreneurial education, shared learning in a flexible, dedicated space

- Competitive, accelerated environment for business model and technology development

**GCMI** – Global Center for Medical Innovation

**13L** –

**Startup Gauntlet** – 6-week boot camp for entrepreneurs. Modeled on NSF I-Corps program. Available to all Atlanta technology entrepreneurs, free.
ATDC

- Named to Forbes 10 technology incubators that are changing the world
- 400 member companies
- 40 Georgia Tech spinouts
- Over 35 years, more than 160 companies, $2B raised
### ATDC Service Offerings

#### Educate
- **Annual Showcase**
- **Monthly Entrepreneurs Night**

#### Accelerate
- **Seed Space**
- **Design Studio & Workshop**
- **Dedicated Suite Space**
- **Select-Only Events**
- **SBIR**
- **Advisory Mentors**
- **SME Mentors**
- **Entrepreneurs in Residence**
- **SBIR**

#### Incubate

#### Graduate
- **Graduate Events**

#### Commons
- **Speaker Series**
- **Catalyst Office Hours**
- **Community Partners**

#### Community
- **Circles**
  - **SBIR**
  - **Education Series**
  - **Catalyst / EIR Office Hours**
  - **Customer Discovery Lab**
  - **Teaching Mentors**

#### Curriculum
- **Advisory Mentors**
- **Entrepreneurs in Residence**
- **SBIR**

#### Coaching
- **Director**
GT Innovation Ecosystem

On Campus... In the Community... ...and Beyond!
NSF I-Corps – Developing entrepreneurial knowledge in university scientists and engineers
Georgia Tech was one of the first two universities chosen by NSF to scale I-Corps nationwide

Open Innovation – The new imperative for creating and profiting from technology (Henry Chesbrough)
NSF I-Corps Nodes

7 Nodes, 17 institutions active (2015)
## 25 Atlanta Startups to Watch

<table>
<thead>
<tr>
<th>Rank</th>
<th>Startup Name</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>AutoTrader</td>
<td></td>
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<tr>
<td>2.</td>
<td>Cardlytics* (ATDC)</td>
<td></td>
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<tr>
<td>3.</td>
<td>Clearleap* (ATDC)</td>
<td></td>
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<td>4.</td>
<td>CloudSherpas* (ATDC)</td>
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<tr>
<td>5.</td>
<td>Damballa* (ATDC)</td>
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<td>6.</td>
<td>eFolder</td>
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<td>7.</td>
<td>Endochoice</td>
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<tr>
<td>8.</td>
<td>IngeniousMed</td>
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<tr>
<td>9.</td>
<td>Ionic Security* (ATDC)</td>
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<tr>
<td>10.</td>
<td>Kabbage</td>
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<tr>
<td>11.</td>
<td>MailChimp*</td>
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<td>12.</td>
<td>News Distribution</td>
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<td></td>
<td>Network</td>
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<td>13.</td>
<td>Paymetric</td>
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<td>14.</td>
<td>Pindrop* (ATDC/Flashpoint)</td>
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<td>15.</td>
<td>PlayOn Sports* (ATDC)</td>
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<td>16.</td>
<td>Purchasing Power</td>
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<tr>
<td>17.</td>
<td>Salesfusion*</td>
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<tr>
<td>18.</td>
<td>SalesLoft* (ATDC)</td>
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<td>19.</td>
<td>ShareCare</td>
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<td>20.</td>
<td>SoloHealth* (ATDC)</td>
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<td>21.</td>
<td>Suniva* (ATDC)</td>
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<td>22.</td>
<td>The Rainmaker Group</td>
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<td>23.</td>
<td>Vendormate* (ATDC)</td>
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<tr>
<td>24.</td>
<td>WhatCounts*</td>
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<td>25.</td>
<td>Yik Yak</td>
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* Georgia Tech connection – 14 of 25
Unicorns in Atlanta

1. AirWatch*
2. Radiant Systems
3. Witness Systems
4. Per-Se Technologies*
5. Internet Security Systems*
6. Scientific Atlanta*
7. TradeX
8. MindSpring*
9. WebMD

Unicorns: U.S.-based companies valued at over $1B after 10 years or less

* Georgia Tech connection – 5 of 9
High Performance Computing Center
Questions/Discussion