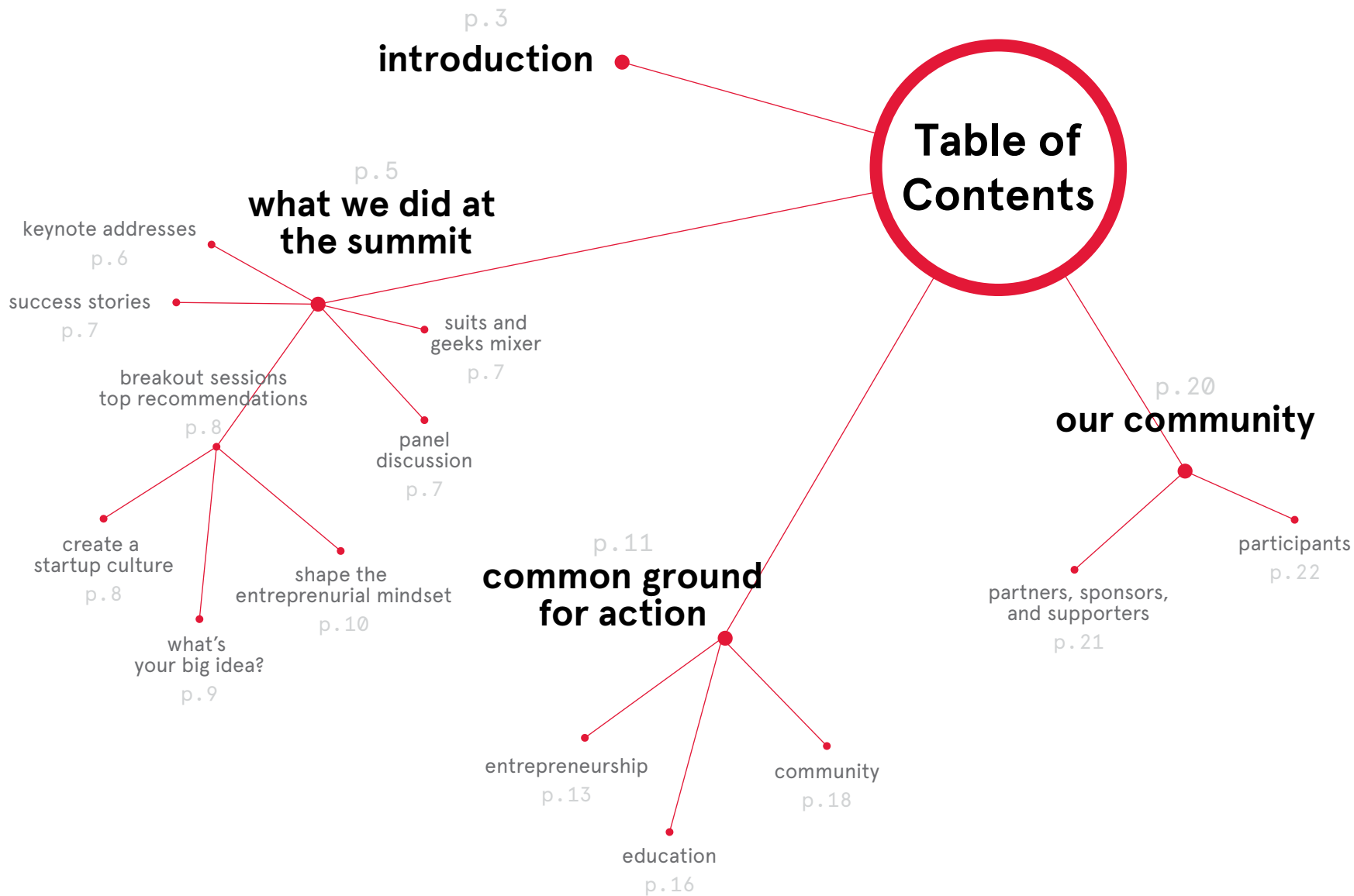


We're here to Innovate Raleigh.

**Our goal: To make
Raleigh one of the top
5 centers of innovation
and entrepreneurship
in the country.**



Raleigh Innovation Summit Sponsors, Partners and Attendees:

Thank you for taking the time to participate in the Raleigh Innovation Summit. Our goal is to make our region one of the top five centers of innovation and entrepreneurship in the country. And while there is lots of work to do, we are on our way.

Just this year, Raleigh was named the #2 Medium-Sized City for Young Entrepreneurs. RTP was recognized in Where Are the Innovators? (an article in The Atlantic). Google picked Durham for one of its tech hubs. And Forbes named Raleigh-Cary to its list of America's New Tech Hot Spots (#5, but who's counting?).

We're fond of the phrase: Show me, don't tell me. And we have lots to show – in just 18 months. By working together, we have entrepreneurial hotspots opening throughout the Triangle. Companies like WedPics, Tethis, the Royalty Exchange and Global Knowledge are securing funding. Entrepreneurs like Brooks Bell and Jes Lipson are leading. There are events like Start Up & Play. HQ Raleigh opened in downtown Raleigh and NC State opened its Springboard Innovation Hub as well as the innovative Hunt Library. The American Underground is killing it in Durham and now expanding to downtown Raleigh.

So yes, we celebrated all of these successes. But most importantly, we set our collective eyes on the future at the Raleigh Innovation Summit 2013. Some memorable moments:

- > Terrence Holt, the former NC State football star and All American wowed the crowd with his story of entrepreneurship. He used sports and business to connect the dots, but the advice was solid: Build a team, prepare and execute, and believe in something bigger than yourself.
- > The breakout sessions all had a different energy. One that spoke to us focused on education – creating an entrepreneurial mindset. Kids, parents, teachers, college students, and college administrators heard this loud and clear: “Teach kids how to fail and learn from that.” Powerful stuff.
- > Entrepreneurs still want an online resource that connects them to local resources. (We got it).
- > And what's your big idea for a local attraction? This breakout group said that St. Louis has the arch, Philadelphia has the LOVE sculpture, Chicago has the bean. They want to see an interactive attraction that speaks to our region's innovative outlook.

This report takes an unbiased look at the ideas that were generated. It's transparent and honest, collaborative and exciting. It's up to you individually or as a group to decide what you want to implement or champion.

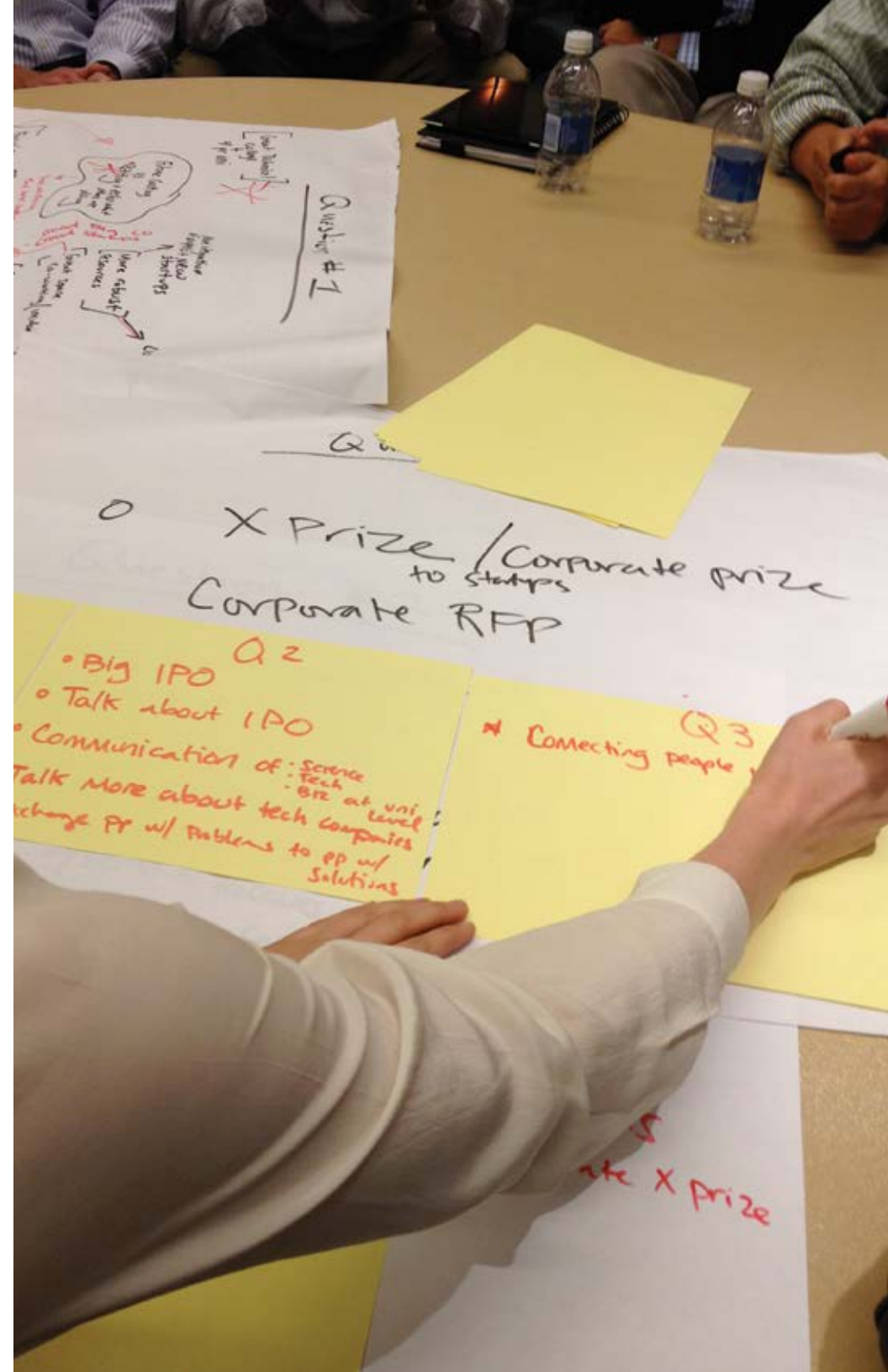
One thing we promise you is that the Summit is not about talking. It's about doing. Innovate Raleigh will move some of these ideas forward, but not without your assistance and enthusiasm. We know what happens when collaboration takes place. Witness the past 18 months.

If you're interested in volunteering, go to our website at innovateraleigh.com. HQ Raleigh is taking on the mantle of managing the initiative and the hub. We couldn't ask for a better partner to move the vision forward.

All the best from the co-founders of Innovate Raleigh,

Mary-Ann Baldwin, Raleigh City Council

Terri Lomax, NC State University



What we did at the summit

We built upon our vision for a more innovative Triangle, and mapped out the steps we'll take to make it real.

Keynote
Addresses

Success
Stories

Breakout
Sessions

Panel
Discussion

Suits and
Geeks Mixer

We heard from prolific, insightful speakers.

A mind map diagram with a central red dot labeled "BIG IDEA". Ten lines radiate from this center to various text nodes. The nodes include: "Know who your community is", "Be who your community is", "Startup ecosystems with diversity will be more innovative and disruptive", "Portland city supports and incentivizes innovation and entrepreneurship", "Embrace your identity", "Travel. Collaborate. Learn.", "Civic innovation", "Inclusive entrepreneurship", "Export strategies", "Create a city where creative people want to live", "Create a city where it's easy to connect", "Place matters", and "Think globally".

BIG IDEA

Portland is a thriving example of a city dedicated to innovation, thanks to its progressive urban development policies



Chris Harder

Representative, Portland
Development Commission

A mind map diagram with a central red dot labeled "BIG IDEA". Four lines radiate from this center to text nodes. The nodes include: "There is no greater feeling than being dedicated to something larger than yourself.", "Preparation", "Execution", and "Building a great team".

BIG IDEA

Entrepreneurship is a valuable journey through personal growth and community development



Terrence Holt

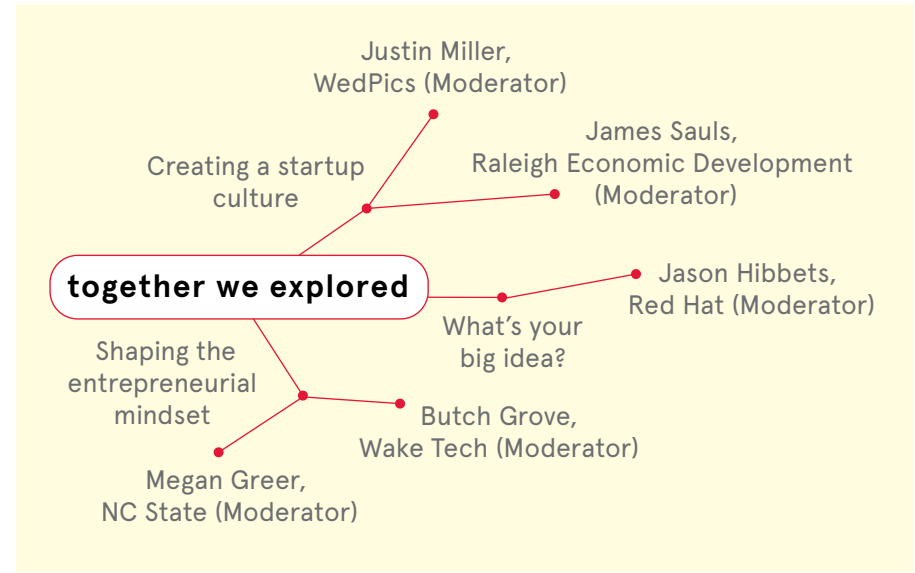
NC State and NFL football star.
Entrepreneur

We celebrated our successes from the past year.



And, yes, we ate and drank together.

We explored big ideas.







We debated what works and next steps.









Create a startup culture

1. Expand our roadmap to resources for entrepreneurs
2. Create a talent pipeline ○————○
Create opportunities for interns
Give young people mentors
Provide HR support
3. Encourage local news coverage of startups
4. Grow tadpoles into titans ○————○
Offer frequent immersion opportunities in entrepreneurship to students of all ages
5. Cross-pollinate universities, entrepreneurs, investors and corporations ○————○
Share ideas and inspiration
6. Pursue government incentives to keep talent local
7. Spread the word in minority and women's communities ○————○
Promote the resources available to diverse groups
8. Simulate futurecast of innovators instead of echoing the past.
9. Create more events focused on emerging technology companies
10. Build a network of high worth individuals in our region

What's your big idea?

1. Expand Triangle Transit with a light rail
2. Increase connectivity in the Triangle 
 - Connect green space, open space, bike trails, and public transportation
 - Offer bike rentals
 - Add signage for area destinations to increase navigability
 - Create a shared communications strategy
 - Provide high speed broadband everywhere
3. Foster non-profit innovation and support 
 - Find partnerships that foster thriving ecosystem and idea sharing
4. Create a signature attraction that is interactive and unique to us
5. Develop our green spaces and open places 
 - Incorporate pocket parks/parklets downtown
 - Create parks for play with fun activities: music, trampoline, trapeze, zipline, climbing gym, water features
 - Build cafes with outdoor seating and solar charging stations
6. Create a population of problem-solvers 
 - Teach entrepreneurship at school
 - Recognize, support, and empower existing talent
 - Break down barriers for women leaders
7. Attract top talent by sharing our stories and maintaining momentum
8. Move central prison out of a high density area

Shaping the entrepreneurial mindset

1. Teach students to take risks and learn from failure  Shift the “one-right-answer” paradigm
Focus on key skills: Resilience, Creativity, Adaptability
2. Create classroom experiences that allows students to pursue their passion and their purpose  Give students space to wonder
Give students more elective choices to help them discover their passion
3. Encourage students to address real problems that ignite their inspiration 
4. Infuse creativity into all subjects and make connections between all disciplines  Provide mentors who will help students discover where passion, purpose, and opportunity intersect
Create apprenticeship opportunities
5. Build entrepreneur clubs in middle and high schools
6. Bring entrepreneurs-in-residence to schools  Partner with universities and corporations to share knowledge
7. Teach key entrepreneurial skills  Communication
Research skills
Technology
Teamwork
8. Provide entrepreneurship training and education for all students at all levels

And we created common ground for action







Gain momentum and keep it going.

**Great things are happening here.
Let's capture, track, and synthesize.**

**If we demonstrate power
of this place as start-up
incubator, we will attract
more innovators to
Raleigh.**



**If we attract creative talent to
Raleigh, new companies will
follow.**



Entrepreneurship

***Let's understand
how people in our
region want to
engage with things.***

**Raleigh is a southern
progressive beacon.**

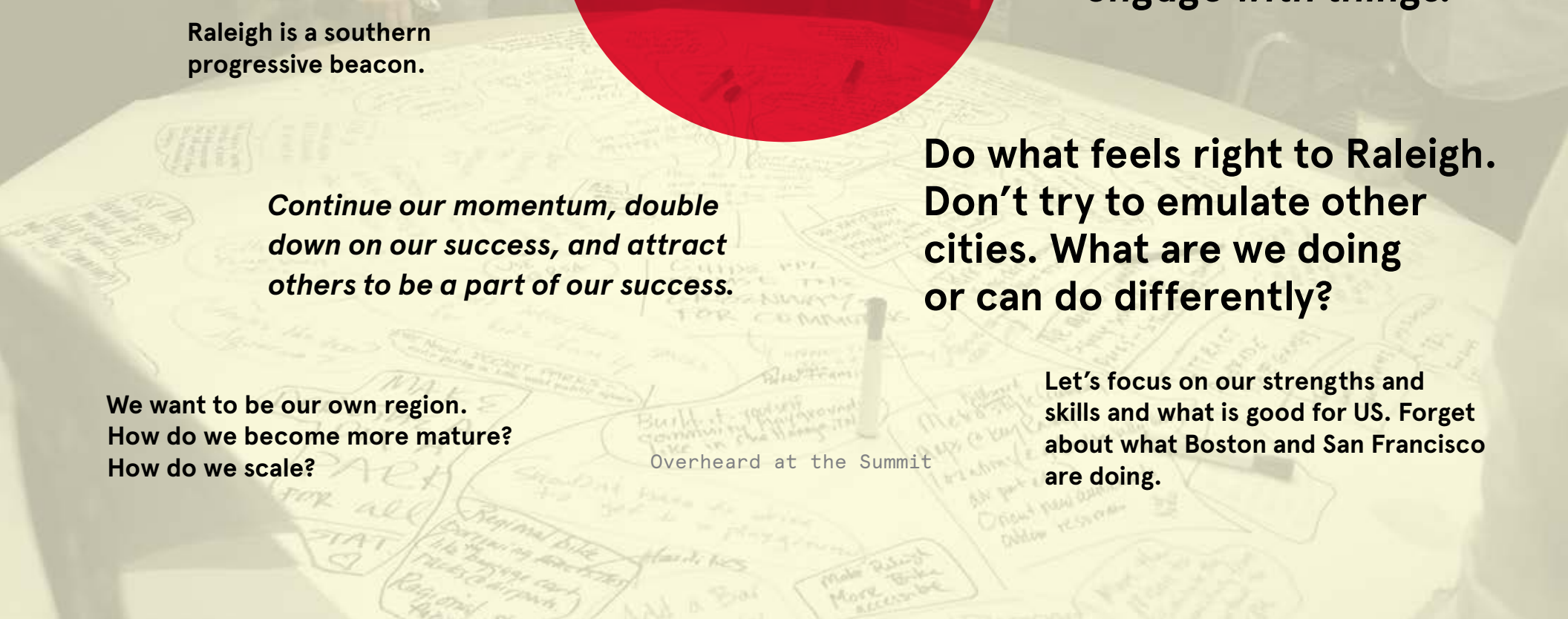
***Continue our momentum, double
down on our success, and attract
others to be a part of our success.***

**Do what feels right to Raleigh.
Don't try to emulate other
cities. What are we doing
or can do differently?**

**We want to be our own region.
How do we become more mature?
How do we scale?**

Overheard at the Summit

**Let's focus on our strengths and
skills and what is good for US. Forget
about what Boston and San Francisco
are doing.**



General advice from the group

Know our community and embrace who we are

How we'll get there



How we'll get there



Built upon these pillars

- > Entrepreneurial successes
- > Strong corporate environment (ex: Red Hat & Citrix)
- > Job growth: 10% job growth in 2010-2012 making NC Number 12 in U.S.
- > University flare
- > Raleigh Culture: Live Music, M.A.I.N. Event, Bluegrass convention
- > Restaurant culture (ex: Ashley Christiansen foods, local craft beers)
- > Festivals
- > Boutiques
- > Art
- > Lifestyle and amenities
- > Location

Give all students at all levels access to entrepreneurial experience.

Education is high risk/high reward.

Education

Turn education upside down.

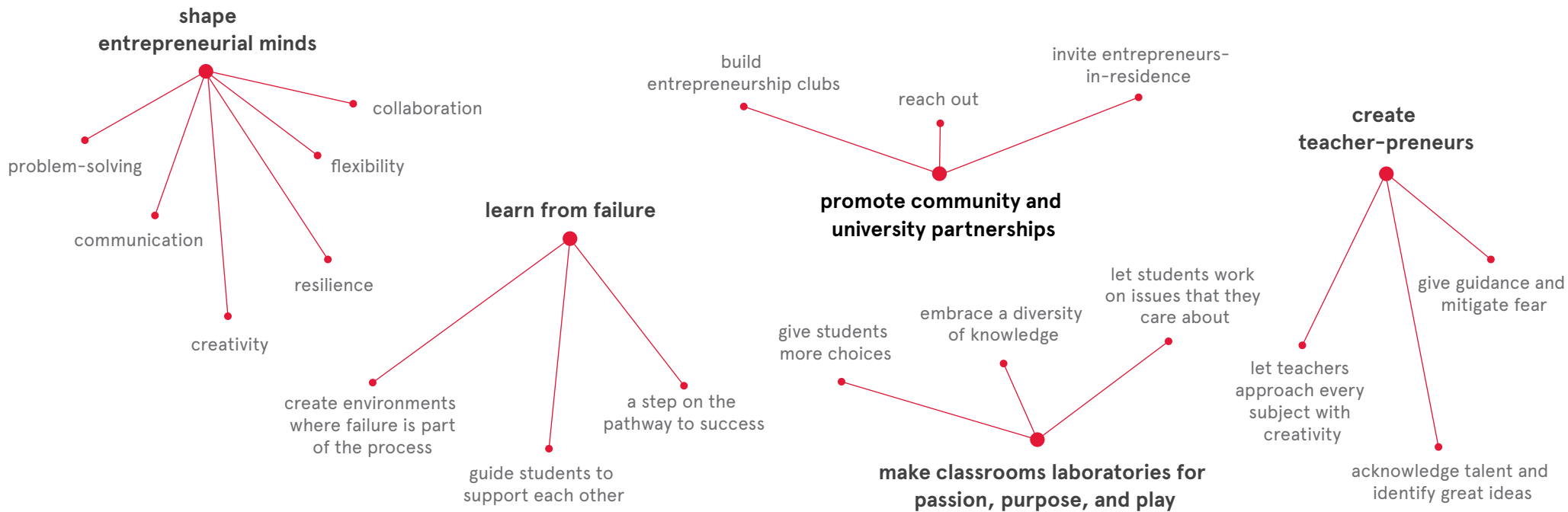
There is such pride in building something from scratch.

It won't always go how you want it to, but you can always find a good outcome with teamwork.

General advice from the group

Our biggest venture is education

How we'll get there



How do we keep established businesses engaged in gritty start-ups?

Community

More emerging ventures, relationships and capital deals will attract additional large developments from outside the community.

*I'm not here to replicate...
I'm here to collaborate.*

Our community has a social problem, not a tech problem.

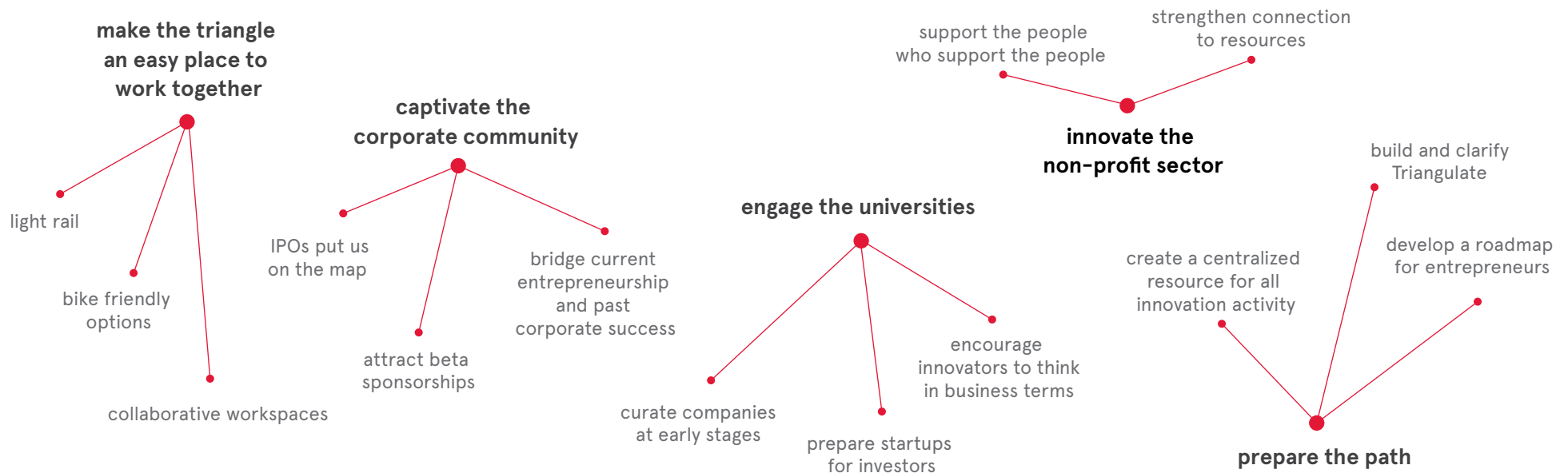
Allow the corporate world to support us.

Overheard at the Summit

General advice from the group

We're here to collaborate, not replicate.

How we'll get there



Our community

[Partners and
Sponsors](#)

[List of
Participants](#)

Partners



Sponsors and Supporters



A special thank you to the Raleigh City Council for providing funding to support the development and publication of this report.

List of Participants

Zach Abrams, Hazard Studios
DeLisa Alexander, Red Hat
Camille Allen, Professional Training for Women
Brent Anthony, BDA Health Solutions
Mary-Ann Baldwin, City of Raleigh
Chris Barringer, CGMA
Scott Barstow, Bandwidth Labs
David Baxter, Big Pixel LLC
Suzanne Beaumont
Greg Behr, GBW Strategies
Brooks Bell, Brooks Bell, Inc
Mike Belmares II, Oak City Cohort
Brooke Bitler, Gibbs & Soell Business Communications
Andre Blackman, Pulse + Signal
Amanda Bokesch, Insperity
Greg Boone, I-Cubed
Jenn Bosser, Wake County Economic Development
Caitlyn Bostock, Jones Lang LaSalle
Susan Bowers
Kim Brame, Creative Illusions Productions
Theresa Britt, Rex Healthcare
Greta Brunet, Rx Strategic Solutions, LLC
Ashton Burnette, Calibrate, Inc.
Conner Burt, Lesson.ly
Kate Carroll, NC State College of Textiles
Lauren Case, WCPSS/NCSU MBA Candidate
John Casey, Axial Exchange, Inc.
Stacy Cheetham, Borgen Project
Melanie Chernoff, Red Hat
David Clayton, SC Dept of Commerce
Marty Clayton, Duke Energy
Beth Cochran, WCPSS
Judith Cone, UNC Chapel Hill
Claire Cormier, Full Scale Solutions, Inc
Robin Costello, CED
Rachel Cox, The Entrepreneur's Source
Eugene Cox
Brian Crawford, BC/DC Ideas

Jessica Creamer, CFO Enterprise, LLC
Liz Crews, Liz Crews Natural Hair
Bill Cummings, Lemonade International
Marc Dewalle, Reseller Systems
David Diaz, Downtown Raleigh Alliance
Antoinette Dickson, Innovative Pen
Ann Dishong, NCDOT
Elise Dorsett, New Kind
Katina Dorton
Jacob Downey, Little Raleigh Radio
Jason Draper, thoughtbot, inc
Paul Dryden, TransLoc
Mark Easley Sr., Goldhat Advisors Angel Investing
Ana Echeverri, Dashlytics
Dennis Edwards, GRCVB
Diane Ellis, Meredith College
Landon Elmore, Landon Elmore Design & Marketing
Ronnie Eubanks, Thomas, Knight, Trent, King and Company
Valerie Evans, Saint Augustine's University
Jake Fehling, KFA Search
Liana Fryer, NC State University
Wade Fulghum, NC State University
Beth Gargan, NC Dept. of Commerce
Bonner Gaylord, City of Raleigh
Kristie Gonzales, ABC 11-WTVD
Stanfield Gray, DIG South
Steve Greene, ALPHA Marketing, Inc.
Megan Greer, NC State University
Crash Gregg, Triangle Downtowner Magazine
Butch Grove, Wake Tech Community College
Michael Haley, Raleigh Chamber of Commerce
Will Hardison, FanBase
Lee Hargrove, PSA TechSure
Guy Harvey, Venture Capital
Fred Hathaway, Hippotential
Brett Hautop, Gensler
Erick Hawkins, Rex Healthcare
John J Healy Jr, Hyde Street Holdings, LLC

Kerry Grace Heckle, Rex Healthcare
Scott Hedrick, TechMedia
Robert Helmedag, Rex Healthcare
Ian Henshaw, Technology Tank LLC
Heather Hesketh, hesketh.com
Jason Hibbets, Red Hat
Seth Hollar, NC State University
Richard Hopper, NC State University
Greg Hopper, NetApp, Inc.
Ashley Hudson, NC State Technology Incubator
Mike Hughes, Duke Energy
Domino Ireland, SAS Institute
Cindy Istook, NC State College of Textiles
Brandon Ives, Brasco Design+Marketing
Hector Javier, Cheq Labs, LLC
Wes Johnson, Lawson Hammock
Briles Johnson, Women's Business Center of NC
Russ Jones, Davidson and Jones
Jesse Jones, Smith Anderson
Linda Jones, City of Raleigh
Owen Jordan, RESQD
Janet Kennedy, Find Me Space
Melissa Kennedy, Ester Mae Marketing
Matthew Keough, City of Raleigh
Ben Kittner, College Foundation, Inc.
Adam Klein, American Underground
Ray Krauss, Jericho Partners, Inc.
Justin Kurkiewicz, PNC Bank
Christine Kushner, WCPSS
Chris Lawrence, Ten Dots
Alan Laws, NETAPP
Carl Lawson, ArtsPerfect Inc.
Betsy Levitas, City Cheerleader
Carol Lewis, UNC Healthcare
Brad Lienhart, EntreDot, Inc.
Terri Lomax, NC State University
Amy Love, SC Dept of Commerce
Kathleen Lynch, Law Office of Kathleen Lynch, PLLC

Dana Magliola, BaerPoint Strategic Communications
Alyssa Mako, Women's Business Center of NC
Nawaf Marjan, Triangle Technology Ventures
Gina Marquez, Thomas, Knight, Trent, King and Company
Matt Mattox, Axial Exchange, Inc.
Obinna McInnis, City of Raleigh
James Merrill, WCPSS
Connie Mester, Thrive 47, L3C
Edward Miles, Carolina Seed Investors
Kirsten Miller, Outside In Antiaging
Justin Miller, WedPics
Joshua Mills, Relevant Games
Derrick Minor, City of Raleigh
Wade Minter, TeamSnap
Sid Mitchener, Vaco Raleigh, LLC
Erin Monday, @TheRTP
Cheryl Moody, ELLACCESSOREEZ
F. Scott Moody, First Talent Ventures
Merrette Moore, Rex Healthcare
Cathy Moore, WCPSS
Barbara Mooty, Mooty, Inc. Marketing Strategies
Conen Morgan, Longleaf Agency
Edye Morris-Bryant, Centennial Magnet Middle School
Christina Motley, Christina Motley, LLC
Matthew Muñoz, New Kind
Beth Mullaney, Rankin McKenzie
Jeff Murison, Hillsborough Street Community Service Corp
Matt Murray, LeoForce
Chad Myers, Lexercise
Ryan O'Donnell, Pennies 4 Progress
John Odom, City of Raleigh
Lauren Ohnesorge, Triangle Business Journal
Ozgun Oral, NC State University
Cesar Ospina, PreviaCapital
Gil Pagan, LASR
Gregory Pahel, Parking Initiative
Jason Parker, WRAL Tech Wire
Tyler Parker, City of Raleigh
Steve Parrott, Wake Ed Parntership
Dhruv Patel, CED
Mital Patel, Triangle Business Law
Jos Penabad, Rex Healthcare
Robert Petrusz, Bull City Coworking
Teresa Pierrie, Wake Young Women's Leadership Academy
Gene Pinder, Centennial Campus Partnership Office
Anthony Pompliano, DigaForce
Antoine A Ponton, SLADE Development Group
Mary Poole, Artspace
Ginny Porowski, GoGown LLC
Joe Procopio, WRAL TechWire
Daniel Pryfogle, Signal Hill
Tom Rabon, New Kind
John Ramsey, Triangle Innovation Partners
Braden Rawls, Vital Plan
Ann Revell-Pechar, CED
John Rinehart, tw telecom
Jeffrey Rinz, FoodWorks Industries
Shannon Ritchie, AJ Fletcher Foundation
Audrey Robinson, City of Raleigh
Maureen Rooney, TechCXO
Gail Roper, City of Raleigh
Danny Rosin, Brand Fuel
Erica Sabatini, Meredith College
Dhanya Sandeep, City of Raleigh
Wanona Satcher, Durham Urban Innovation Center
James Sauls, Raleigh Economic Development
Lisa Schiller, Rex Healthcare
David Schwenker, Southeast Raleigh Magnet High School
Dr. Stephen Scott, Wake Technical Community College
Jing Shi, Huawei
Mitchell Silver, City of Raleigh
Amy Simes, NCDENR
Witold Siwanowicz, Build it. Think it. Sell it.
Chaundra Smith, Naturally Me
Mark Smith, Thomas, Knight, Trent, King and Company
Gab Smith, CAM Raleigh
Ian Solomon, Wake Young Men's Leadership Academy
Nathan Spencer
Chris Steger, Windstream
R.J. Stelter, Herman Miller
Jonathan Stephens, Bandwidth.com
Stephanie Slade Stone, SLADE Development Group
Sarah Styron, FanBase
Kristen Sulzinski, PNC
Muriel Summers, A.B. Combs Magnet Elementary School
Allyson Sutton, HQ Raleigh
Keith Sutton, WCPSS
Liz Swirsky, Herman Miller
Traciana Taylor, City of Raleigh
Xavier Taylor, City of Raleigh
LaTonya Taylor, City of Raleigh
Keisha Taylor, City of Raleigh
Courtney Tellefsen, The Produce Box
Julie Terry, The Research Triangle Park
Anna Tharrington, Hutchison, PLLC
Hal Thomas, CED
Frank Thompson, AVMetro, Inc.
Ashlie Thompson, WCPSS
Brad Tilley, NC State University
Jeff Tippett, The Publicus Community
Trenia Today, Match Capital Ventures
Matt Tomasulo, Walk [Your City]
Liz Tracy, HQ Raleigh
Johnny Turpin, Polymorphic Ranch LLC
Chris Tutino, Gibbs & Soell Business Communications
JT Vaughn, Cherokee-McDonough Challenge
Sheryl Waddell, Blackstone Entrepreneurs Network
Dwight Waldorf, Town of Chapel Hill
Rosemary Waldorf, Bryan Properties
Jim Walker, The Climate Group
Heidi Walker, The Difference
Melinda Walker, IEI, NC State University
Billy Warden, GBW Strategies
Steve Warner, Charleston Regional Development Alliance
Anita Watkins, Rex Healthcare
Leighton Webb, The FARMBAR
Sarah Wechsberg, Triangle Entrepreneurship Week
David Wehbie, Career and Technical Education
Caroline Welch, ABC 11-WTVD
Andre West, NC State University

Event Committee

King White, JKW Consulting
Daniel Whittaker, Green Planet Catering
Scott Willette, I-Cubed
Gary Williams, PNC
Todd Wirt, WCPSS
Alan Wolf, Rex Healthcare
Garrett Wood, The Research Triangle Park
Xenavia Wright, City of Raleigh
Holly Yanker, NC Dept. of Commerce
Beth Yerxa, Triangle ArtWorks
John Zemonek, Windstream Hosted Solutions
Ray Zwycwicz, Bamboo Mobile Health Inc.

Co-founders

Mary-Ann Baldwin, Raleigh City Council
Terri Lomax, NC State University

Moderators

Christopher Gergen
Will Hardison

Task Force

Mary-Ann Baldwin, Chair
Delisa Alexander
Jennifer Bosser
David Diaz
Liana Fryer
Megan Greer
Robert "Butch" Grove
Jason Hibbets
Dennis Kekas
Terri Lomax
Justin Miller
Derrick Minor
Matthew Muñoz
James Sauls
Hal Thomas
Ashlie Thompson
Jason Widen

Report by

New Kind, www.newkind.com

For more information, visit

innovate**raleigh.com**