

CITY XLR8

FIND YOUR FORMULA FOR GROWTH

IN PARTNERSHIP WITH THE
UNIVERSITY OF TEXAS AT
AUSTIN (UT) CENTER FOR
EUROPEAN STUDIES AND
SOUTH BY SOUTHWEST 2020.

COMMUNICATING CITY VALUES
THROUGH PITCHING AND
STORYTELLING

MARCH 13- MARCH 17 2020

THE IC² INSTITUTE

Is the UT “think and do” tank that catalyzed the city of Austin’s transformation into today’s epicenter of business innovation without losing its identity or soul.

THE WORKSHOP

Using startup methodologies, cities will develop a story by telling how entrepreneurs are successful in their community and use “pitching” to discover and effectively communicate their unique identity to attract top talent and new businesses.

THE COMMUNITIES

Angers, France
Arras, France
Limerick, Ireland
Luleå, Sweden
Ostrava, Czech Republic
Piteå, Sweden
Skellefteå, Sweden

DISCOVERING AND COMMUNICATING THE SOUL OF YOUR CITY?

SCHEDULE

03/13: Training and Preparing Entrepreneurial Stories and City Pitches

03/14: Engaging with startups at the EU Pitch Competition and other SXSW Panels

03/15: Deep Austin Startup, Mentor and Funding Immersion Event

03/16: Meeting with City of Austin Leadership and SXSW Panels

03/17: Presentation of Final City Pitches and Entrepreneurial Stories

WE CAN'T ALL BE SILICON VALLEY

Billions have been spent and decades have passed trying to build the next Silicon Valley. New innovation hubs, like Austin, grew from their unique identities – melding people, places, values and ingenuity of a region into a place others want to build businesses. We want cities to embrace this scalable model and build the best strategy fitted for their city's future.

WHAT WE CAN TEACH YOU

How to pitch the charm of your city so that new businesses and talent come and innovators stay in your unique city and grow locally.

GROWING FROM YOUR HEART OUTWARD

We want you to think deeply about - 1) What are your city's values, assets, constraints and opportunities? 2) How can these be crafted into a fitted strategy for new businesses to come and grow in your city? 3) How does your identity encourage innovators to stay in your city and grow businesses locally?

By understanding and promoting who you are, your city can attract and retain fitted businesses that can grow with your city.

GROWING FROM THE INSIDE OUT

BY: GREG POGUE

Over the past 40 years, Austin has transformed from a modest, weird place in the middle of Texas to the leading new business hub of the U.S. It has done this while not losing its basic values and DNA. How did it get here? The University of Texas at Austin (UT) has been deeply involved in studying and supporting the “Austin Story” from inception to today. The IC²Institute at UT played a significant role in Austin's growth and is offering a unique program- City XLR8. IC² takes what it has learned from Austin's transformation and its work in >40 countries to help cities develop distinctive and

competitive value propositions to help attract new businesses and top talent to their region. City XLR8 will be delivered as a pre-session workshop where city leaders will be introduced to tools that enable them to develop a City Pitch and tell an Entrepreneurial Story from their own city. Leaders will test their pitch and stories with peers, startups and attendees at the SXSW conference and among the vibrant citizens of Austin. Feedback received will help leaders improve and target their pitch and story to reach the business sectors and talent they need for their city's future.

