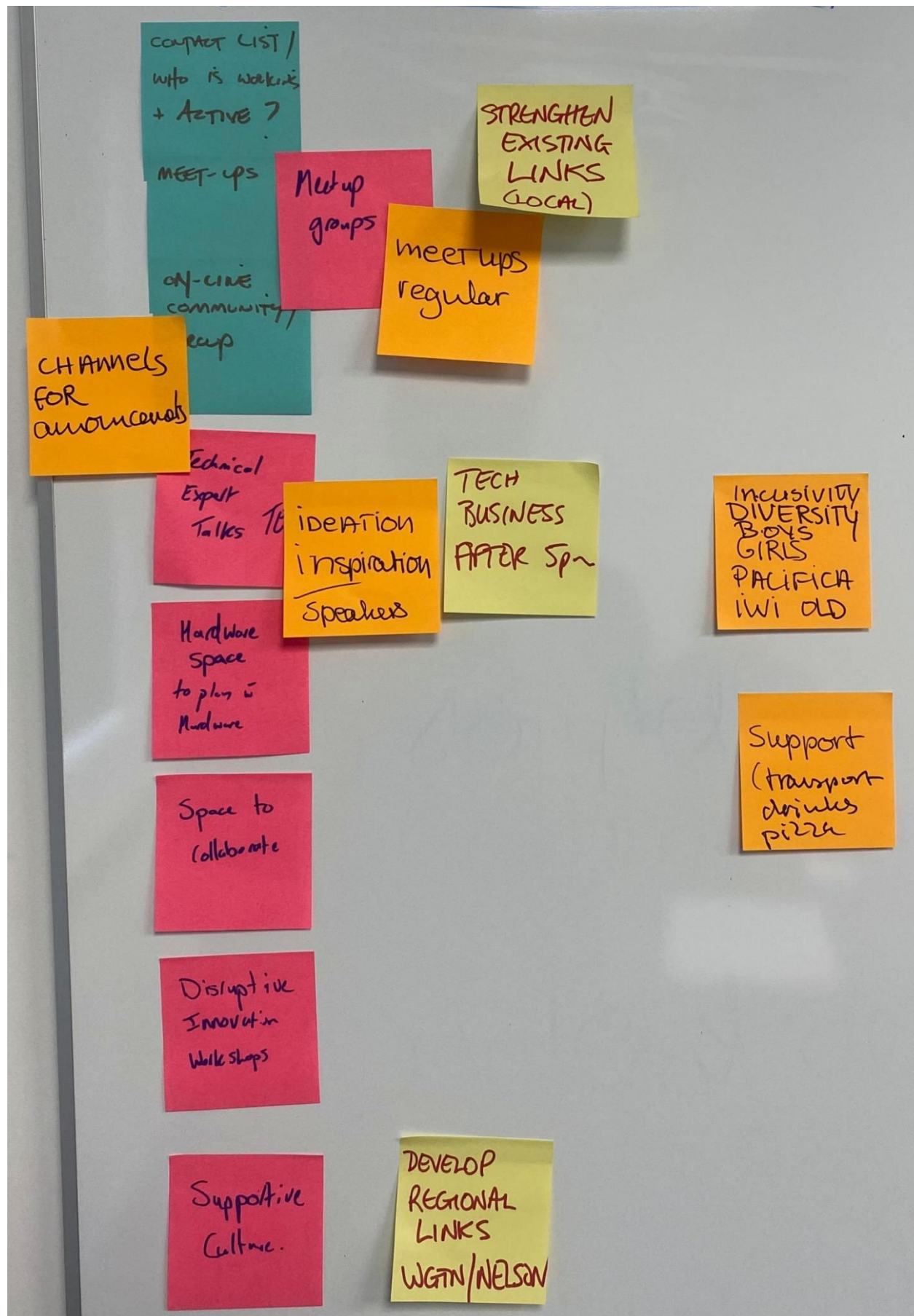


# Building an Eco-system for Start-ups, Tech and Innovation



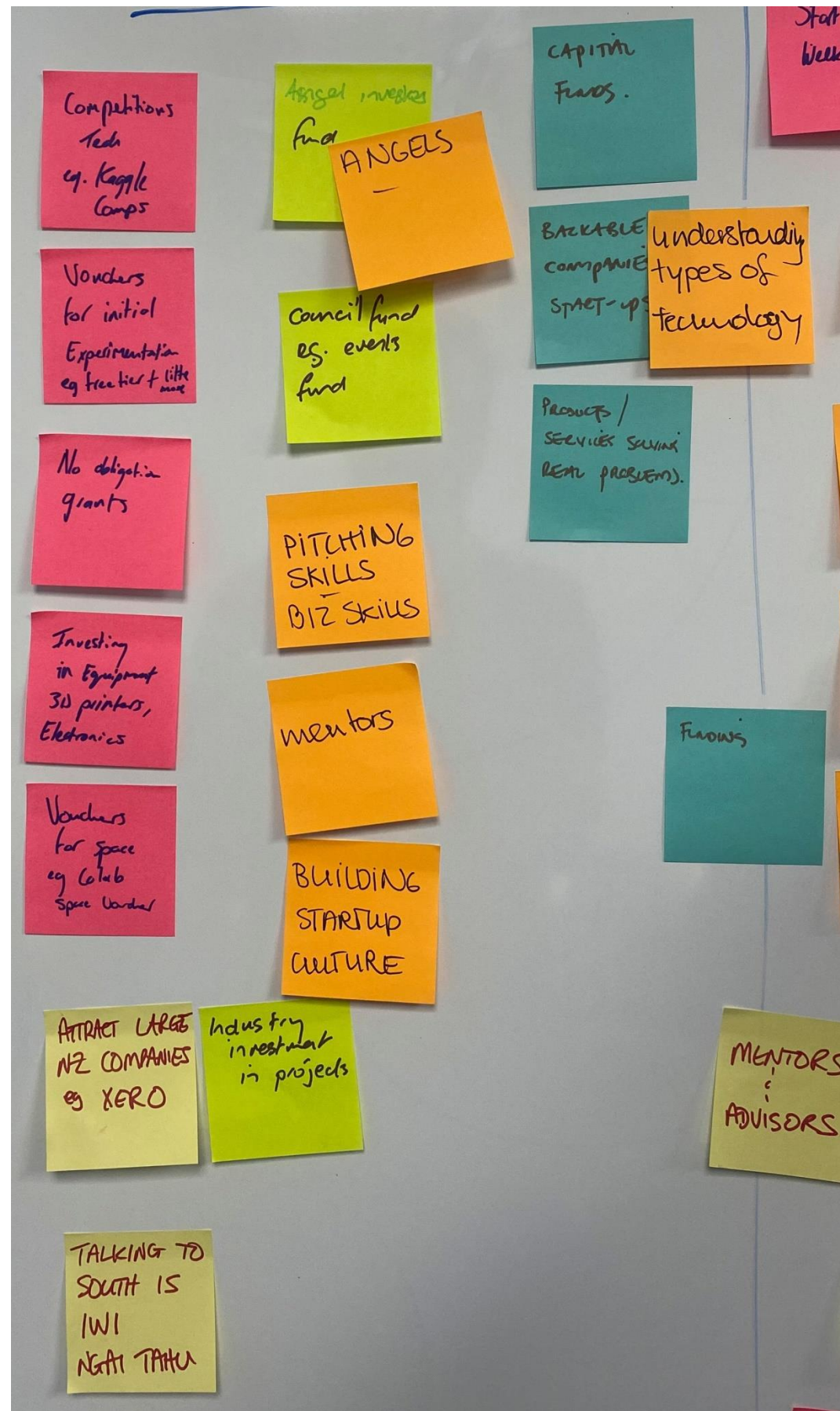
## Community

	long term 10 years	medium term 3 years	short term 12 months	
				Meet-ups
				Meet-up groups
				Regular meet-ups
				Support (transport, drinks, pizza)
				Technical expert talks (e.g. TED talks)
				Ideation / inspiration speakers
				Tech Business After 5 (BA5) events
				Disruptive innovation workshops
				Contact list – who is working and active?
				On-line community/group
				Channels for announcements
				Hardware space / place to test / play with hardware
				Space to collaborate
				Strengthen existing links (local)
				Develop regional links – Wellington, Nelson, etc
				Supportive culture
				Inclusivity & diversity – boys, girls, pasifika, iwi, old

## Community (summary)

total				
4				In person meet-ups
4				Regular events and workshops
3				Online groups and contacts
2				Space to collaborate
2				Culture and inclusivity

# Investment

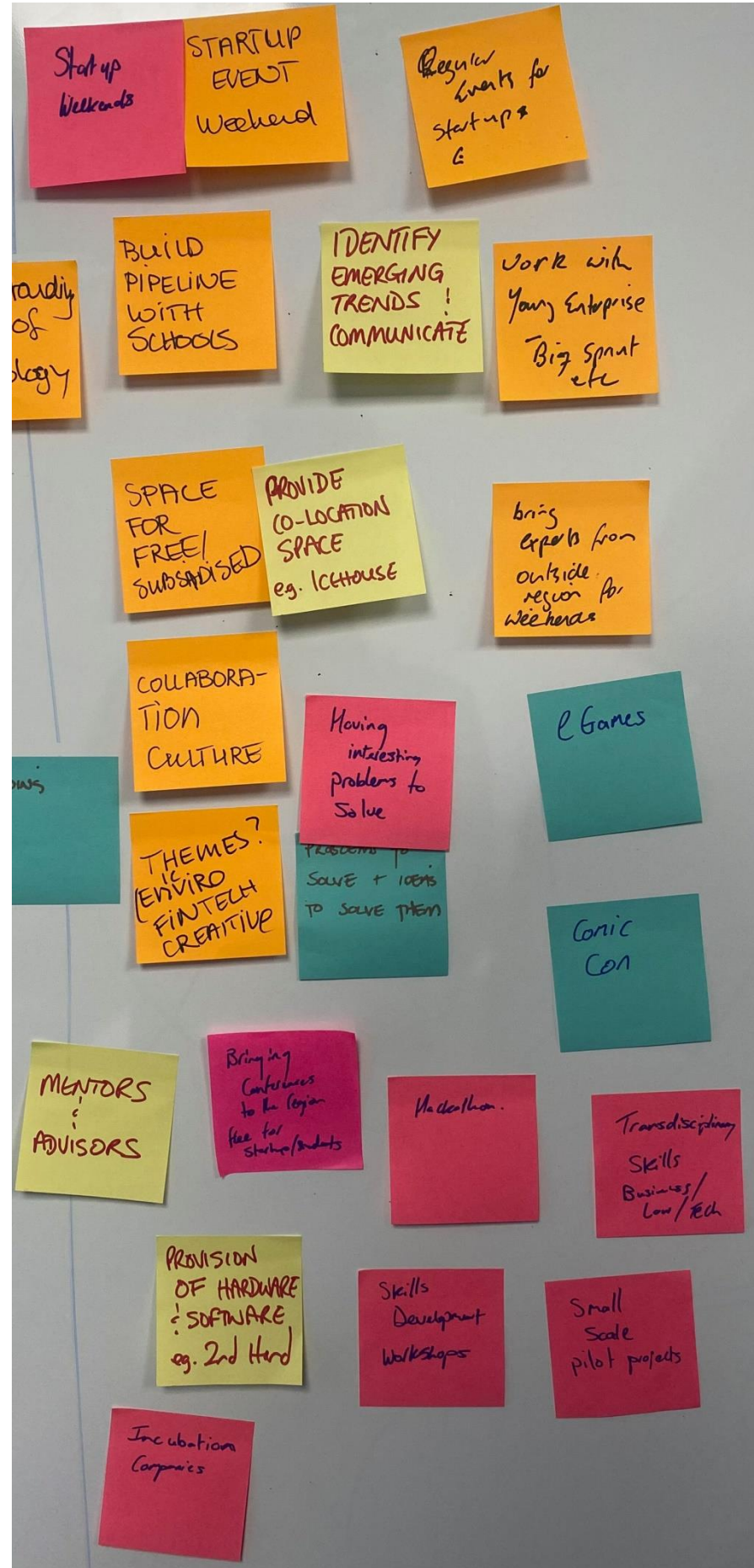


	long term 10 years	medium term 3 years	short term 12 months	
				Vouchers for initial experimentation e.g. free tier and little more?
				No delegation grants
				Vouchers for space e.g. Colab space voucher
				Angel investment fund
				Angels
				MDC fund e.g. similar to events fund
				Capital funds
				Funding
				Backable companies / start-ups
				Products / services solving real-problems
				Industry investment in projects
				Attract large NZ companies e.g. Xero
				Understanding types of technology
				Investing in equipment – 3D printers, electronics
				Tech competitions e.g. kaggle competitions
				Talking to South Island iwi
				Pitching skills / biz skills
				Mentors
				Building start-up culture

## Investment (summary)

total				
8				Investment funds / grants / vouchers
2				Existing companies with growth potential
2				Industry connections / engagement
2				Technology / hardware investment
5				Miscellaneous / other

# Start-ups

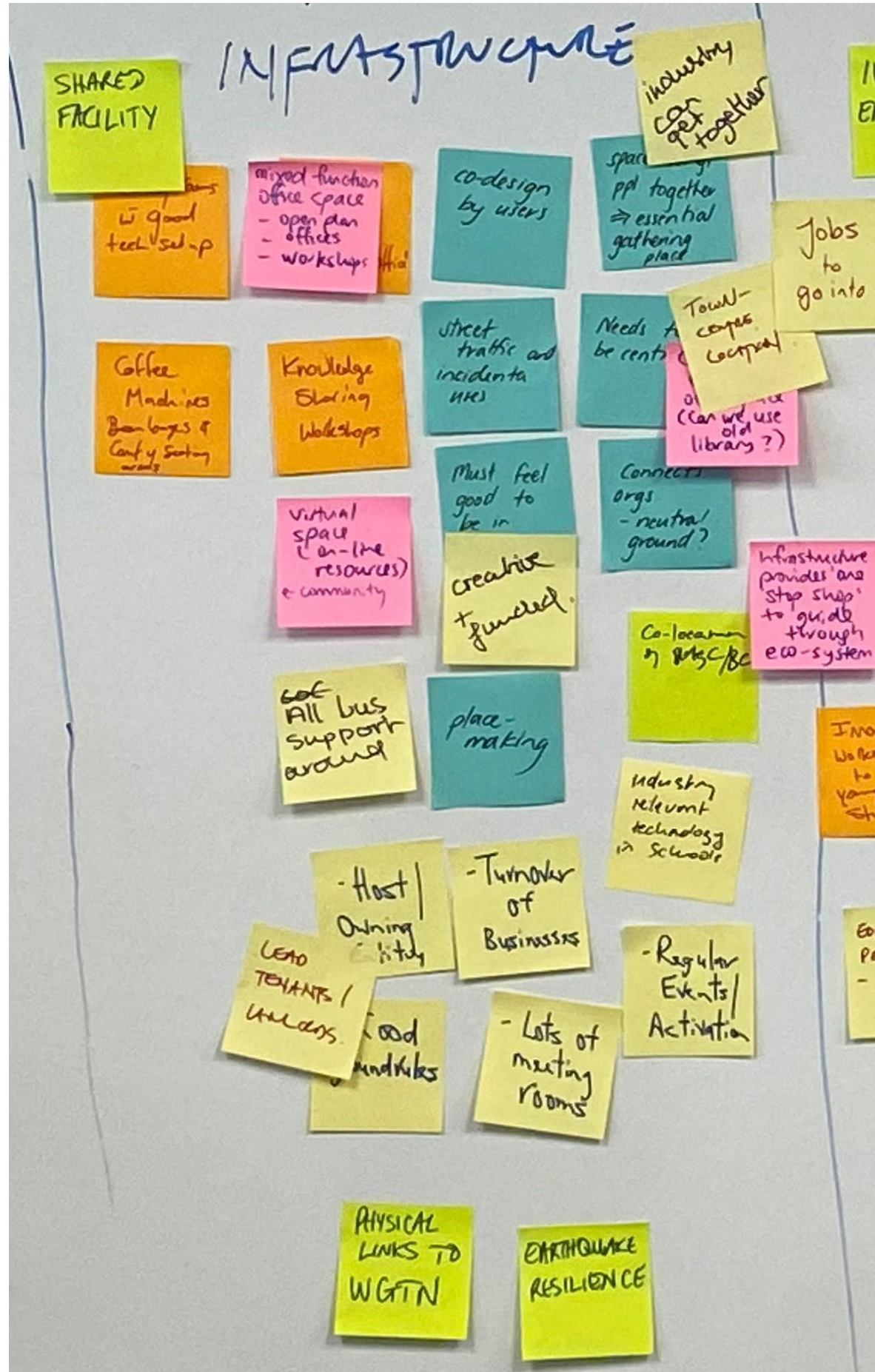


	long term 10 years	medium term 3 years	short term 12 months	
				Start-up weekends
				Start-up event weekend
				Regular events for start-ups
				Work with young enterprise - big sprint, etc
				Bring conferences to the region (free for start-ups / students)
				Comic-con
				Hackathon
				Skills development workshops
				Themes (e.g. environmental, fintech, creative)
				Identify emerging trends / communicate
				Having interesting problems to solve
				Problems to solve and ideas to solve them
				Space to work for free / subsidised
				Provide co-location space e.g. Icehouse
				Collaboration culture
				Build pipeline with schools
				Mentors and advisors
				Provision of hardware and software (e.g. 2nd hand equipment)
				Incubation companies
				Bring experts from outside region for weekends
				E-games
				Transdisciplinary business / low / tech
				Small-scale pilot projects

## Start-ups (summary)

total				
8				Start-up events and workshops
4				Themes, trends and ideas
3				Space to collaborate
8				Miscellaneous / other

# Space / Infrastructure

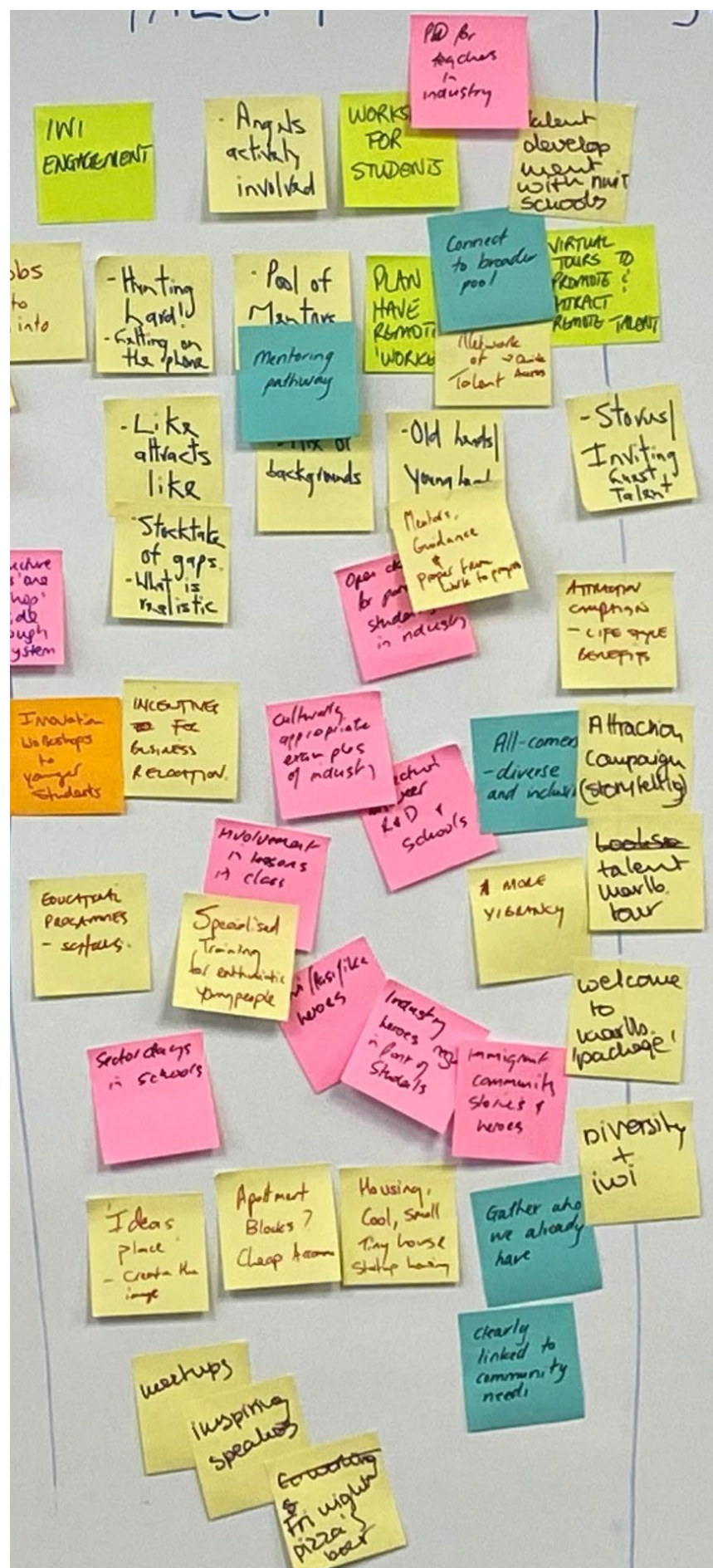


	long term 10 years	medium term 3 years	short term 12 months	
				Meeting rooms with good tech set-up
				Coffee machines, bean-bags, comfy seating
				Mixed function office space – open-plan, offices, workshops
				Food and drinks
				Earthquake resilience
				Co-design by users
				Must feel good to be in
				Lots of meeting rooms
				Bike racks
				Good ground-rules
				Labs for incubation
				Quiet think space / loud collaboration space
				Shared facility
				Creative and funded
				Turnover of businesses
				Space where industry can get together
				Space brings people together – essential gathering place
				Connects organisations – neutral ground
				Infrastructure that provides one-stop shop to guide through eco-system
				Needs to be central
				Town-centre location
				Investigate old-library site / location
				Street traffic and incidental uses
				Co-location of schools – opportunities?
				Industry relevant technology in schools
				Host or owning identity
				Lead tenants and landlord
				Knowledge sharing workshops
				Regular events / activations
				Virtual space – online resources / e-community
				All bus support around
				Physical links to Wellington
				Place-making

## Space / Infrastructure (summary)

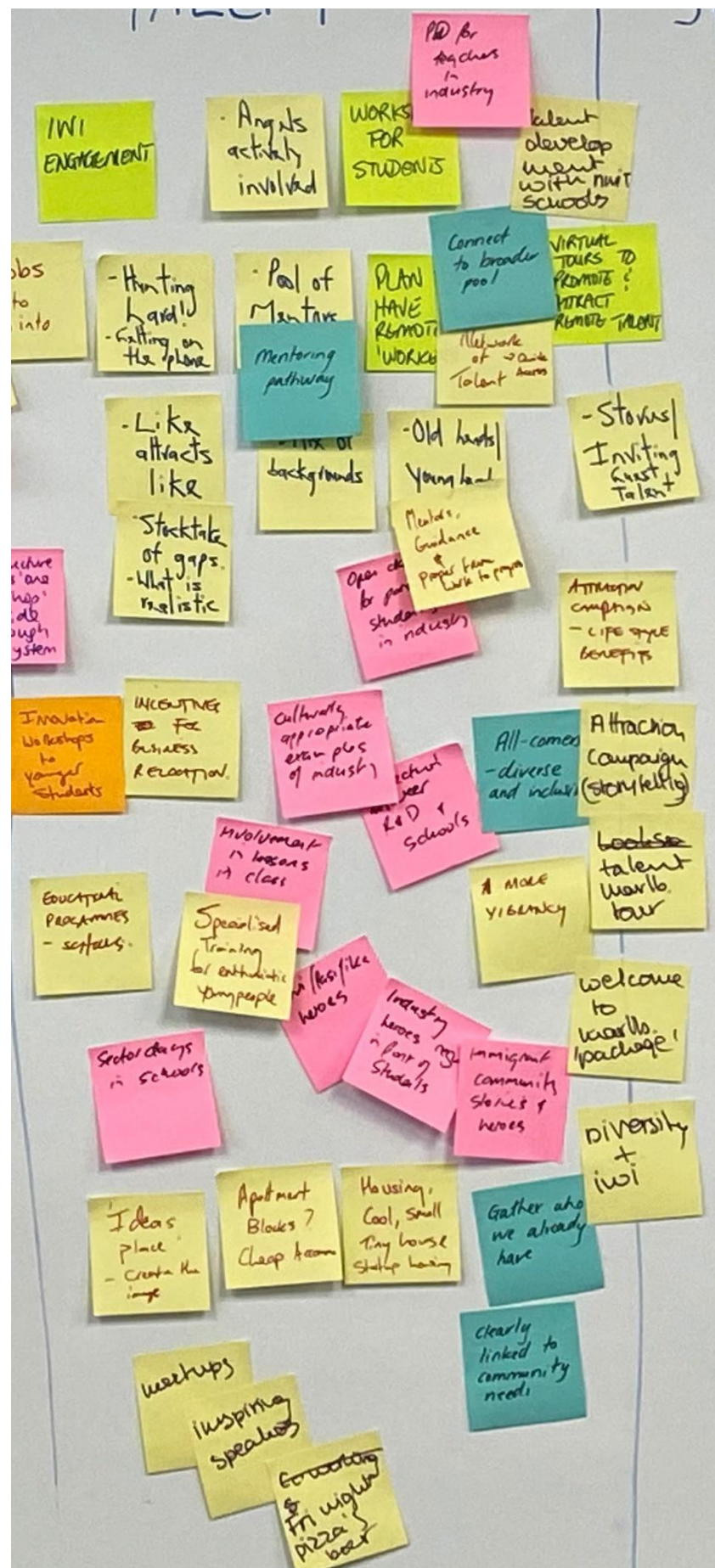
total				
12				Design / facilities of the space
7				Purpose of the space
4				Location of the space
2				Linkages with schools
2				Commercial considerations / terms
2				Workshops, events and activations
4				Miscellaneous / other

# Talent (pt.1)



	long term 10 years	medium term 3 years	short term 12 months	
				Innovation workshops to younger students
				Educational programmes in schools
				Sector days in schools
				PD for teachers in industry
				Workshops for students
				Talent development within schools
				Open days for parents of students in industry
				Coursework / appropriate exams for industry
				Connections between R&D and schools
				Involvement in lessons in class
				Specialised training for enthusiastic young people
				Industry heroes regularly in front of schools
				School co-location
				Like attracts like
				Ideas place – creating the image
				Virtual tours to promote and attract remote talent
				Stories / inviting guest talent
				Attraction campaigns, lifestyle benefits
				Attraction campaign / story-telling
				Welcome to Marlborough package
				Heroes
				Angels actively involved
				Pool of mentors
				Mentoring pathway
				Old heads / young heads
				Mentors, guidance and proper framework to progress
				Iwi engagement
				Mix of backgrounds
				Immigrant community stories and heroes
				All-comers – diverse and inclusive
				Diversity and iwi
				Culturally appropriate examples in industry
				Iwi / pasifika heroes

# Talent (pt.2)



	long term 10 years	medium term 3 years	short term 12 months	
				Hunting hard and getting on the plane
				Incentives for business relocation
				Industries sharing tech development goals
				Stocktake of gaps – what is realistic
				Gather who we already have
				Talent Marlborough tour
				Meet-ups
				Inspiring speakers
				Friday night pizza and beer
				Connect to broader pool
				Remote network of talent
				Plan to have remote workers
				Apartment blocks / cheap accommodation
				Housing – cool, small tiny houses, etc – start-up houses
				Educational institutions to include tech offerings
				Hub such as the NMIT wine research centre
				Clearly linked to community needs
				More vibrancy
				Jobs to go into

## Talent (summary)

total				
13				Connections, training and teaching in schools
7				Attraction campaigns and packages
6				Mentoring and heroes
7				Culture, diversity and inclusivity
3				Industry engagement
3				Stocktake of existing talent within region
3				In person meet-ups and events
3				Connecting with remote workers
2				Housing considerations
2				Tertiary education links
3				Miscellaneous / other



# Storytelling

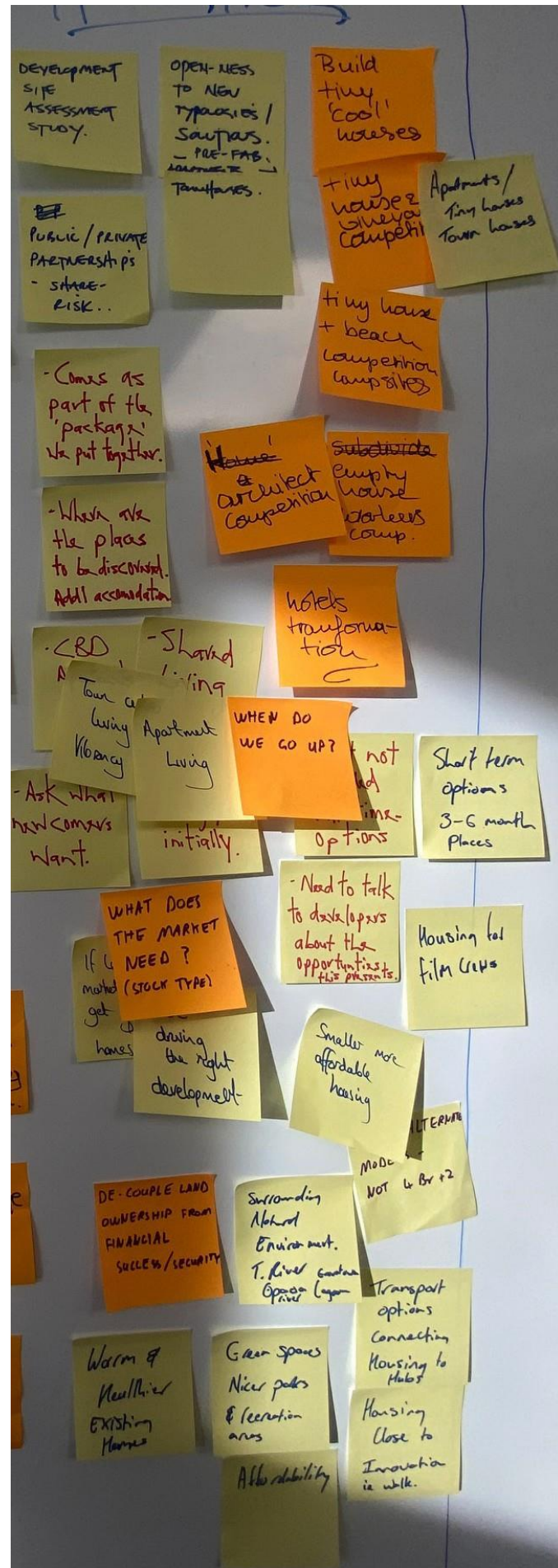


	long term 10 years	medium term 3 years	short term 12 months	
				Stories of successful returnees
				Story definition – what is the story
				PR stories about our tech companies in press
				History of innovation in Marlborough
				Current stories
				Current successes
				Success stories – who has been there and why
				Find the stories / case studies
				Like gets like, who does everyone know?
				Define / co-design 'a vision' for start-up and share with all stakeholders
				Social media message
				Media / magazines / channels
				Social media and magazines, e.g. Wild tomato
				Social media campaign
				Good pictures / copy. Have it done well
				Where is our best audience for the stories
				Make presentation and share slides
				Add to the website
				University magazines / channels
				Social media campaign
				Talent identification at young age
				Connect with schools
				Current pathways
				Gaps in pathway to start-up e.g. no university
				Innovation ambassador
				Who to tell the stories / Marlborough ambassadors
				Innovation ambassador e.g. Peter Beck
				The right social media guru / group
				Campaign similar to Queenstown
				Attraction campaign – attract business, tech and ideas
				Create a package for people to come over

## Storytelling (summary)

total				
10				Communicating current success stories
10				Communication methods, channels and messages
4				Connections with schools
4				Ambassadors and people to deliver the message
3				Campaigns and packages

# Housing



	long term 10 years	medium term 3 years	short term 12 months	
				Openness to new typologies/solutions – townhouses, apartments, pre-fab
				CBD apartments
				Shared living
				Town centre living
				Apartment living
				Build 'tiny' cool houses
				Apartments, tiny-houses, townhouses
				Hotel / motel transformation
				When do we go up?
				Housing for film crews
				Smaller more affordable housing
				Alternative housing models – not 4 bed + 2 bath
				Development site assessment study
				Public-private partnerships – share-risk
				Where are the places to build the additional accommodation?
				Ask what newcomers want
				What does the market need (stocktake)
				MDC doing the right development
				Need to talk to developers about the opportunities this presents
				If left to the market you get \$1M homes
				Tiny house in vineyard competition
				Have an architectural competition
				Empty house workers competition
				Tiny house and beach competition
				Comes as part of the 'package' we put together
				Somewhere to stay initially
				Short-term options (3-6 month places)
				Surrounding natural environment – river, etc
				Green spaces, new parks, recreation areas
				Affordability
				De-couple land ownership from financial success / security
				Transport options – connecting housing to hubs
				Housing close to innovation – walkable
				Warmer and healthier existing homes

## Housing (summary)

total				
12				New housing typologies
8				Development assessments and considerations
4				Architectural / design competitions
3				Short-term landing pads for those new to region
2				Green space and recreation areas
2				Affordability and financial considerations
2				Development locations and public transport
1				Existing home upgrades



# Vision 1.0



	Biz-dojo style space
	Creative, cool layout for workshops – mini TED talks
	Clear channels from school through to industry
	Deep connections with existing innovative industries – wine, aquaculture
	Support, grants, donations, competitors, subsidies,
	Cool townhouses / apartments closet to innovation centres
	Classy lifestyle – wine, boomtown, moa 'success' stories?
	Beautiful parks, rivers, natural surroundings, birds,
	Solar powered transport connecting everything
	Create a lightweight digital economy for Marlborough
	Science and technology – Sir Paul Callaghan
	Leading agritech to work with existing sectors
	Marlborough, the innovation heart of NZ / top-of-the-south
	Have an incubator for agri-tech at NMIT, BRI, MRC
	Centre for technology for AI, robotics, creative-tech
	Problem discovery workshops
	Community of innovation
	A place to think
	All the building blocks for start-ups
	Wellington but with lifestyle
	The regional hub of innovation
	Where innovation and lifestyle meet
	The best combination of innovation opportunity and lifestyle
	A welcoming place for entrepreneurs
	The place to be where innovation happens
	No.1 for tech start-ups in NZ in 3-5 years
	Highest GDP / lowest carbon footprint region in NZ
	Forest to fisheries, connected, driven to sustain, across landscape