#### 2016 – 2020 MINNESOTA COMPUTER AND TECH INDUSTRY HISTORY INITIATIVE

"The Modern Digital Computer Was Developed In the Great State of Minnesota 70 Years Ago!"

# OUR MN TECHNOLOGY INDUSTRY INVESTOR AND SPONSORSHIP BUSINESS CASE PROPOSAL

DALE F. WEEKS
ACTING EXECUTIVE DIRECTOR
MINNEAPOLIS, MN
DFWGLBA@GMAIL.COM
850-591-1076

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#### **AGENDA**

- Vision MHTA Science and Technology "Top 5" Industry in the Country!
- The Opportunity
- Financial Goals
- Our Strategic Priority Investor Selection Criteria The "top 25" Prospects "Hit List" for 2016 – Our "Performance Excellence" Qualified Prospects.
- Our Proposed Funding Sales Process
- Our Sponsors, Funders, Investors by Category
- The Appeal Letter/Proposed List of Deliverables
- The Ask
- Contact Info

# OUR 30,000 FOOT "Built to Last, Good to Great" STATE-WIDE STRATEGIC VISION INTRODUCTION

- > A Big Hairy Audacious Goal (BHAG):
- ➤ "It Engages People Reaches Out and Grabs Them in the Gut, is Tangible, Energizing, and Highly Focused; People "Get It" Immediately, Takes Little or No Explanation."

  Jim Collins & Jerry Porras, Built to Last, 1994/1997
  - **MHTA Goal:** Minnesota is one of our nation's "top 5" science and technology states.

    1/2015 Report Surveying Minnesota's Science are
  - 11/2015 Report Surveying Minnesota's Science and Technology Landscape)

# OUR 30,000 FOOT "Built to Last, Good to Great" STATE-WIDE STRATEGIC VISION INTRODUCTION

#### **Our Industry BHAG:**

The State of Minnesota Technology Industry is Consistently Globally

Competitive

("Ranked In The Top 5")

for the Next 100 Years.

#### **Our Industry Vision Statement (the destination):**

> The MN Technology Industry is The #1 Global Performance Excellence Role Model, Period.

Similar to What Exists Today for Our Medical Devices Industry, (As reported by Medical Alley in 2016).

# OUR 30,000 FOOT "Built to Last, Good to Great" STATE-WIDE STRATEGIC VISION INTRODUCTION

#### **Our History Initiative Vision:**

- Minnesota − "THE BIRTHPLACE OF THE HIGH SPEED
   DIGITAL COMPUTER"
- The Past, Present, and Future Knowledge of Our State Computer & Technology Industry is Fully Accessible to Anyone, Anywhere, and Anytime.

#### **Our History Initiative Mission Statement:**

We preserve and share the heritage of our MN technology industry by inspiring innovation, creativity, and sustainable application on a global scale.

### OUR VISION FOR A MINNESOTA COMPUTER AND TECHNOLOGY INDUSTRY INITIATIVE

Create a dynamic and vital state-wide community resource that:

- Acts as a historical account of Minnesota's role as a technology visionary; showcases our state's achievements and contributions to the global economy in a single site
- Provides a learning environment for students and entrepreneurs to access our rich technology history in order to ignite the spark of innovation
- Supports knowledge transfer that leads to greater and more sustainable technology-driven economic development, across the technology industry in Minnesota



History

#### MINNESOTA — "THE BIRTHPLACE OF THE HIGH SPEED DIGITAL COMPUTER"

Minnesota Success Stories From The Last 70 Years are Driving Performance In The 21<sup>st</sup> Century – In Minnesota and Across the World

- We have a unique history of innovation; Univac, Honeywell, IBM Rochester, Cray Research, NCR, Seagate Technologies, Control Data, DEC, Burroughs, Sperry Rand
- The "world's fastest computer" was started in the Twin Cities; these technologies are still used today in many industries globally – let's OWN our legacy
- 21<sup>st</sup> century entrepreneurs are standing on the shoulders of 20<sup>th</sup> century
   Minnesotan computer industry pioneers
- Minnesota has a desire to teach our K-12 and college STEM students about making a passionate commitment to a technology-driven start-up business

Let's Pay it Forward – Pass on Our Passion To A New Generation

#### THE OPPORTUNITY

We need pioneers to step up and become Founding, Early-Stage Seed Investors and Sponsors

- This is an exceptional and compelling entrepreneurial start-up initiative that complements Minnesota's culture of community
- We are focused solely on sharing Minnesota's unique history, our role in defining technology for the 21<sup>st</sup> century and paving a path for a new generation of technology pioneers
- It offers personal and corporate branding opportunities; reach a new audience, drive engagement in technology initiatives and business
- Value Proposition: Ensure that MN High Technology Industry is globally competitive over the next 25 – 50 years; Across our entire Great State.

We Are Early Adopters – Let's Lead The Charge!

#### FINANCIAL GOALS

- 2016: Raise \$50,000 in seed exhibit funding by December 31, 2016
- 2017: \$100K \$500K in funding

#### Initial Investment of Funds:

- (1) \$100,000 in 6 months for a video broadcast documentary and related education and awareness campaign
- (2) \$150,000 over 2 years for extended education program and exhibit creation.

#### Our Strategic Priority Investor Screening Criteria:

- Goal The "Top 20" Individual Prospects "Hit List" for
   2016 Our "Highly Qualified" Prospects. (Binary Yes/No Replies)
- 1. Does this individual have a proven 20+ year commitment to the computer and technology industry in the State of Minnesota? MHTA Member, Hall of Fame Inductee, Greater MSP 2016 Visionary, Desire to "Give Back" to the Community...)
- 2. Does this individual "immediately" (as an entrepreneur..) see our value proposition and is a committed "champion" to the sustainability/long term legacy of the technology industry in the State of Minnesota? (Leader of our Eco-System for last 10 years...)
- 3. Does this individual perceive a need or problem in the science and technology industry that will be directly addressed by this initiative?
- 4. Does this individual have the financial resources to invest in our initiative now (\$20K as minimum and bundled packaging)?
- 5. Will this individual serve as our ambassador for further fundraising through the State of MN and beyond? ("Will Own Our Vision?")

### "TOP 20" LIST OF HIGHLY QUALIFIED INDIVIDUAL PROSPECTS

#### **Levels of Investment:**

- 1. Friends of the Industry 10K or less
- 2. Bronze Community and Industry as A Whole = \$20K
- 3. Silver/Gold Your Industry, Your Company \$50K (2 Year Package)
- 4. Platinum Your Industry, Your Company, Your State, Your Nation, Your Globe = \$100K (3 + Year Package)

## OUR APPEAL LETTER – CONTENT - PROPOSED LIST OF DELIVERBLES

- 1. Initial Activities and Projects Resource Availability/Immediate Inventory
  - 1 Hour Documentary, Web Page Development
  - U of M and Babbage Institute
  - MNHS and Lawshe (DCHS)
  - Bakken Institute and Museum
  - MNSM and MHTA
  - Companies/MHTA
  - PR Announcement- Kick-Off 2017

#### 2. Communities Across the State

- Exhibits, Seminars, Classes Targeted for Each Customer Segment
- Co-Working Space
- Maker Centers

"Drive a Stake in the Ground at the ERA Birthplace With Relevant Leadership" -Large Scale High Speed Digital Computer Origin – Challenge the World!



#### Documentary – Project Overview

The Minnesota High Tech Association (MHTA) is working with TPT-Twin Cities PBS to produce a one-hour historical documentary on Minnesota's leading role in the creation of the computer industry, and as the birthplace of the first "High Speed, Large Scale Electronic Digital Computer." The program can be offered to any of the 360 PBS stations for viewing, at no cost to them.

TPT-Twin Cities PBS is a leader among the 350 public television stations in the U.S. and one of only four stations regularly producing original documentaries for national distribution. TPT creates more individual programs for broadcast and web viewing than any other PBS organization in the nation.

#### PROPOSED LIST OF DELIVERBLES CONT.

- 3. MNSCU (Minnesota University) Campuses 2 Year Colleges/Theme Exhibits
  - Classes Targeted to Each Customer Segment Fully Interactive/Engaged
  - Seminars
  - Co-Work Space
  - Technology Teaching, Maker Centers, and Laboratories

#### 4. Industries Across the State

- Computer Hardware and Related Engineering
- Software and Services
- Storage Devices
- Robotics
- Medical Device
- Agriculture Technology

### Personal and Organizational Commitments, Comments, Questions and Financial Investments Are Welcome

Dale F. Weeks, Acting Executive Director Minneapolis, MN, USA

E-Mail: dfwglba@gmail.com

Tel: 850-591-1076