



CITY OF SANTA FE

2019 TECH INDUSTRY CONVENING

WELCOME!



2019 TECH INDUSTRY CONVENING

Rich Brown

Office of Economic Development

City of Santa Fe



2019 TECH INDUSTRY CONVENING

AGENDA

- 7:30am – Check in, Networking and Refreshments
- 7:50am – Opening Remarks & Survey Results
- 8:00am – Attendee Introductions and Networking Exercise (15 minutes)
- 8:15am – City of Santa Fe Tech Industry Sector Development and Growth Support
- 8:25am – State of New Mexico Tech Industry Sector Development and Growth Support
- 8:35am – Tech Company Panel intro - 5 minute overviews
 - Open Eye Software, Falling Colors Technology, Descartes Labs, NMA Ventures
- 8:55am - Tech Company Panel Discussion
 - Moderated by Mayor Alan Webber
 - What are our shared priorities for Santa Fe's tech sector?
 - What problems are we trying to solve as we grow?
- 9:25am – Q&A and meeting wrap up



2019 TECH INDUSTRY CONVENING

Three big Takeaways

- ✓ Increase your Business/Social Network
- ✓ Are the growth problems you are trying to solve unique to your business?
- ✓ What are our shared priorities for Santa Fe's Tech Sector?



2019 TECH INDUSTRY CONVENING

“Getting to know YOU”

30 second pitch to your seat mates

- ✓ Name/Title
- ✓ Company
- ✓ What State/Country were you born in?
- ✓ How long have you lived in Santa Fe?

(15-minute exercise)



2019 TECH INDUSTRY CONVENING

Who's in the audience?



2019 TECH INDUSTRY CONVENING SURVEY RESULTS *(BASED ON 30 RESPONSES)*

What do you define your Business?

Data Visualization/Analytics	10.00%
SaaS/Cloud Computing	16.67%
Bio/Informatics Science	10.00%
Business Accelerator/Incubator	10.00%
Venture Capital/Funding Source	10.00%
Tech Ecosystem	23.33%
Other Tech (verbatim)	20.00%



2019 TECH INDUSTRY CONVENING SURVEY RESULTS *(BASED ON 30 RESPONSES)*

What is the size of your Company?

1 - 5 full time employees	73.33%
6-10 full time employees	3.33%
11 - 50 full time employees	16.67%
51+ full time employees	6.67%



2019 TECH INDUSTRY CONVENING SURVEY RESULTS *(BASED ON 30 RESPONSES)*

How many years in Business?

1 - 5 years	53.33%
6 - 10 years	13.33%
11 - 15 years	16.67%
15+ years	16.67%



2019 TECH INDUSTRY CONVENING SURVEY RESULTS *(BASED ON 30 RESPONSES)*

Obstacles that hinder Business Growth?

Funding Sources	60.00%
Co-working/Office Space	10.00%
Recruiting	53.33%
Housing Options	20.00%
Educational Institutions	30.00%
Employee Retention	0.00%
Other	30.00%



2019 TECH INDUSTRY CONVENING SURVEY RESULTS *(BASED ON 30 RESPONSES)*

Key obstacles City faces that hinders opportunities for growth

Housing Options	50.00%
City Processes (Licenses, Zoning Rules, etc.)	26.67%
Workforce Demographics	50.00%
Business Incentives (LEDA, JTIP, SBIR, etc.)	30.00%
STEM Pipeline	53.33%
Santa Fe Quality of Life	6.67%
Business Startup Resources	43.33%
Other (verbatim)	23.33%



2019 TECH INDUSTRY CONVENING

Matt Brown

Office of Economic Development

City of Santa Fe



2019 TECH INDUSTRY CONVENING OUR VISION - OFFICE OF ECONOMIC DEVELOPMENT

**Use our Talent, Tools & Resources to
Create Conditions for the
Economy to Evolve & Expand so that
All Residents Increase Wealth and Well-being as
Our Community becomes Increasingly Equitable,
Our Environment is Enhanced, and
The Best of Our Heritage & Culture Flourishes
into the Future.**



2019 TECH INDUSTRY CONVENING SANTA FE INDUSTRY CLUSTERS

- **Top Existing**

- **Tourism and Hospitality**, including Food Service
- **The Arts** (Fine, Folk, Performing)
- **Film and Emerging Media** (Strategic and brand value larger than economic value)
- Real Estate (high GDP contribution, but low employment)
- Construction
- Government, biggest source of middle class jobs

- **Burgeoning**

- **Technology**: AI, Big Data, Simulations, Microgrid, Ag Tech, Software, Biotech
- **Creative/Experience Economy**: Meow Wolf, Design, Performance
- **Food**: Intersection of consumer packaged goods a/k/a value-added food (ex: Beer, Salsa, Chocolate), traditional farming, Ag Tech and food service.
- **Healthcare**: Currently this is primarily local industry, rather than economic-based
- Education
- Outdoor Economy

Currently, we are focused on clusters in bold



2019 TECH INDUSTRY CONVENING

What's Our Goal?
THE GAME PLAN

New Mexico Economic Development Department

Assisting companies to enhance and leverage a competitive environment to create jobs, develop the tax base, and provide incentives for business development

Peter Mitchell
Regional Representative District 2

New Mexico Economic Development Department

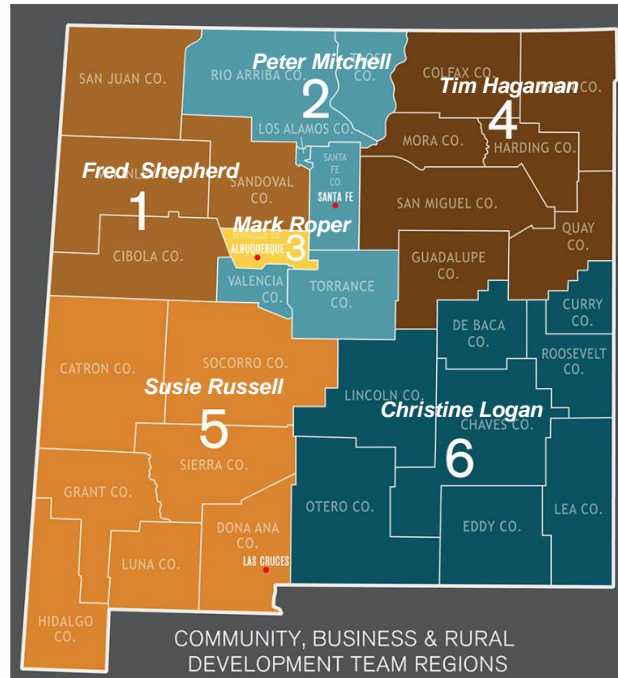


Alicia J. Keyes
Cabinet Secretary



Jon Clark
Deputy Secretary

Community, Business & Rural Development Team, Mark Roper



Science & Technology Office
Myriah Tomar, Ph.D.

Assistance for Science & Technology startups by offering business development grants, product commercialization grants, and tech transfer assistance grants.

Job Incentive Training Program (JTIP)
Sara Gutierrez

On the job training for newly-created jobs in expanding or relocating businesses.

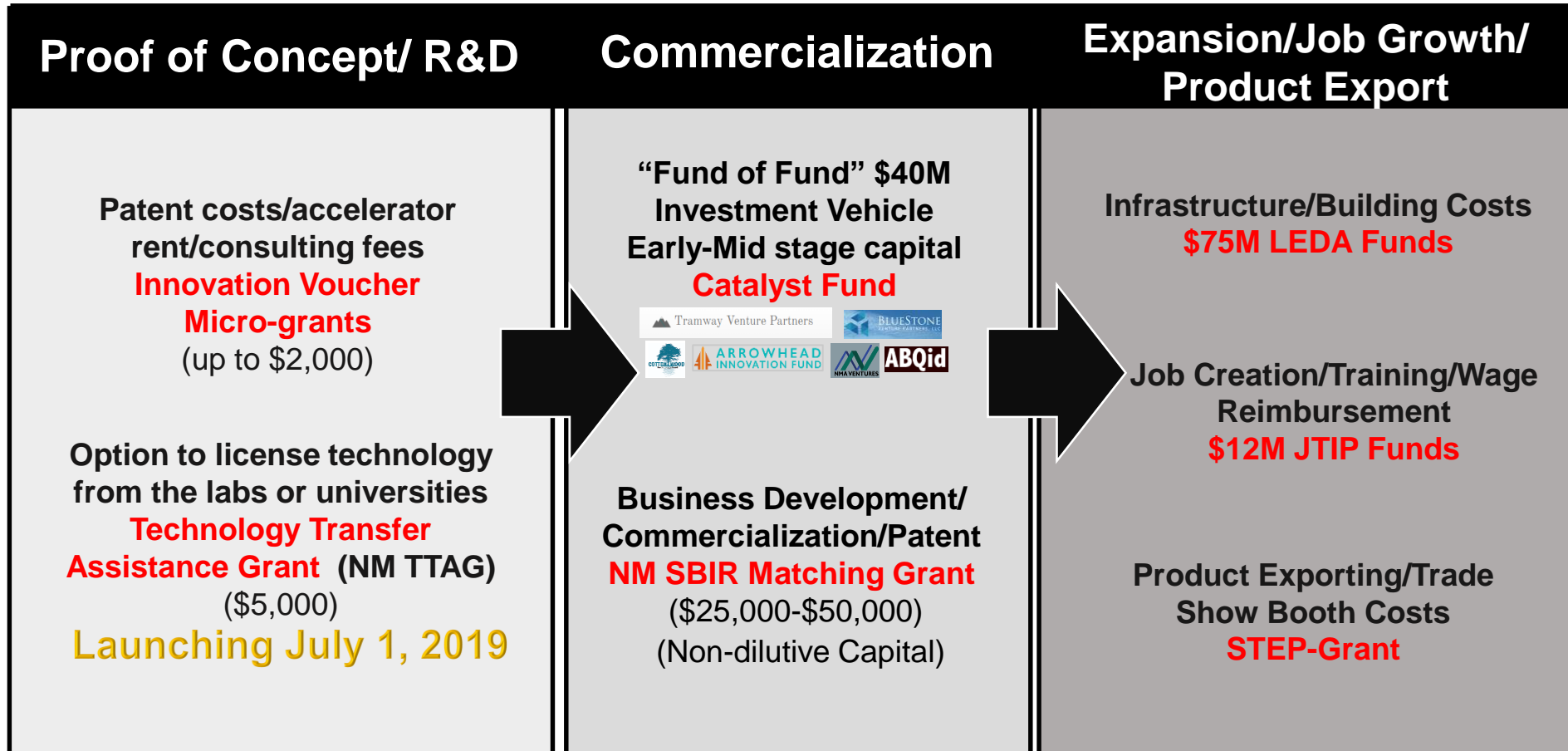
Finance Development Team & LEDA
Juan Torres

Services to assist with financial packaging (debt or equity) and or accessing capital, review financial statements, provide financial resource assistance to all types of businesses and industries.

Office of International Trade
Edward Herrera

Assistance with grants to cover booth fees and assistance for all trade show, trade mission, and Gold Key service activities.

New Mexico's Pipeline To Foster a Vibrant Entrepreneurial and Innovative Ecosystem:



New Mexico Technology Companies who have Leveraged JTIP and LEDA



**Descartes
Labs**

(Santa Fe)



(Santa Fe)



(Santa Fe)



(Los Alamos)



(Albuquerque)



(Albuquerque)



(Albuquerque)



2019 TECH INDUSTRY CONVENING

GUEST PANELIST PRESENTATIONS





Craig Bruce

Director of Cloud Operations



About OpenEye Scientific

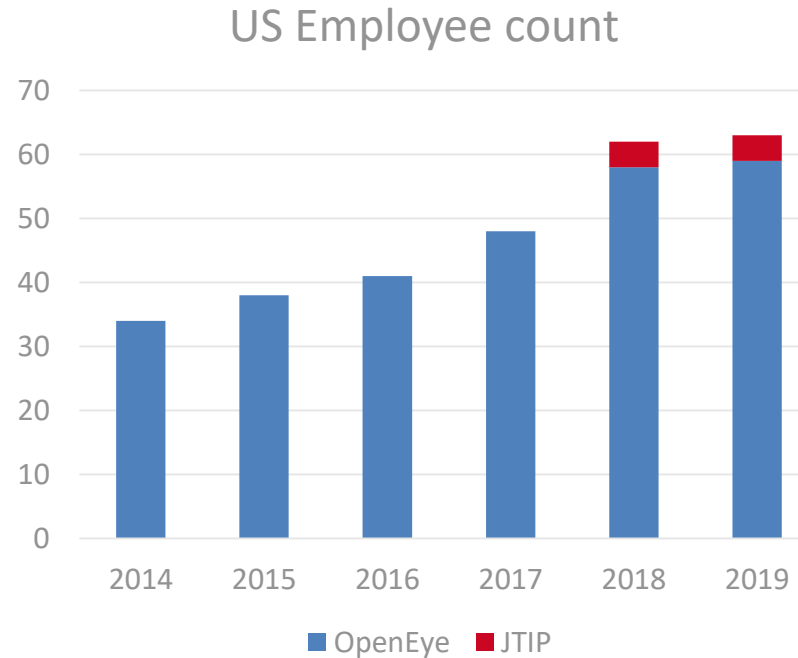
- Founded 1997
- Global HQ: Santa Fe
- Privately held C Corporation
- Customers: Biopharmaceuticals (startup to Fortune 500), universities
- Scientific company



- A cloud-native platform for computer-aided drug design
 - Compute
 - Analyze
 - Discuss
 - Develop
- Powered by 16 OpenEye Toolkits (SDKs)

Job Training Incentive Program (JTIP)

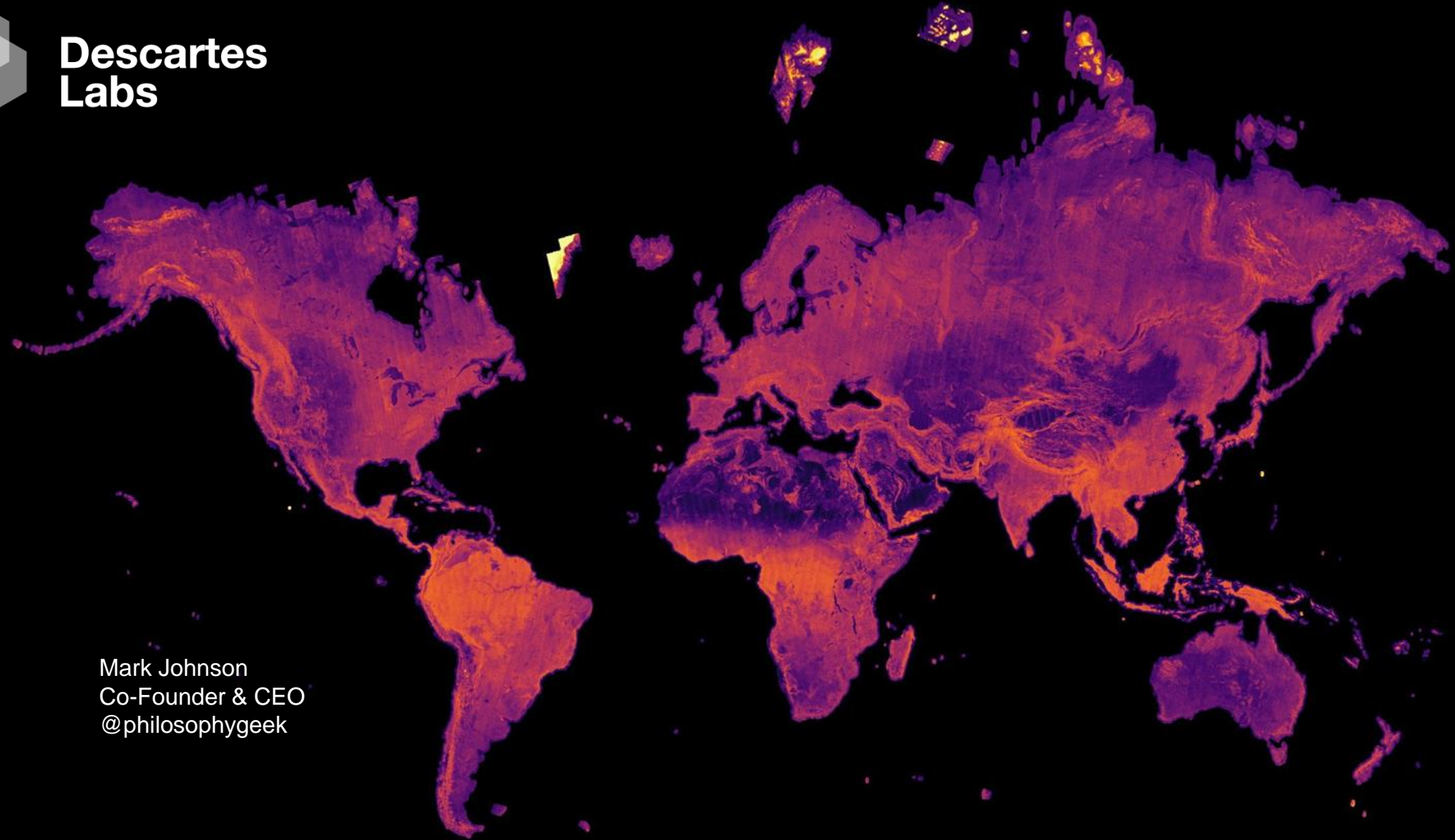
- A portion of trainee wages (50-75% depending on location) for up to 6 months.
- Enables us to hire and train employees earlier.



©2019 OpenEye Scientific



**Descartes
Labs**



Mark Johnson
Co-Founder & CEO
[@philosophygeek](#)

DESCARTES LABS

Descartes Labs Origins

- Founding team incubated at Los Alamos National Laboratory
- Decades of experience in machine learning, remote sensing, large-scale computing, astrophysics, and cosmology



We are building a data refinery to index the physical world by building a digital twin of the planet.



Descartes Labs By the Numbers

- 4.5 years old
- \$38M in funding over 3 ventures rounds
 - 97% out of state money
 - JTIP and LEDA funded
- 5 offices
- Millions in revenue with a great customer list





Pamela Koster

CEO FALLING COLORS



Using our technical skills and expertise to improve our communities



Fund distribution

We combine fiscal and technical expertise to manage, track, and distribute funds with real-time responsiveness and transparency

- Contracting
- Billing and Payments
- Grant Management
- Medical claims management



System Design

We work with each of our clients to understand their needs, then create seamless user experiences to make day-to-day activities easy.

- Incident tracking
- Client management
- Survey and assessment administration
- Campaign management



Data Management & Analysis

We offer end-to-end data management systems that deliver real-time, high-value insights.

- Predictive analytics
- Outcome-based system improvement
- Real-time reports
- Automated ETL and rules engines



Secure Hosting & Support

We offer high security data storage and on-site trainings and maintain responsive support channels to address user needs.

- World-class security and infrastructure
- HIPPA compliant
- Support desk and live webinars
- Trainings and education

Downtown Innovation District

Challenges

Santa Fe struggles with...

- Housing
- Workforce
- Education system
- Economic stability

Opportunity

Santa Fe is in a unique position....

- Community, infrastructure, diversity, creativity
- Changing demographics
- A growing tech scene
- Shift toward local government
- City support

Our Solution

Santa Fe as an innovation city...

- Falling Colors opens an innovation center, making downtown a hub for tech innovation
- Building a broader, connected community
- Supporting cross-sector collaboration
- Bringing jobs, education, and opportunity

We have lots of percolation.

Let's integrate!





NMA VENTURES

Dorian Rader
Managing Partner



SUPPORTING YOUR GROWTH

Reach Out
Attend An Event
Apply for Funding

WWW.NMAVENTURES.COM





2019 TECH INDUSTRY CONVENING

Santa Fe Tech Industry Convening
Santa Fe Community Convention Center
May 9, 2019 7:30am-9:30am



Mayor Alan Webbber
City of Santa Fe
Panel Moderator



Dorian Rader
NMA Ventures



Craig Bruce
OpenEye Scientific



Pamela Koster
Falling Colors



Mark Johnson
Descartes Labs



MEET YOUR PANEL



2019 TECH INDUSTRY CONVENING

Special Thanks

Melanie Lenci

Elizabeth Camacho

Tech Industry Convening Committee

(Pamela Koster, Mindy Hale, Andy Halasz, Craig Bruce)

Joe Abeyta & Team

YouthWorks Catering

Mayor Webber

Matt Brown