



Developing a PDX Software Cluster Strategy

“Portland, A Living Laboratory”

Findings from Community Conversation #3

Investing in Portland's Future

PDC

PORTLAND DEVELOPMENT COMMISSION



Mayor Adams



Project Partners:

SAO
ViaWest
McClenahan Bruer
Mayor's Office
FUSE Insight

Matt Nees
Jim Linkous
Kerry McClenahan
Skip Newberry
Thompson Morrison &
Harvey Mathews

Building Portland's Economic Future



Four areas of opportunity

Athletic & Outdoor

Clean Technology

Advanced Manufacturing

Software

Developing a Software Initiative

Software as a strategic economic cluster

- High paying jobs
- Traded sector
- Driver of economic growth

Critical to define advantage

- Competitive vs. comparative advantage

Designing a public/private partnership

- Learn from each other
- Alignment
- Commitment
- Sustain

Engaging Industry

PDC initiated a conversation with the industry through:

- Company meetings
- Community conversations
- Industry roundtables

PDC joined with SAO and Fuse Insight to elicit even more meaningful feedback

- Three iterative online surveys
- More than 860 responses
- Equal participation of Founders/CEOs and Developers/Staff

Celebrating our Success

- Portland Seed Fund
- Support for Portland Ten
- City of Portland Open Source Initiatives
- Influx of New Risk Capital

Jive Software \$30.0 million

Elemental Technologies \$7.5 million

Urban Airship \$6.5 million

Puppet Labs \$5.0 million

Giftango \$5.0 million

Act-On \$4.0 million

JanRain \$3.25 million

Shop Igniter \$3.0 million

Clinicient \$2.8 million

Second Porch \$1.0 million

Active Trak \$0.5 million

TOTAL \$68.55 Million

Ours is not a normal industry

Software industry has been driving new paradigms of innovation and value creation

- Leading the way into a post-industrial age

Three key elements:

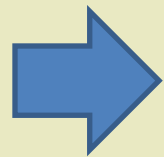
- Community Sourcing
- Agile Iteration
- Open Innovation

Opportunity of Public/Private Mashup

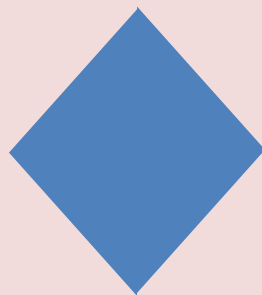
- Creating economic innovation policy

Modeling an innovation process

Strategy Development

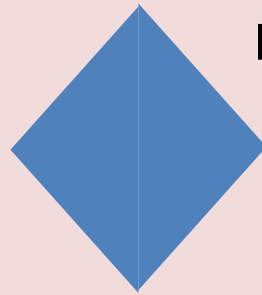


Form
Core
Team



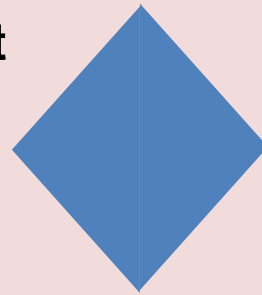
Listen

Reflect



Listen

Reflect



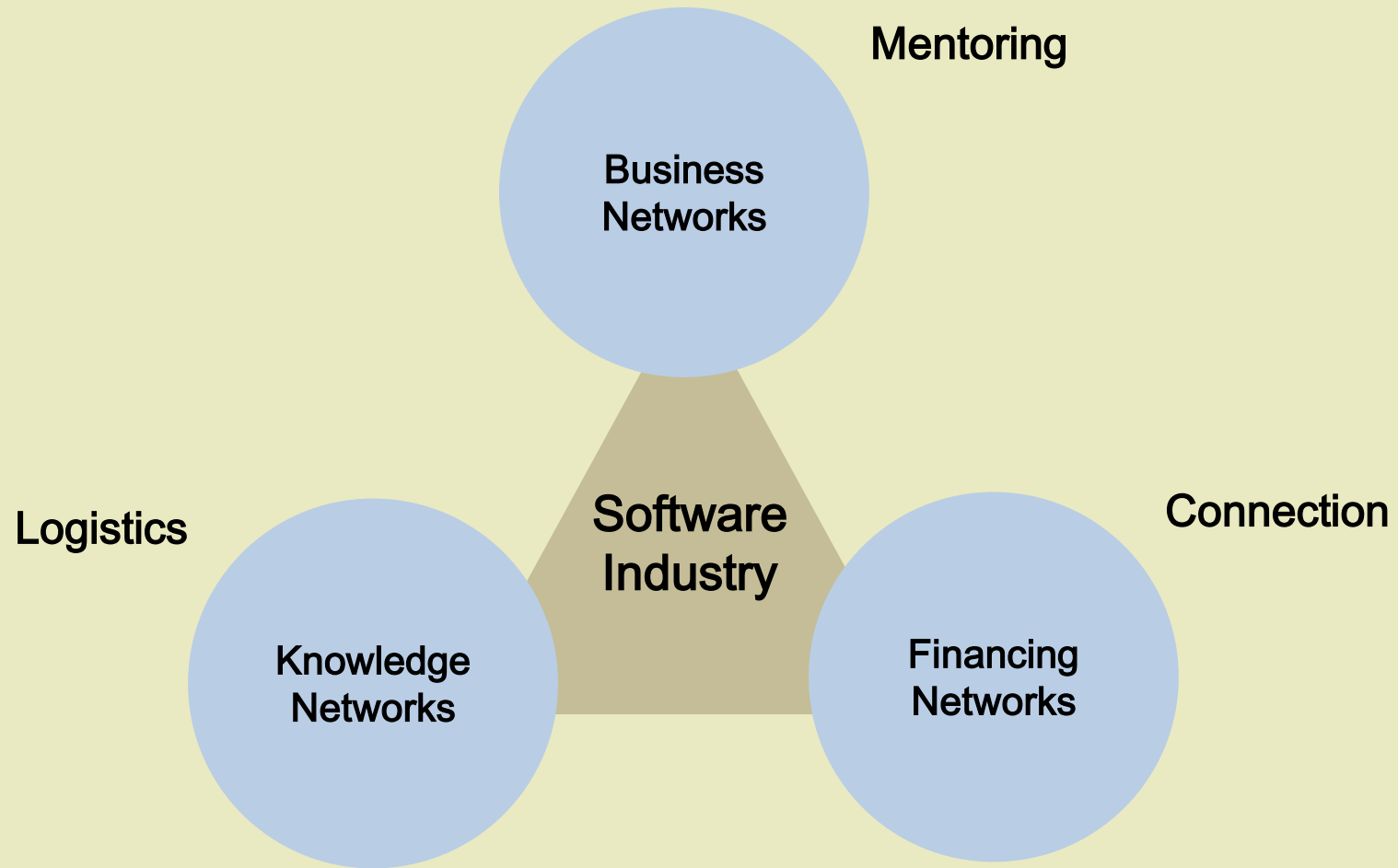
Listen

Reflect



Public
Rollout

Key findings from first two conversations: Framework for Community Infrastructure

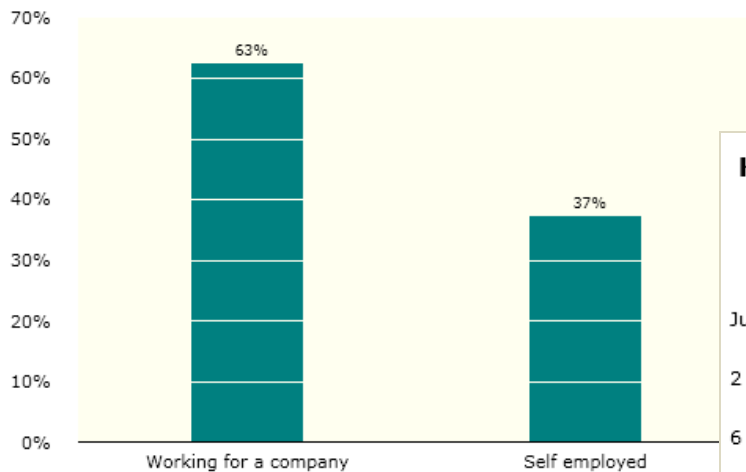




The Third Conversation Results

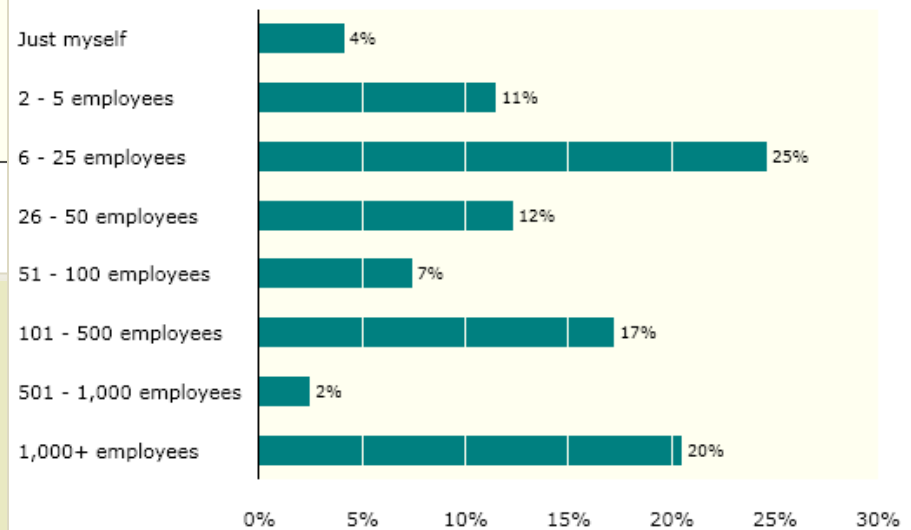
Conversation included broad spectrum of our community

Are you self-employed or working for a company?



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How many employees does your company have in this region?

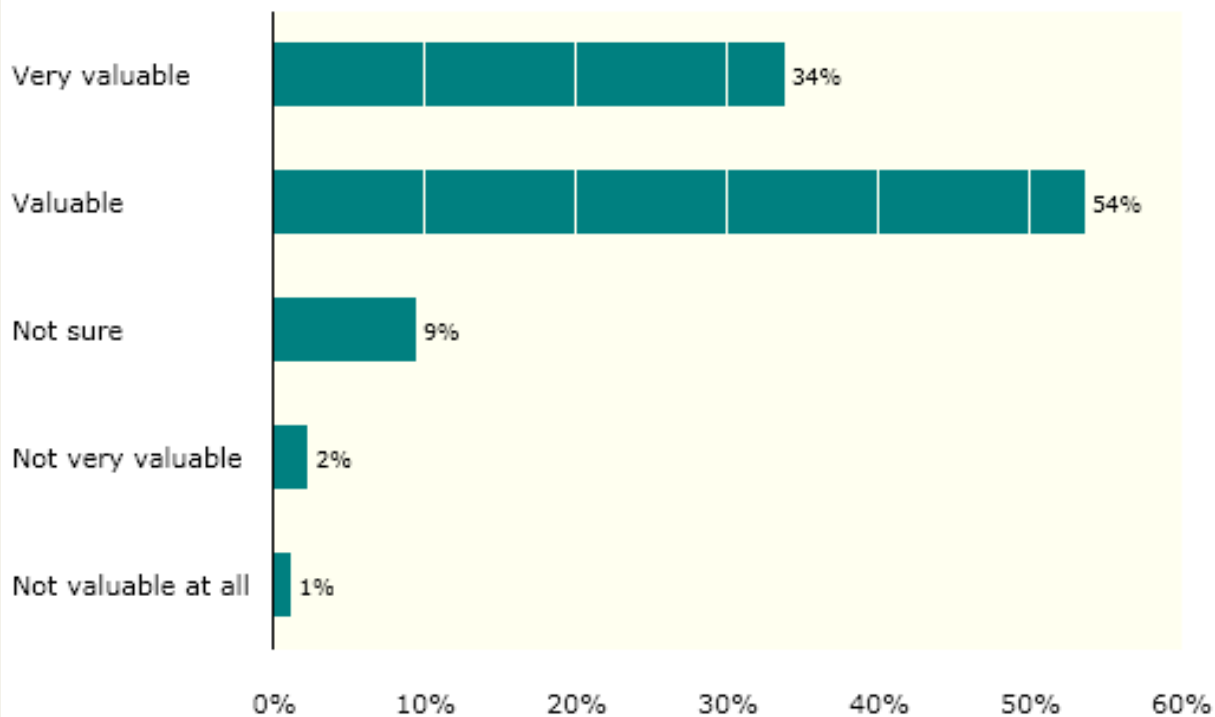


© Fuse Insight Labs, 2010

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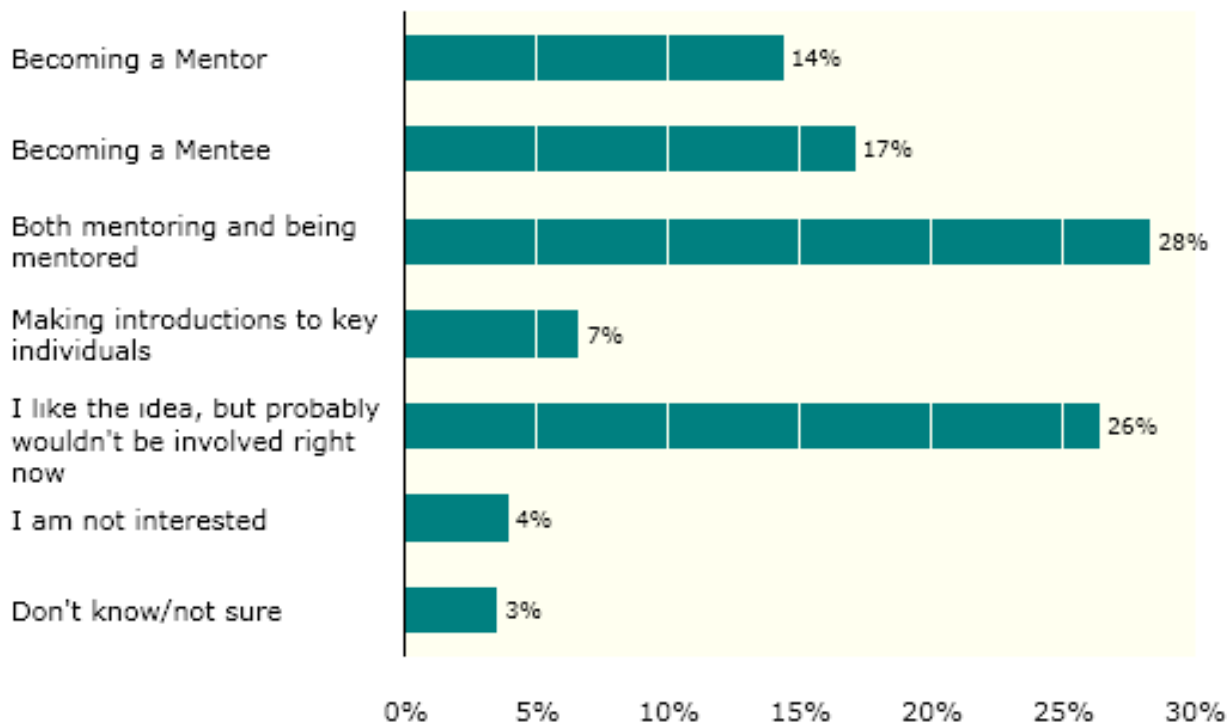
Business Mentoring considered important for 88% of Community

How valuable do you think this type of business mentoring would be?



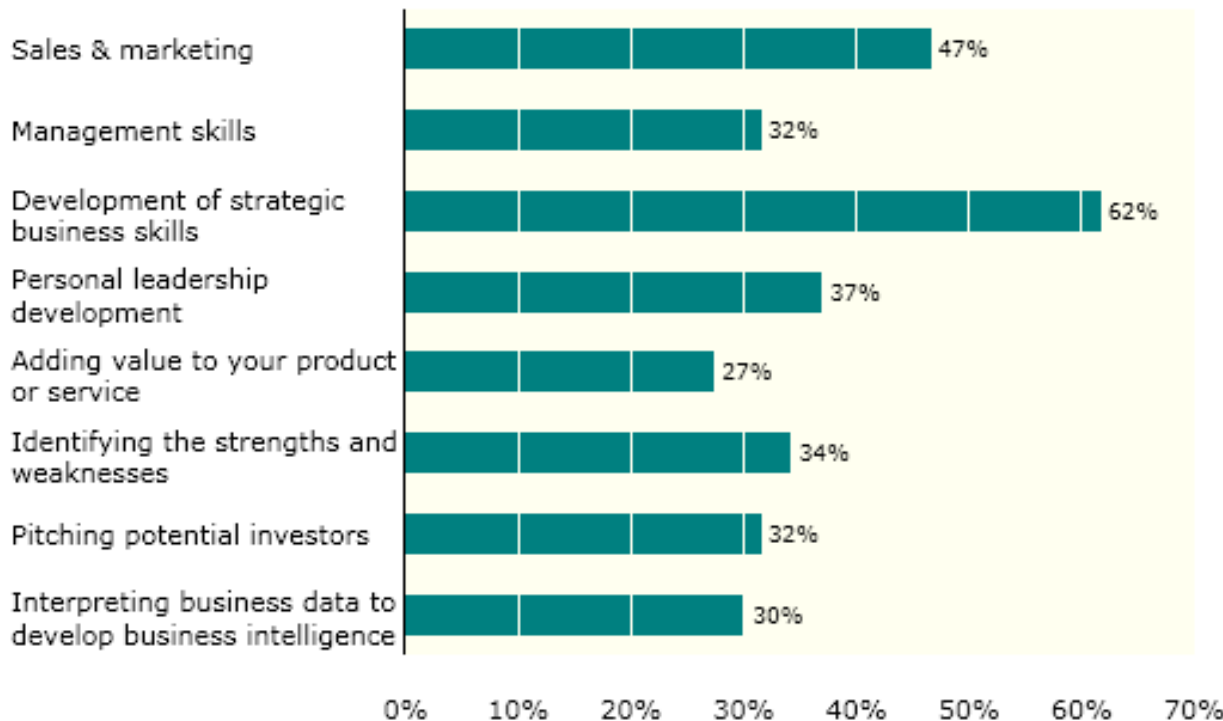
66% of the community would like to be involved in Mentoring Program

What interests you about this idea of creating a network for the Portland region that connects interested Mentors with compatible Mentees?



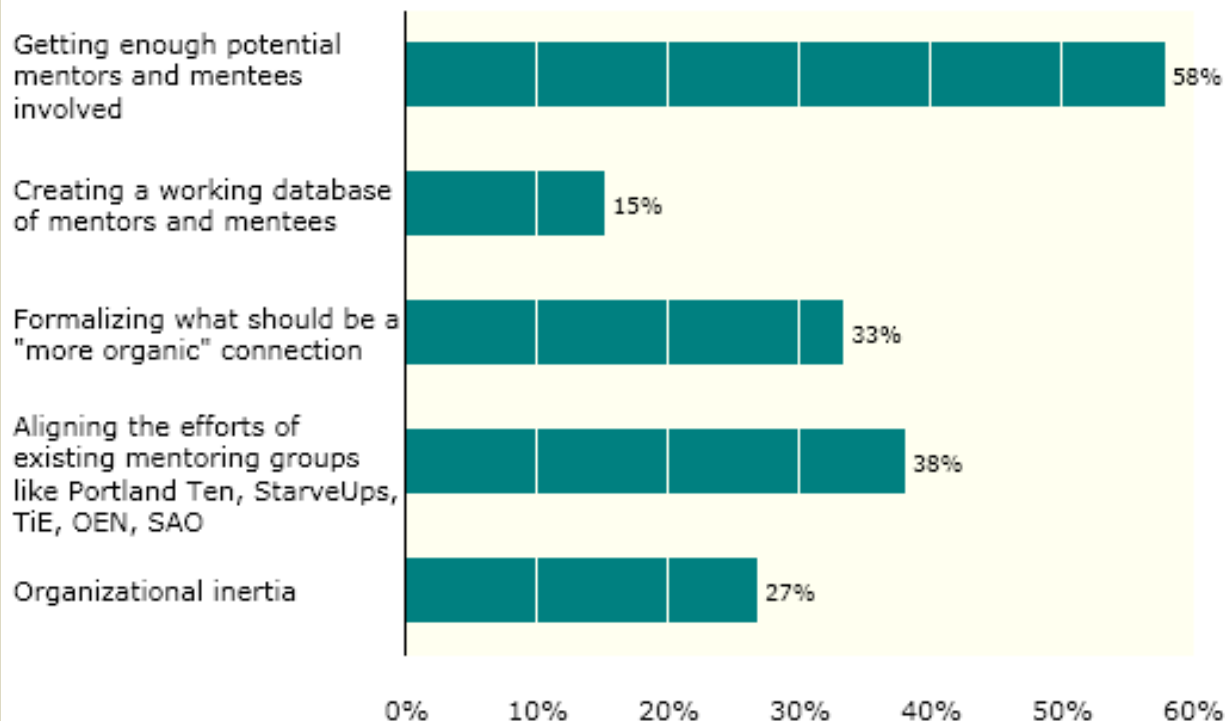
Business Strategy and Sales/Marketing two primary focus areas

What would you like to be mentored regarding?



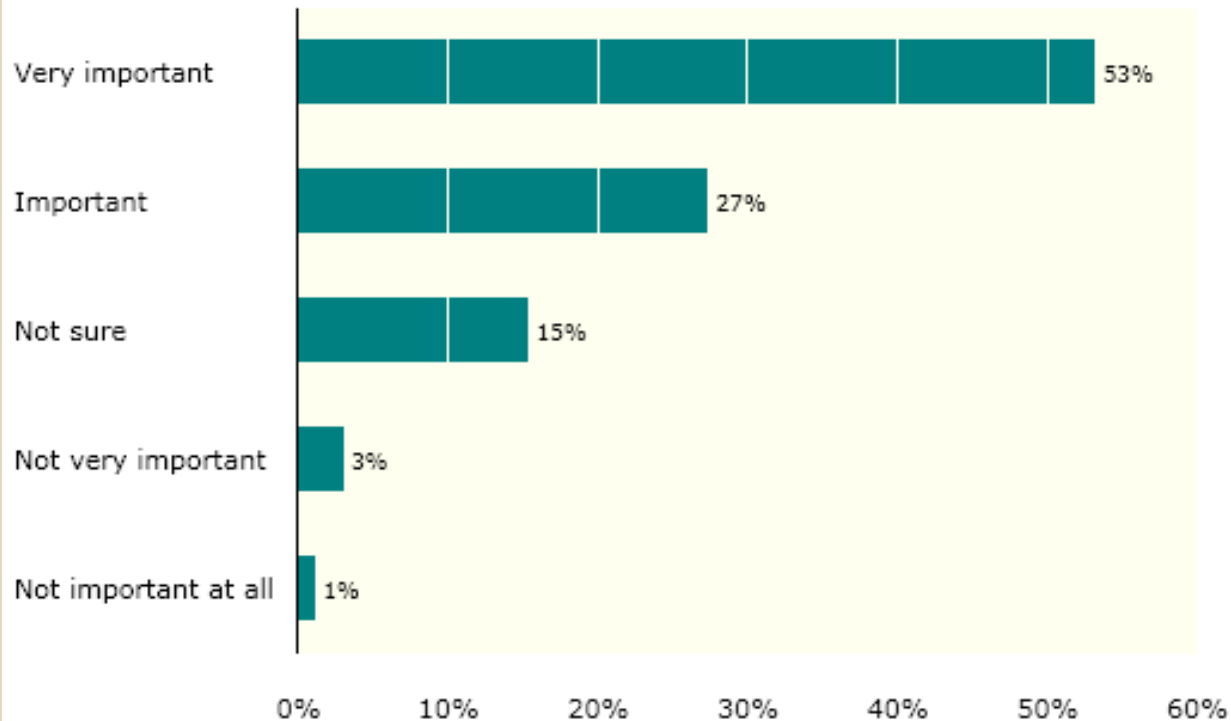
Primary Challenge: getting enough people involved

What are the most serious roadblocks that you anticipate as we try to help facilitate these mentorship relationships?



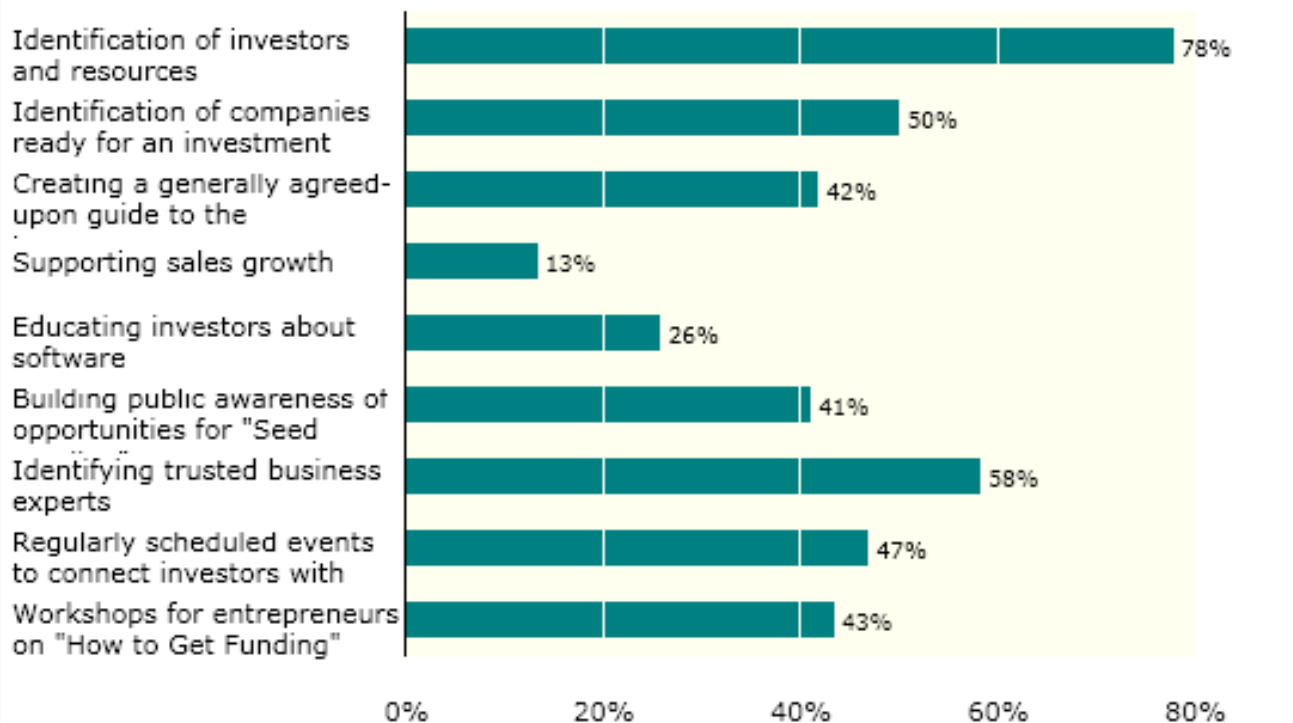
Connecting entrepreneurs to seed and angel funds important for our community

Do you think that supporting the efforts of entrepreneurs to connect with Seed and Angel investors is an important initiative for the software community to address?

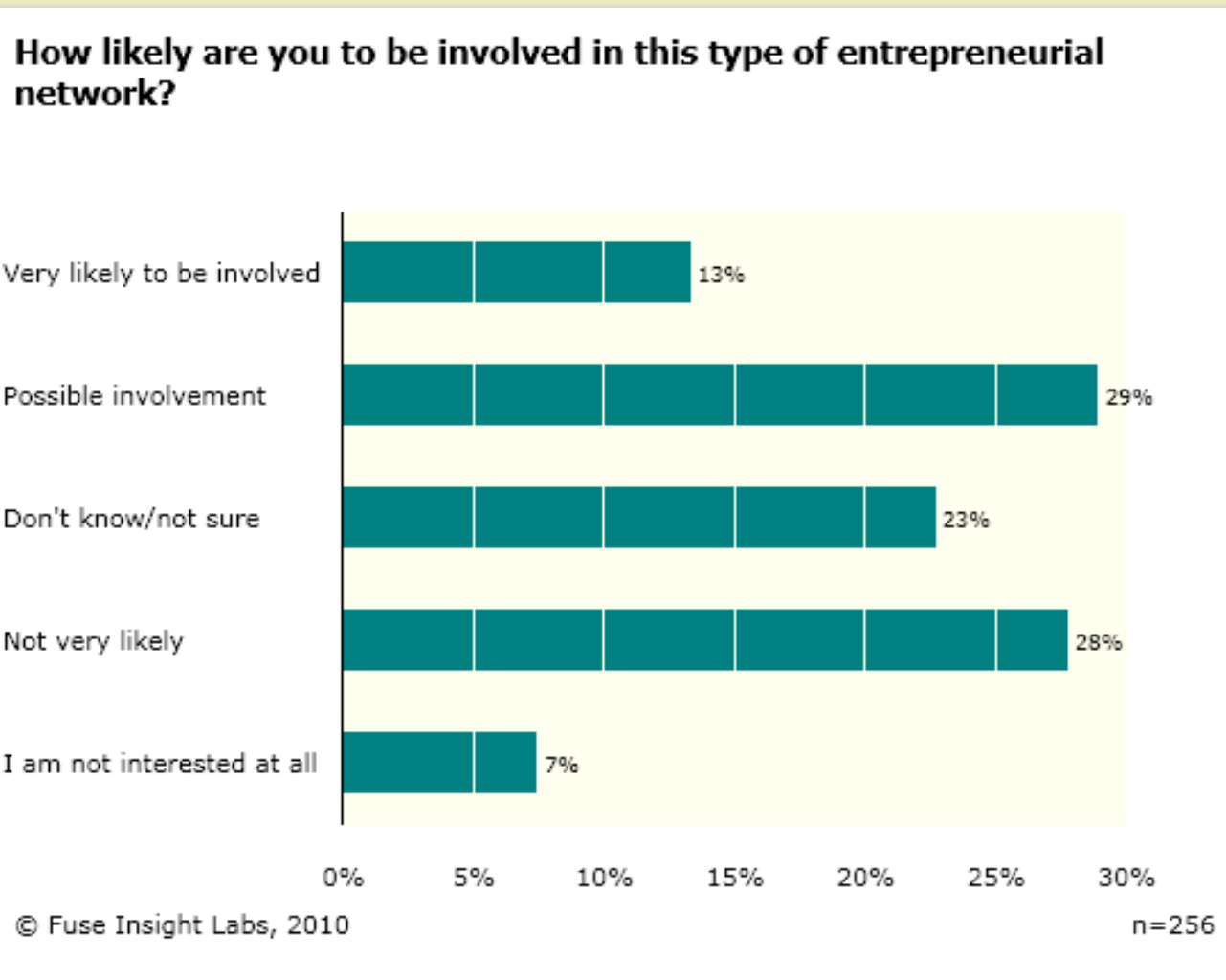


Investor identification first critical task for Financing Network

What do you think are the most critical elements for creating a good Financing Network?

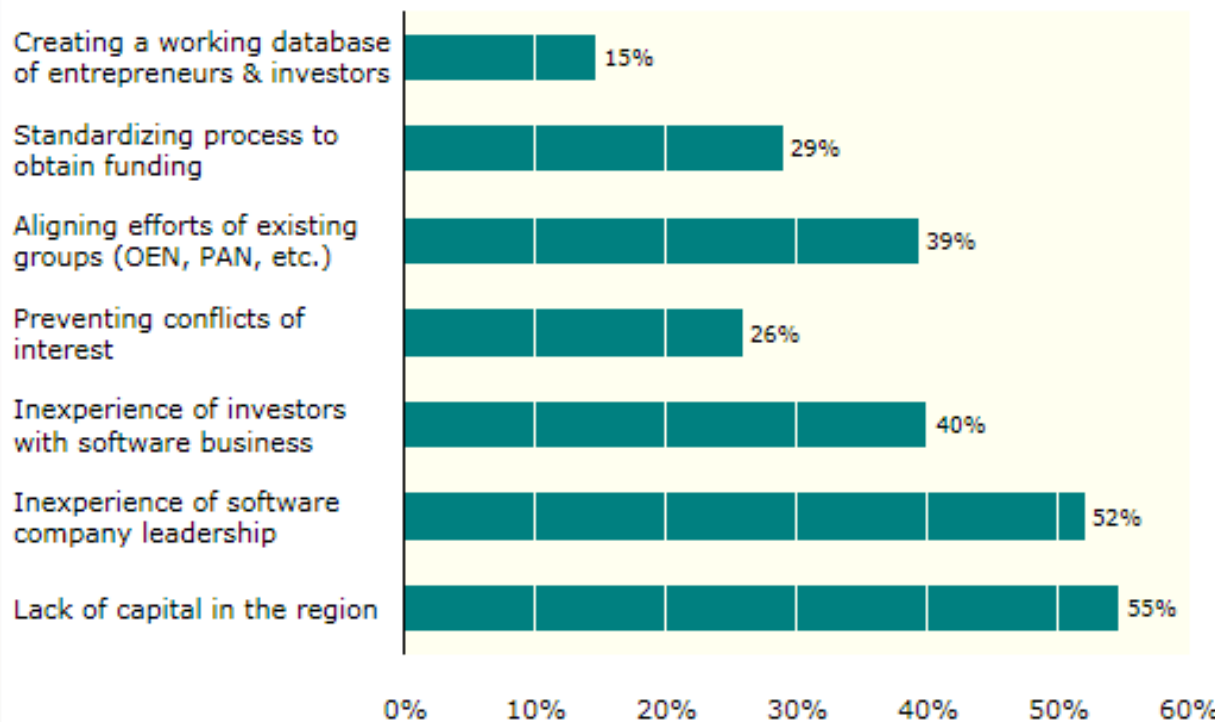


More than 40% of our Community would like to be involved in the Financing Network



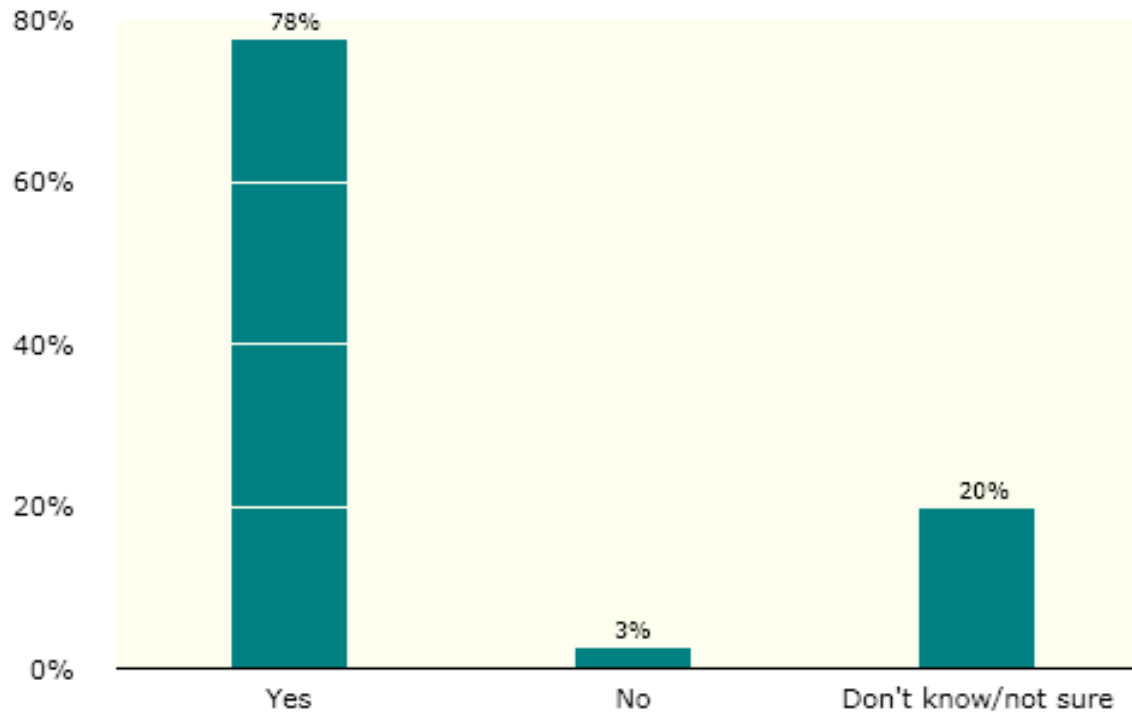
Lack of capital and experience key barriers for the Financing Network

What are the most serious roadblocks that you anticipate if we facilitate these financial relationships?



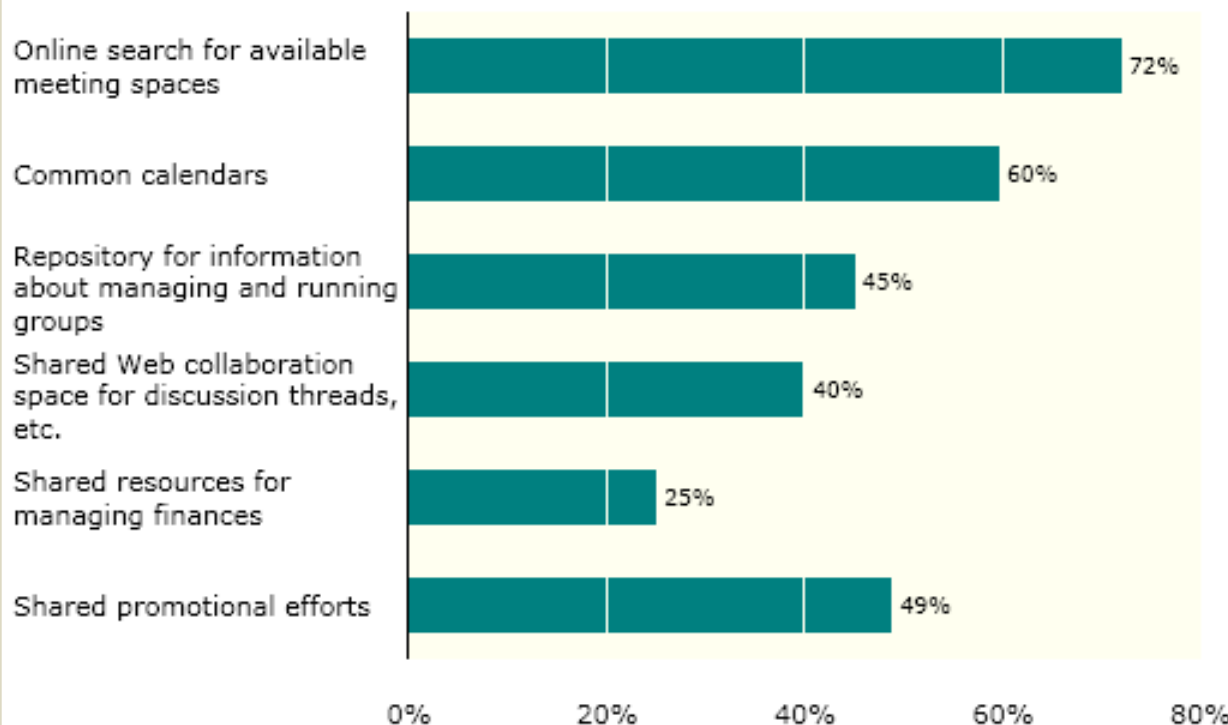
Community support for providing logistical support to User Groups

Do you think that supporting User Groups through logistical support is a good idea?



Online tool for finding meeting spaces primary need

What are the elements of a solution for User Group logistic support that you feel are important?





Putting the Pieces Together

Some cautionary advice

There is No Such Thing as the Next Silicon Valley

Efforts to duplicate Silicon Valley tend to fail because they attempt to follow the Valley by looking at where it is now. They don't look at the century of history.

- Bradford Cross, [*Measuring Measures*](#)

Do we really want to be the Next Silicon Valley?

Finding our narrative

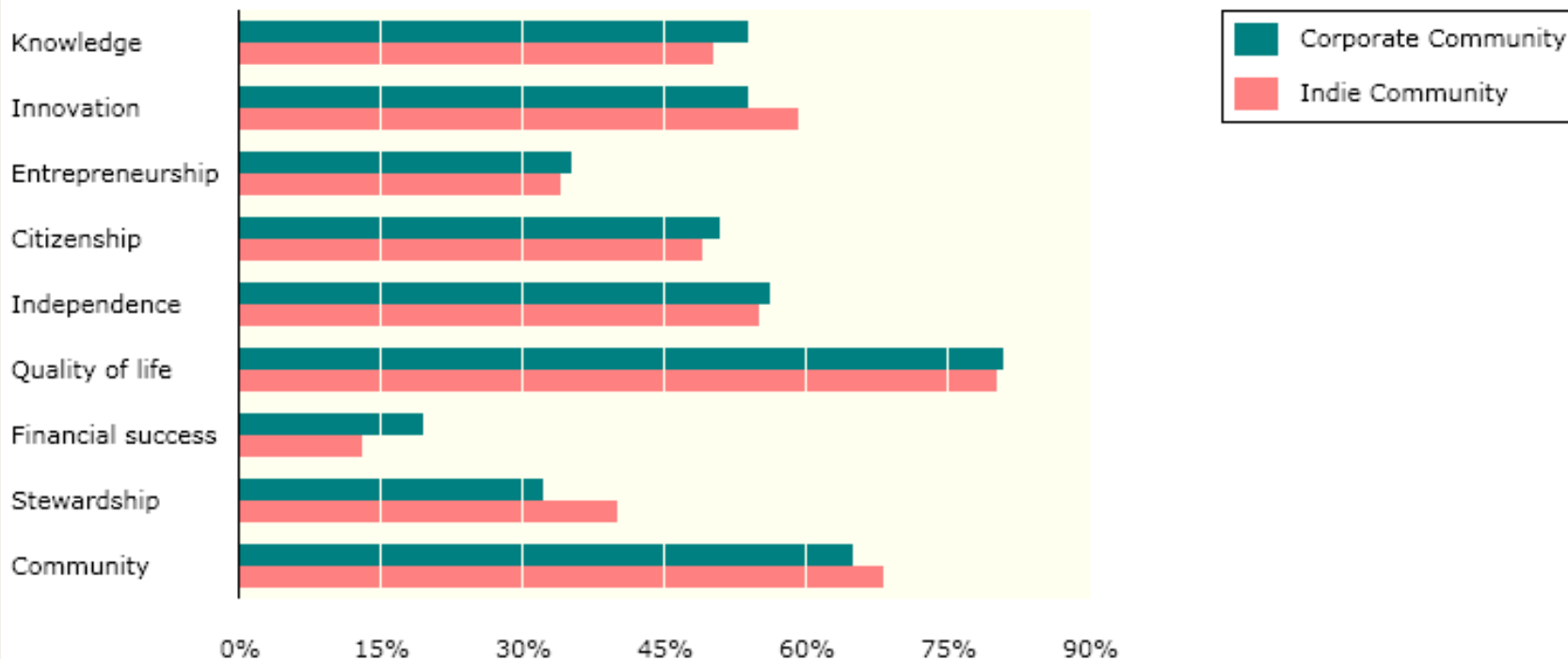
Who are we?

What do we want?

To be successful we must define competitive advantage based on our values and cultural DNA

Embracing our Values...

What are the values that you think best define tech professionals in our region:



Understanding our Cultural DNA

The Fort Hall Decision



Defining Our Competitive Advantage

- Community as the basis of competitive advantage
 - Agility
 - Opportunity
 - Support
- Importance of Connection and Shared Passion

Why Portland?

The Fort Hall Decision & The Software Industry

What values best define Portland's tech professionals

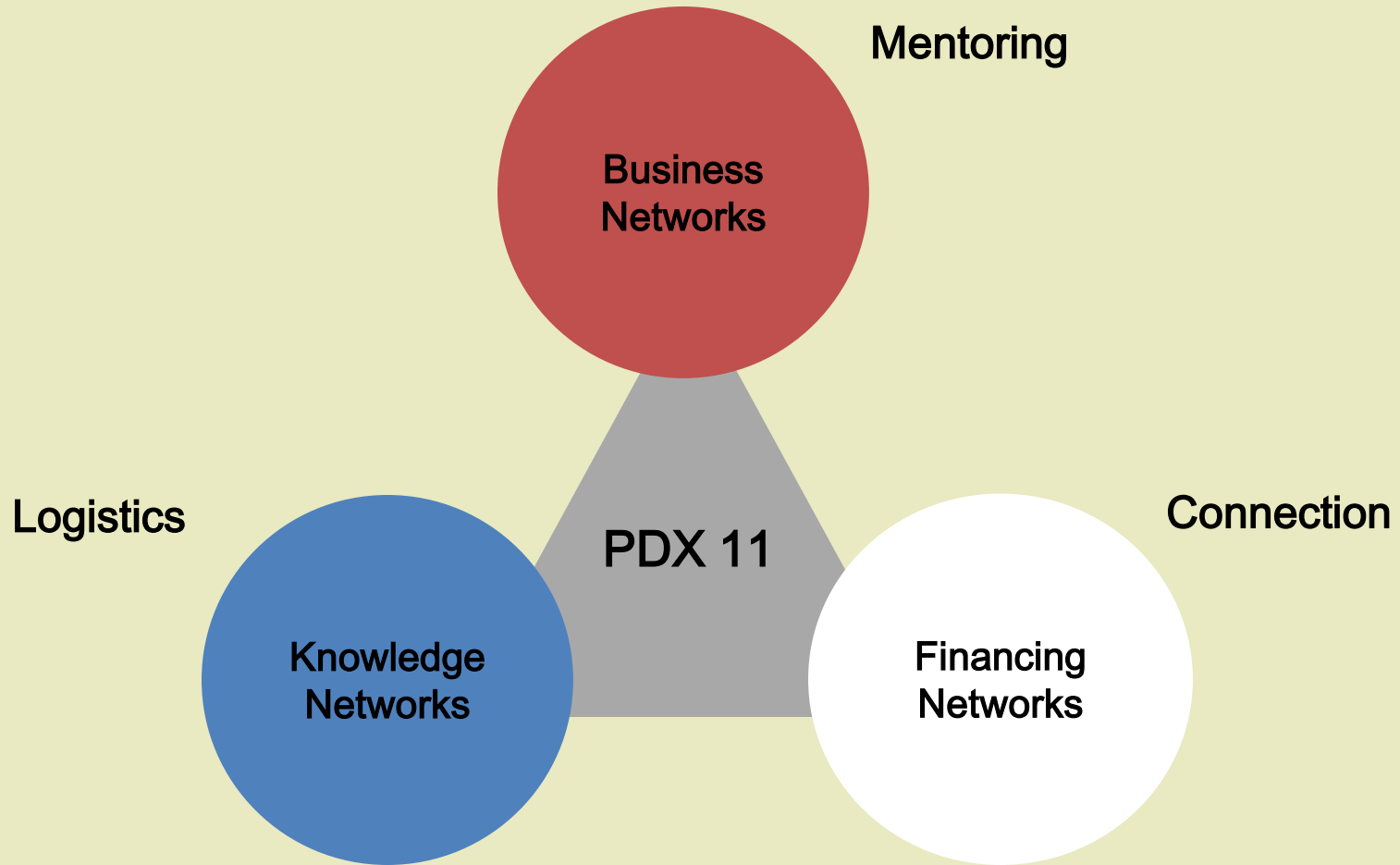
1. Quality of life
2. Community
3. Innovation
4. Cultivation Culture



Today's Software development environment requires:

1. Connectivity
2. Agility
3. Entrepreneurship
4. Mashups

Call To Action



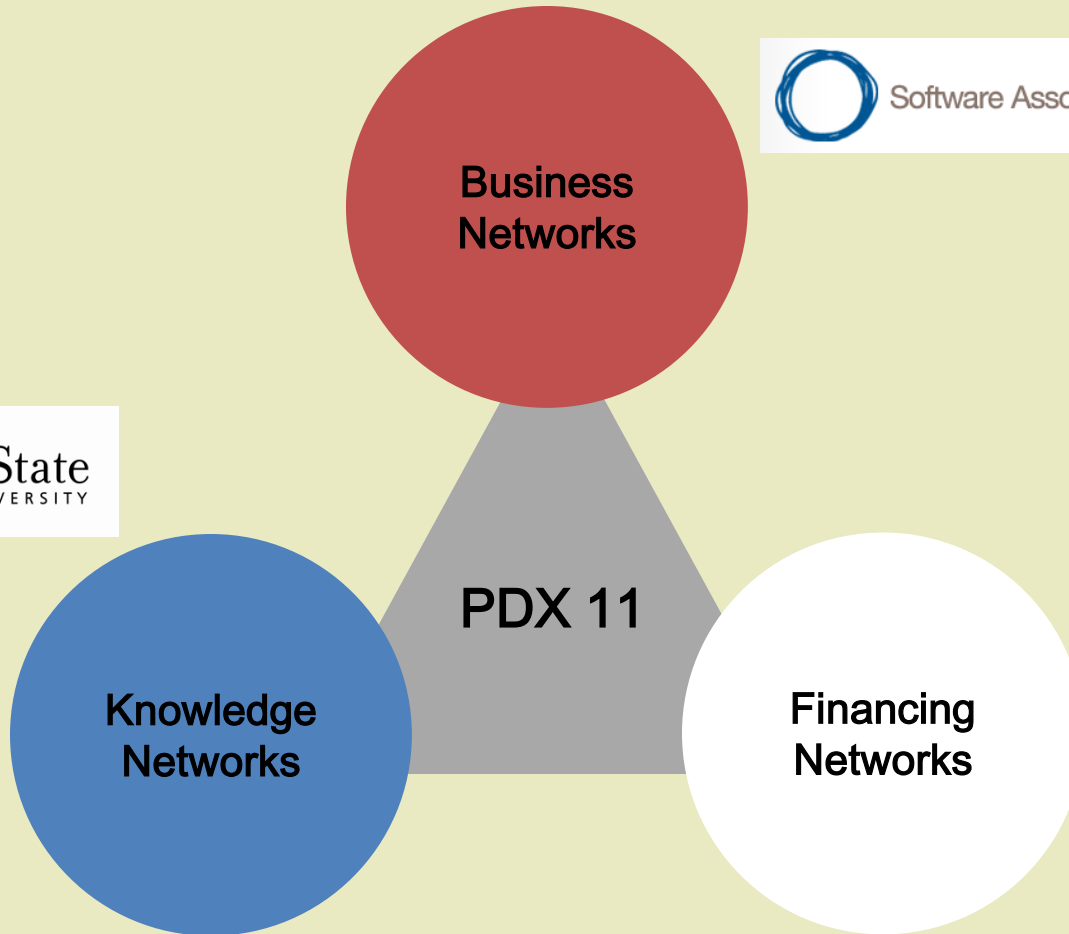


Reflections Mayor Adams

Next Steps

- Commitment
 - Involvement in specific network initiatives
- Structure
 - Community-driven strategy and implementation management
- Progress Report Event February 2011

Call To Action Economic Innovation



Software Association of Oregon



Portland State
UNIVERSITY

PDC

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