SOAR and KY Innovation

A Strategic Partnership to Drive Innovation in Appalachia Kentucky
SOAR’s Mission Statement

To expand job creation, enhance regional opportunity, innovation, and identity, improve the quality of life, and support all those working to achieve these goals in Appalachian Kentucky.
Vision for This Project

To leverage technology and the digital economy for economic growth better than any rural region in America.
What we’re up against in Appalachia:
A lack of the basic building blocks to drive traditional High Growth Innovation
(Kentucky River ADD ranks last in the country in Stats America Innovation Index)

WE MUST TAKE A DIFFERENT APPROACH
Regional Service Area with 8 staffed offices

8 Staffed Offices:
- Ashland, KY
- Cumberland, KY
- Pikeville, KY
- Hazard, KY
- Paintsville, KY
- London, KY
- Morehead, KY
- Richmond, KY

2 Proposed Satellite Offices:
- Beattyville, KY
- Manchester, KY
Our Success

200 Blueprint Partners with Skin in the Game

Catalyst for Hundreds of Innovative Projects

Annual Summit Highlighting Innovation with over 1,200 attendees
Targeted Business Groups

Rather than focusing on a vertical sector, we are focusing on a horizontal implementation of technology to businesses in 5 categories:

- **Creative Industries**
  - Includes design, software/hardware developers, digital communications, entertainment, data science, and industry support services

- **Remote Employers**
  - Includes employers already engaged with TeleWorks USA and FlexJobs focused on Customer Service, Medical Coding, Software Development, Technical Support, Account Managers, etc.

- **Tech Users Small**
  - Traditional brick and mortar businesses that are leveraging technology to expand their retail/service business and market reach outside the region through e-commerce and/or export

- **Tech Users Advanced Manufacturing**
  - Includes businesses leveraging technology to develop and manufacture products that have a market reach outside of our region.

- **Tech Users Healthcare and Telemedicine**
  - Healthcare partners who are leveraging technology to improve the delivery of services to disadvantaged populations. This includes Hospital, Federally Qualified Healthcare Clinics, Recovery Centers, etc.
Targeted Supporting Partners

3 strategic groups:

- **Talent Development Partners**
  - including K-12, Workforce Development Partners, Community and Technical Colleges, Apprenticeship programs, post-secondary, and private training institutions

- **Broadband and Internet Service Providers**
  - Includes both localized providers including co-ops, but also large providers such as AT&T, SuddenLink, Windstream, etc. Also includes KentuckyWired

- **Large Companies and other Tech Purchasers**
  - Large banks and healthcare partners both within and outside the region, also local, state, and national governments/agencies
Our Approach
We will support existing businesses with boots on the ground, Business and Innovation Champions, through 3 core approaches:

**Business Development**
- Connect businesses to a spectrum of business building opportunities. Help in making connections to potential business partners, new markets, technology integration, finance opportunities, business coaching, and customers.

**Talent Identification and Development**
- Be the conduit to connect employers to training partners including K-12, Community and Technical College, Apprenticeship, Post-Secondary, and Private institutions.

**Visibility**
- Be the Champion for Innovation in Appalachia through our robust media channels that span print, digital and radio opportunities. Clearly communicate the success and opportunities found throughout the region’s tech sector through www.thereisafuture.org.
Examples of Programming for Business Development

- Strategic Networking Events
- One-on-One Introductions
- Trade Missions
- Business Consulting and Coaching
- Connection to Capital
Examples of Programming for
Talent Development

- Leadership Development Program
- Quarterly Roundtable with Training Partners
- Remake Learning Initiative
Examples of Programming for Visibility

- Advertising and Sponsorship Opportunities
- Member Highlights in the Media
- PR Campaign www.thereisafuture.org
- Quarterly Publication
- Online Blog/Media Website
Timeline

**October 2018 |** Establishment of RISE Appalachia program
- Begin soliciting resumes for Executive Director and four Business and Innovation Champions
- Begin development of Branding, Website, Signage, Promotional Materials/Items

**December 2018 |** Staff Hired and in Place - Intensive training and onboarding of the team

**January 2019 |** Roll-out of RISE Appalachia office space and programming across the region

**March 2019 |** Quality Database established of engaged companies and a pipeline of projects underway

**June 2019 |** Beginning to see measurable impact on clients
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<tr>
<th>Proposed Outcomes</th>
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<tr>
<td><strong>Growth of our database of clients</strong> – we will create a database of clients and</td>
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<td>measure success by the number of businesses added to the database</td>
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<td><strong>Pipeline of scale-ups</strong> – success will be measured by the number of businesses</td>
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<td>that attend training programs and the number of members connected to programs</td>
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<td><strong>Adoption of K-12 entrepreneurship/innovation programming</strong> – we believe the next</td>
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<td>generation of leaders should be engaged and retained while in school; success will</td>
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<td>be measured by the number of schools that initiate/continue the program</td>
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<td><strong>Number of businesses engaged in programming</strong> – the crux of Appalachia RISE will</td>
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<td>be in engaging businesses and we will measure success by the number of contacts</td>
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<td>with individual businesses</td>
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<td><strong>Business expansions</strong> – success will be measured by new services offered and</td>
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<td>hiring of new employees</td>
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<td><strong>Broadband</strong> – we believe you cannot fully embrace innovation until you</td>
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<td>embrace connectivity; success will be measured by broadband adoption rates</td>
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