

THE OPPORTUNITY:

# THE INCLUSIVE INNOVATION HOUSE

BY **CUEED & USABLE TECH CO**

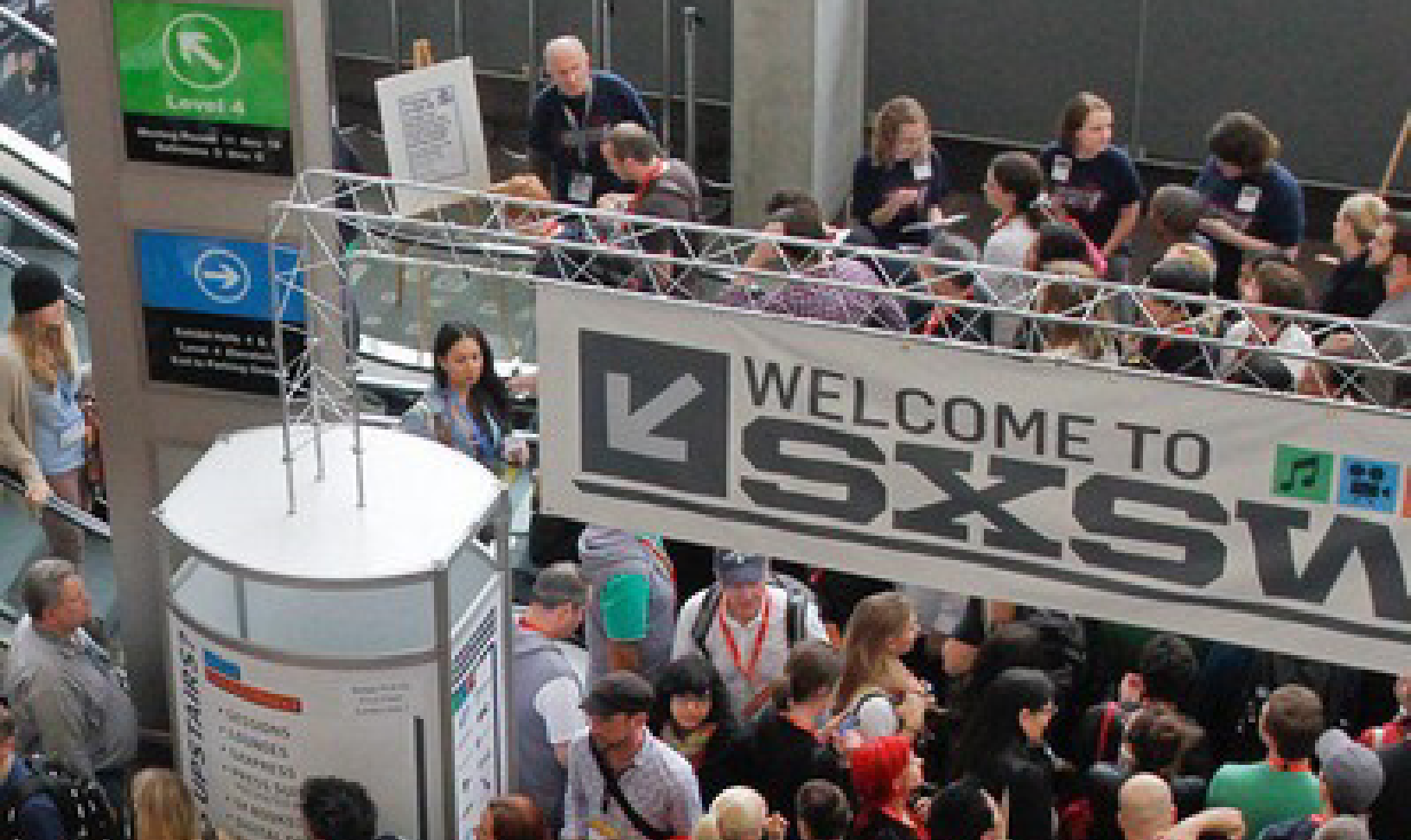
@ SXSW

# 2017

# RUTGERS

The Center for Urban Entrepreneurship  
and Economic Development



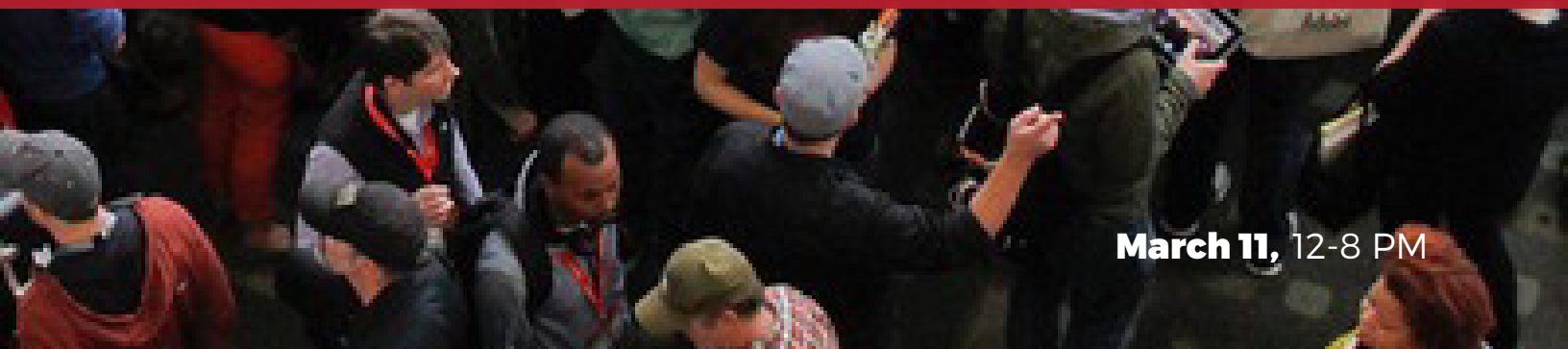


## THE EVENTS

**The Rutgers University Center for Urban Entrepreneurship and Economic Development's (CUEED)** has a special opportunity to showcase our initiatives at **SXSW 2017 during the SXSW Interactive Conference and Festival!** **South by Southwest (SXSW)** is an annual film, interactive media, and music festival and conference that takes place in March in Austin, Texas. It began in 1987 and has continued to grow in both scope and size every year, **with over 84,000 people in attendance in 2016. The SXSW Conference** aggregates global professionals at every level. Tracks explore what's next in the

worlds of entertainment, culture, and technology. **The SXSW Interactive Festival** provides a variety of compelling evening networking experiences that complement the many learning opportunities at the SXSW Conference.

**The Inclusive Innovation House by CUEED**, will be a hub for SXSW Interactive attendees seeking 'socially conscious' programming, networking or simply a welcoming place to rest. We will host **four** unique events at the **SXSW 2017 Inclusive Innovation House by CUEED:**



**March 11, 12-8 PM**



## THE CUEED PII NATIONAL TOWN HALL (ON THE ROAD)

On the heels of the success of **The CUEED Pipeline to Inclusive Innovation (CUEED PII) National Town Hall by CUEED** in November 2016, **The CUEED Pipeline to Inclusive Innovation National Town Hall** goes on the road! This town hall

will feature esteemed panelists from **Rutgers, SBIR/ STTR programs** and the **Minority Business Development Agency (MBDA)**. We will continue an intensive conversation on inclusive innovation and technology commercialization.



**JEFFERSON'S  
TABLE 2.0 BY  
USABLE TECH CO**

Created for **The White House** by Usable Tech Co, **Jefferson's Table 2.0** is an exclusive, stately dinner featuring thought leaders and stakeholders reminiscent of the dinners held at Monticello by **President Thomas Jefferson**. VIP guests will be treated to fine fare, thought provoking conversation, and calls to action put into place by the bonds of SXSW.

## BLACK AND LATINO TECHNOLOGY INITIATIVE (BLT) PANEL

The **CUEED BLT Initiative** aims to highlight Black and Latino technology entrepreneurs with viable products, services, ideas in the early-stage of business and poised for growth. The **BLT**

**Panel at SXSW 2017** will feature a network of experts sharing notes on how to gain entry into accelerators and secure meaningful capital investment.





## THE 'UNPANEL'

**'The Unpanel'** addresses the lack of topics around political and social action and justice, minority development and inclusive innovation at events like SXSW.

We will showcase a few of the panels and thought leaders that did not get selected by SXSW and expect to leave an indelible mark on our attendees.

# SPONSORSHIP LEVELS AND BENEFITS

## Presenting Sponsor

\$25,000

### Benefits:

- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, banners, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the CUEEDPII.com web site
- Send Your Team: 10 Tickets to The Inclusive Innovation House

### Unique Benefits:

- Company name mentioned in all media advertising: print, online
- Sponsor advertisement in event program
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials
- Opportunity to moderate VIP Jefferson's Table 2.0 by Usable Tech Co Dinner

## Supporting Sponsor

\$15,000

### Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, indoor banners, e-mails, social media accounts and posters
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the CUEEDPII.com web site
- Send Your Team: 10 Tickets to The Inclusive Innovation House and VIP Jefferson's Table 2.0 by Usable Tech Co Dinner

## Partner Sponsor

\$10,000

### Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, banners, e-mails and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the CUEEDPII.com web site
- Send Your Team: 5 Tickets to The Inclusive Innovation House and VIP Jefferson's Table 2.0 by Usable Tech Co Dinner

## Stakeholder Sponsor

For Small Businesses with revenues less than 250K

\$1,500

### Benefits:

- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition on the event page of the CUEEDPII.com web site

ABOUT  
**THE RUTGERS  
UNIVERSITY CENTER  
FOR URBAN  
ENTREPRENEURSHIP  
AND ECONOMIC  
DEVELOPMENT'S  
(CUEED)**



CUEED is the first center of its kind in the nation to integrate scholarly works with private capital, government, and non-profit sectors to develop citywide resources and bring renewed economic growth and vitality through urban entrepreneurship. We promote and foster a new generation of urban entrepreneurs who actively seek socially conscious urban renaissance. Leading the charge are two major initiatives:

1

**CUEED PII, The Rutgers University Center for Urban Entrepreneurship and Economic Development's (CUEED) Pipeline to Inclusive Innovation (PII) Initiative** aims to increase the number of under-represented inventors, scientists and technology-focused Minority Business Enterprises (MBEs) engaged in federally-funded innovation and technology programs. CUEED PII is a federally funded initiative of the U.S. Minority Business Development Agency. Through the MBDAs mission to increase the number of MBEs that participate in Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs, CUEED PII provides comprehensive training and support around key stages of the commercialization process.

2

**BLT, The Black and Latino Technology Initiative (BLT)** will highlight 10-15 companies, many of which are based in New Jersey, who have viable products, services, ideas and/or early-stage companies. BLT will facilitate access to the Rutgers Business School faculty, staff and an expansive network of experts to help technology entrepreneurs get admitted into an accelerator and attract meaningful capital investment.

## CURRENT SPONSOR PARTNERS



United States Minority  
Business Development Agency  
(MBDA)



Rutgers University and  
Rutgers Business  
School



Usable Tech Co

## WHY INCLUSIVE INNOVATION?

### Inclusive Innovation By The Numbers

**The Information Technology and Innovation Foundation (ITIF)** finds that only 12% of “U.S. innovators” are women, while only 8% are members of minority groups (including Asians, African Americans, Hispanics, Native Americans, and other ethnicities).

At the **National Institute of Health (NIH)** during FY2014, 3% of the applications to the SBIR programs were from minority-owned business; 13% of the applications were from woman-owned businesses.

From FY2000 to FY2012 Only 7.2% of SBIR/STTR Phase I recipients were members of Minority Owned Small Businesses

From FY2000 to FY2012, Only 10% of SBIR/STTR Phase I recipients were Woman-Owned Small Businesses

Less than 1% of all technology start-ups are led by African American or Latino individuals.

Minority-owned businesses were 34.7 percent less likely to receive investment from the \$48 billion VC industry.

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The Center for Urban Entrepreneurship  
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To secure your Inclusive Innovation House  
sponsorship, please email  
**[Sponsorship@usabletech.co](mailto:Sponsorship@usabletech.co)**



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