



**“Propelling Ideas Forward”**

# So, What's Urban Engine?

- What We Do
- Why It Matters
- Our Impact
- How to Get involved



# We're Different.

- Our mission is to Propel the growth of Alabama's economy by connecting aspiring entrepreneurs and established business leadership to educational resources, talent, and community.
- No one else is focused on what we are doing.
- We have built an innovation economy in Huntsville that embraces and empowers the next generation of thinkers, makers and doers.
- We envision a more robust, more relevant startup ecosystem with formal resources to support the launch and growth of tech startups.



# What We Do:

**COMMUNITY  
PROGRAMS**

**HACKATHON/  
STARTUP  
COMPETITION  
S**

**BUILD THE  
STARTUP  
ECOSYSTEM**

**ADVOCATE,  
EDUCATE AND  
CONNECT**

# Why the Mission

## Matters:

**JOB  
CREATION**

**COOL FACTOR**

**ECONOMIC  
DEVELOPMENT**

# Why Urban Engine (cont'd)

## JOB CREATION

2 out of 3 private sector jobs  
are created by small  
businesses

High growth startups  
account for 70% of net  
job creation

Startups create new wealth:  
High growth  
startups increase revenues  
by a  
minimum of 20% annually for  
four years or more, starting  
from a revenue base of at  
least \$1 million.

*Related: Data from the Cooperative Institutional Research Program (CIRP) at the Higher Education Research Institute at UCLA, surveys reveal, Millennials are less interested in becoming successful entrepreneurs than baby boomers were when they were the same age. The share of college freshmen that said “becoming successful in a business of my own” was “essential” or “very important” to them dropped from 47.9 percent in 1977 to 41.2 percent in 2012.*

# Why Urban Engine (cont'd)

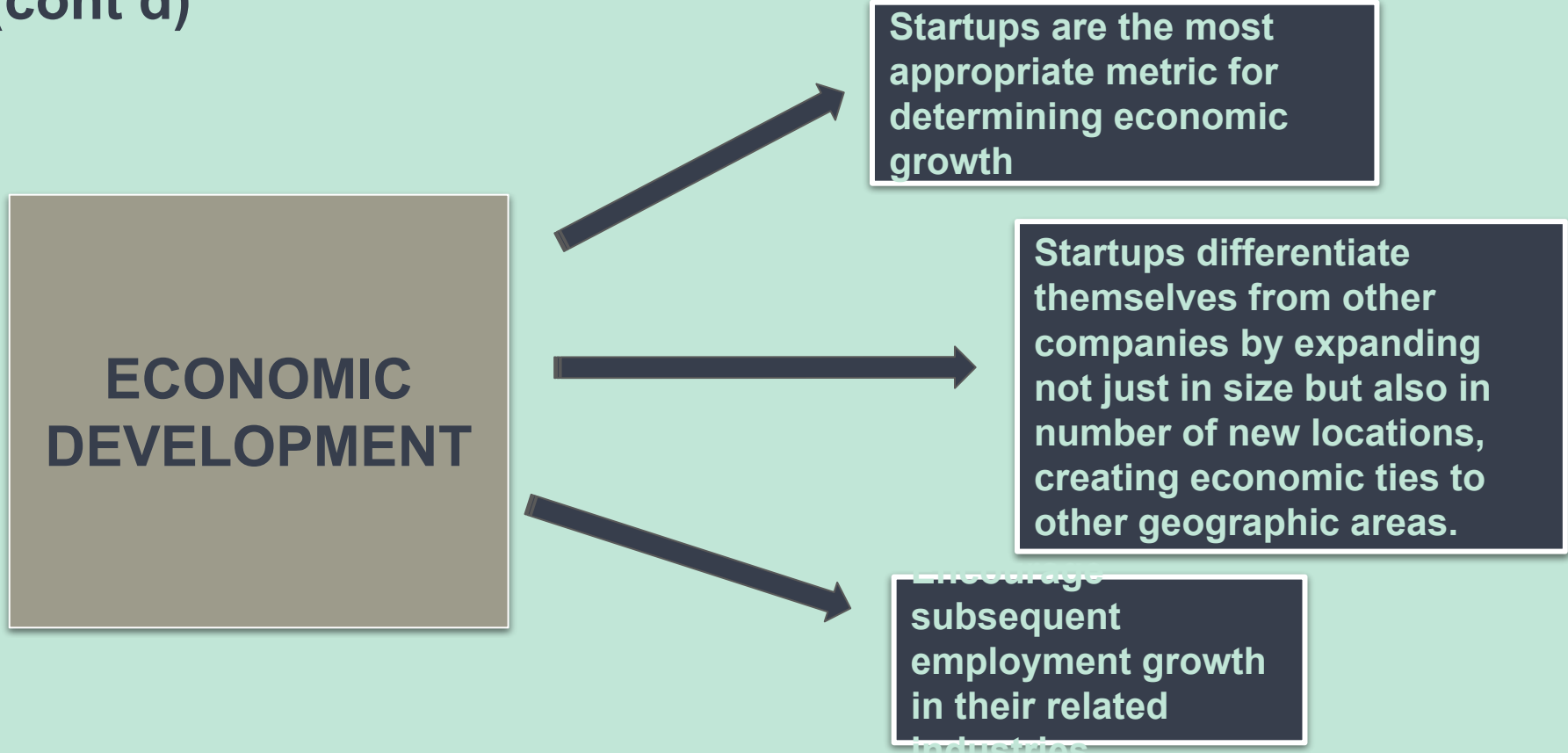
## THE COOL FACTOR: Diverse Career Opportunities For Recruiting & Retaining Talent

Millennials seek purpose in the workplace:  
Startups provide this platform as their employees build the company brick-by-brick

Long view. 9 out of 10 employees in a startup wish to leave their jobs to move on to bigger corporates

According to Deloitte's 2014 Millennial Survey, Millennials Desire Three I's in their career: Independence, innovation and impact. While larger, established employers have struggled to provide these three "I's," startups require employees to work independently, create innovative solutions and produce an immediate impact.

## Why Urban Engine (cont'd)





# It's Working.



WWW.URBANENGINE.



# How we do it:



Weekly creative  
conference



Startup Club &  
Curated  
Content



Linkedin for  
Huntsville



Innovation  
Competitions

*+PLUS a lot of help & a shared Vision from the help of some friends:*



# Next Steps For Us:

Addressing Gaps in the Ecosystem to realize the vision

**ACCESS TO  
CAPITAL**

**ACCELERATOR  
PROGRAMS**

**EXPANDING  
OUR REACH**

**STARTUP  
INCUBATION**

# Next Steps For You:

**You Should Totally Get Involved!**

**JOIN  
AN  
EVENT**

**FOLLOW  
OUR  
COMMUNITY**

**VOLUNTEER**

**SPONSOR OR  
DONATE**

# CoWorking Night

## Wednesdays 6-10pm

[www.CWNFlyer.com](http://www.CWNFlyer.com)

**COWORKING NIGHT**  
learn. connect. collaborate.

CoWorking Night is a free weekly conference where professionals come to learn, connect, and collaborate. Anyone of any age or background is welcome to attend. No RSVP is required; just show up!

**CoWORKING NIGHT #138 | JANUARY 17, 2018 - 6-10PM | HUNTSVILLE WEST**

5:00

**SPEAKER SERIES INTERVIEW: AMANDA HOWARD**  
**32/10** **32/10** **SPEAKER SERIES**  
5:00 - 7:00 // Library  
Amanda Howard Real Estate- Career Innovator: 530pm refreshments, 6pm Interview- Q&A w/ Trey Sharp of Sharp Communication&Security Solutions

6:00

**WRITERS 4 WRITERS**  
**WRITERS FOR WRITERS** **WRITING**  
6:00 - 7:00 // Cafe Conference Room  
Words have power - join us as we find ways to wield the power for purpose.

**ARTIFICIAL INTELLIGENCE & MACHINE LEARNING**  
**HSV ARTIFICIAL INTELLIGENCE & MACHINE LEARNING**  
**PROGRAMMING**  
6:00 - 7:00 // Training Room 2  
Huntsville group learning techniques and application of Machine Learning, Artificial Intelligence, and Data Science

**BLOCKCHAIN APPS SPECIAL INTEREST GROUP**  
**BLOCKCHAIN INNOVATION GROUP** **INVESTMENT**  
6:00 - 8:00 // Training Room 105  
Coordinating Huntsville's activities with apps that use Blockchain as a platform.

**PHOTOS ON SOCIAL MEDIA**  
**SOCIAL TRIBE** **SALES & MARKETING**  
7:00 - 8:00 // Cafe Conference Room  
You need written content to post with your photos? Discuss ideas to write with your photos.

**FOUNDATIONS 8 WEEK PROGRAM (3/8)**  
**IDEAS SUCK!** **SALES & MARKETING**  
7:00 - 8:00 // Training Room 2  
Starting January 3rd ending February 28th. We will work together to take your idea from concept to creation Jordan Tanner & Shane Fry!

**WORK/LIFE INTEGRATION STRATEGIES**  
**ULTIMATE 101** **LIFE SKILLS**  
7:00 - 8:00 // Corner Conference Room

**3D PRINTING WORKSHOP SERIES: DAVID CANTRELL**  
**DISCOVER 3D PRINTING** **PROGRAMMING**  
7:00 - 8:00 // Library



[WWW.URBANENGINE.ORG](http://WWW.URBANENGINE.ORG)

# 32/10: 3rd Thursday of each Month Anchor fm/UE

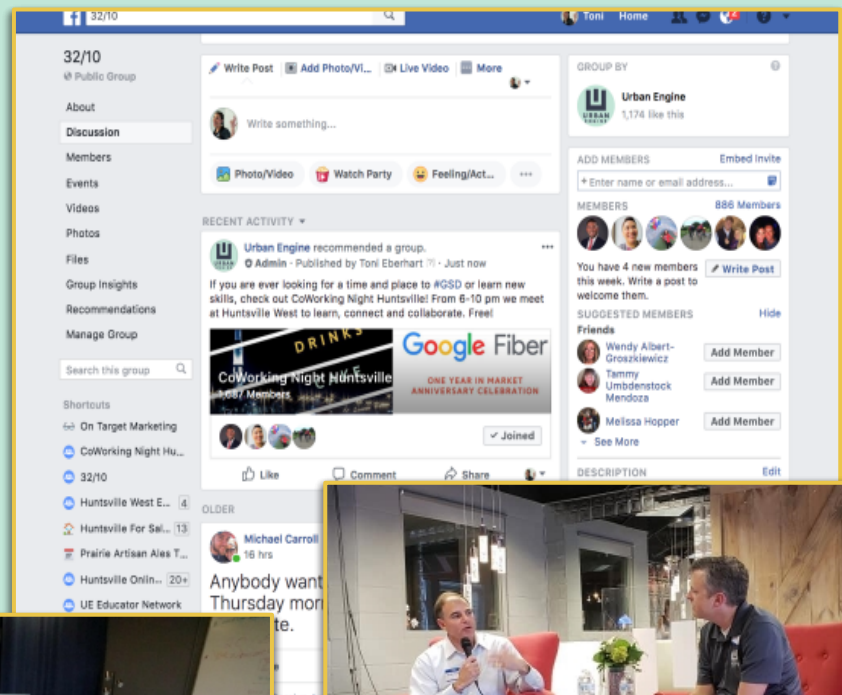
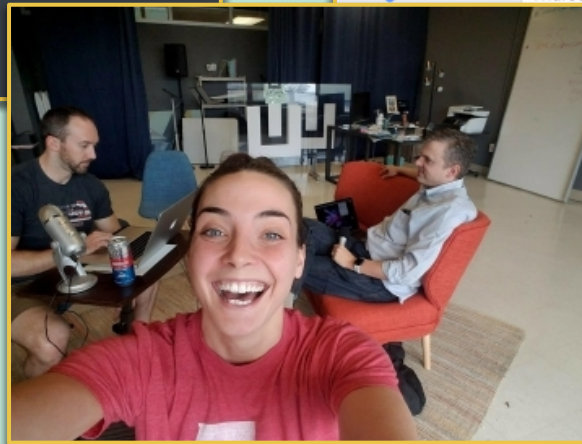


## The Urban Engine Podcast

By Urban Engine

In the Urban Engine podcast, we discuss entrepreneurship and success. We interview local entrepreneurs in Alabama and the South, discuss how to succeed, and how to propel your idea forward.

UrbanEngine.org



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# GET SOCIAL



urbanengine

Following

64 posts 991 followers 70 following

Urban Engine

"Propelling Ideas Forward"

A community of Makers, Thinkers, Doers and Founders based in Huntsville, AL

#UrbanEngine

[www.urbanengine.org/giving](http://www.urbanengine.org/giving)

Followed by lindsr Carroll, thughesit, emilyprogers + 42 more



A Smart Place liked



Urban Engine @urban\_engine · 2h

HudsonAlpha Tech Challenge... 5 Days Left to Register as Participant or Volunteer + Challenges Announced!



Challenge 1: Visualizing overlapping data between Replicate

Experiments

When a standard visualization scheme for a technique is being used, results in this challenge, users are visualization tool using multiple overlapping the traditional way physically interacting.

Challenge 2: Augmented

Human Genome

Logic software, applications for HudsonAlpha's

bioinformatics software

world. This challenge is

create an app to generate

genome similar to existing

HudsonAlpha's genome.

Challenge 3: Linking Family

One of the most common tasks in

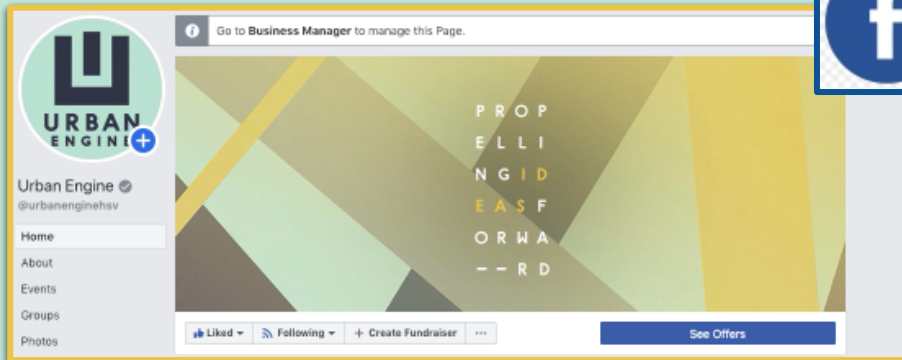
a family history. In this challenge, we

technology to not only show family history

individual, but also combine into a family

together to create a recommended family history for the entire

challenges announced!



# Volunteer Opportunities:

- Host a CWN Workshop
- Mentor for a Hackathon
- 





# Sponsor or Donate

Urban Engine is a 501(c)(3) non-profit organization

## SPONSORS



Google Fiber



Booz | Allen | Hamilton

COMMUNITY MAKES  
THE MAGIC HAPPEN.



WILL YOU SUPPORT  
THE MISSION?

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# Thank You!

Contact Toni Eberhart, Executive Director: [Toni@UrbanEngine.org](mailto:Toni@UrbanEngine.org)



[www.UrbanEngine.org](http://www.UrbanEngine.org)