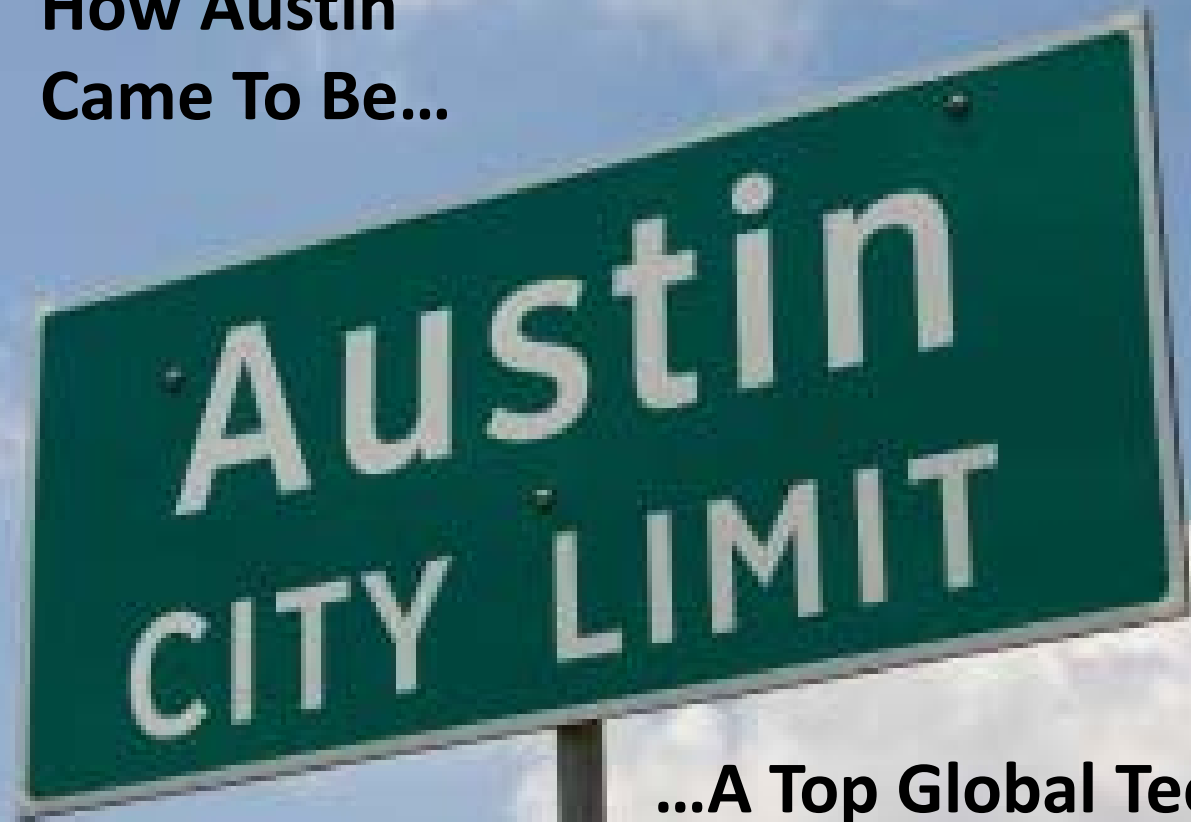


**How Austin
Came To Be...**



**...A Top Global Tech &
Creative Industries
Hotspot**



Prepared by:
Fred Schmidt MBE
Capital Factory

Not an overnight sensation. It took...



by the late 2000s...

Austin is HOT!

#1 Economy. Global Brand. A Destination!

TOP
10
LIST

#1 US City For Job Growth (Bureau of Labor Statistics, 2009)

#1 Best City For The Next Decade & Best Crucible For Small Business (Kiplinger, 2010)

#1 City For A Career ([Womenco](#), 2009)

#1 Best City In Which To Launch A Small Business (Portfolio.com, 2010)

#1 Place Where Young Adults in 20s & 30s Can Establish Themselves (Portfolio.com, 2010)

> **#1 Fastest Annual Employment Growth Rate (2.8%)**

> **Strongest Concentration of Young People Ages 18-34 (28%)**

#1 Most progressive & Entrepreneurial (Entrepreneur Magazine, July 2011)

#1 in USA in Resident Satisfaction (2011 survey by ETC Institute)

#1 American "Boom Town" for Next Decade (Forbes & Praxis Strategy Group, July 2011)

#1 City Where Creativity & Capitalism Make Sweet Music Together (Entrepreneur, 2010)

#1 City For A Fresh Start (Relocation.com, 2009)

America's Top Retail City (Pitney Bowes, 2009)

Top 10 Budget Travel Destination (Budget Travel Magazine, 2009)

One Of The 10 Greenest Cities In USA (Mother Nature Network, 2009)

One Of The Best Cities For Recession Recovery (Forbes, 2009)



Why TEXAS for Your N.A. HQ?

Presume you already know “Why USA”...
And, relative to USA East & West Coasts...

Texas offers:

- Central location & time zone
- No personal or corporate income tax
- Business-friendly laws and governance
- Lower costs of living
- History of entrepreneurialism
- 4 of Top 11 U.S. cities within 200 miles
- On NAFTA highway: Canada to Mexico



Why AUSTIN?

- Consistently named No.1 U.S. city on many lists:
<https://austintexas.gov/rankings>
- Dynamic high-tech economy: startups to Fortune500
 - 3,300 tech companies; 100,000 workers
- An intellectual and creative population
 - Music, film, theater, visual arts, writers
- 40% are college grads; 50% in 18-44 age group
 - 23 colleges/universities; 138,000 students
- Established R&D commercialization infrastructure
- Open, friendly, inclusive community
- Healthy, green and recreationally-minded
- World events: SXSW, ACL Music Fest, F1, X-Games
- Resource Guide for international companies:
<http://austintexas.gov/sites/default/files/files/Redevelopment/austin-business-resource-2012.pdf>



Why CAPITAL FACTORY?

- *THE* center of entrepreneurship in Texas
- Complete ecosystem: incubator, accelerator, investment fund, CF university, co-working, device lab, livestreaming
- Capital: CF Fund, first-look VC partners, AngelList syndicate
- Density of talent and activity:
 - 60,000-sf, 3 floors, 400+ startups, 160+ partners/mentors
- Mostly SaaS focused...across all verticals
- Community: 700 events, 50,000 participants annually
- Part of Google For Entrepreneurs Tech Hub Network & Global Startup Federation with 1776 in Washington DC

