



# CITY INNOVATE

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Bridging the gap between  
business and government

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CITY INNOVATE

Transforming Government  
through Entrepreneurship



**Startup in Residence**

# THE CHALLENGE



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## Private sector

Technology has driven **gains** in **productivity** and **innovation** across industries.



## Public sector

Systems that provide support for critical government services are, on average, **more than two decades behind.**

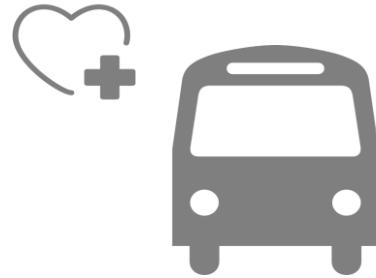
# Outdated technology in government

**frustrates public  
employees**



and

**constrains service  
delivery to residents**



Governments have the budgets to procure technology...

**\$1 Trillion**

**Estimated Global IT  
spend for governments**

...But supply of govtech  
products is limited.

**10K**

**Number of IT vendors  
engaged in govtech business**

And it's **hard** for government **to procure great technology**. Public sector employees must either:



**Buy tech intended for large commercial enterprises** via a complicated, time-consuming RFP process

**Develop bespoke solutions** that are time- and resource-intensive

# OUR VISION



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**Together, we can modernize  
government and drive economic  
development.**

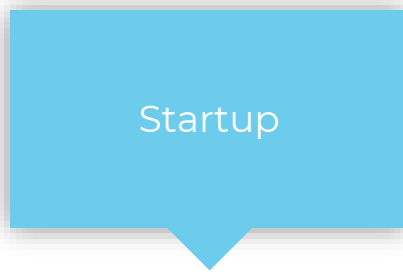
We're building a global network of cities and startups to make government more collaborative, inventive, and responsive.

# Startup in Residence (STIR)

Startup in Residence (STIR) connects government agencies with startups to co-develop technology products that address real civic challenges.



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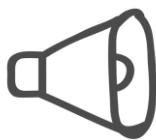


# THE STIR NETWORK IN ACTION



## CITIES COLLECT LOCAL CHALLENGES

Network partner cities identify and scope challenges at the local level and submit them to the STIR Network.



## STIR RECRUITS STARTUPS

The STIR Network issues a broad call to recruit startups for the program.

Startups apply, and STIR Network and partner cities vet startups.



## CITIES AND STARTUPS CO-DEVELOP PRODUCT

With support from the STIR Network, partner cities host a startup for a 4-month residency. During this time, the startup works with public sector staff pro-bono to build a technology solution.

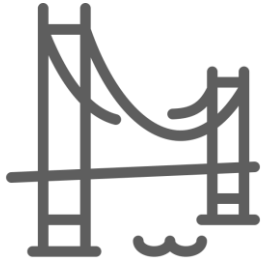


## CITIES PROCURE TECH FROM NETWORK

Partner cities have the option to procure their local tech solution.

STIR Network cities also have the opportunity to access new tech solutions developed from the network.

# Building towards a global network



## San Francisco

STIR started in 2014 in San Francisco.



## Northern California

In 2015, STIR expanded to Oakland, San Francisco, San Leandro, and West Sacramento.



## North America

In 2018, STIR expanded to 28 partner cities across North America.



## Global

By 2025, the STIR network will include hundreds of partner cities from around the world.

# Our Government Partners



## Cities

Boulder, CO  
Edmonton, Canada  
Fremont, CA  
Glendale, CA  
Henderson, NV  
Las Vegas, NV  
Long Beach, CA  
Los Angeles, CA  
Mobile, AL  
Montreal, CA  
Napa, CA  
Norfolk, VA

Oakland, CA  
Peoria, IL  
Portland, OR  
Sacramento, CA  
San Diego, CA  
San Francisco, CA  
San Jose, CA  
San Leandro, CA  
Syracuse, NY  
Walnut Creek, CA  
West Sacramento, CA

## Counties

El Dorado County  
Miami-Dade County

## Regional Transit Authorities

Metropolitan Transportation Commission (Bay Area)  
Massachusetts Bay Transportation Authority  
Memphis Area Transit Authority  
Regional Transportation Commission (Southern Nevada)

## States

Pennsylvania  
Vermont

# Accelerating Startups to Govt Contracts

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STIR Startups (47 to date +  
estimated 50 in 2018-19 )



80% of our startups  
secure a contract

\$63M

Raised by our startups

Acquired  
3

Three STIR startups have  
been acquired

# BENEFITS OF JOINING STIR



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# BENEFITS OF JOINING THE STIR NETWORK



## NEW SOLUTIONS

The STIR Network recruits startups from around the world as new partners to solve your city's challenges.



## GROW YOUR STARTUP COMMUNITY

STIR is a strong signal to the startup community that you are serious about working with them. Support local talent and attract global talent to relocate to your city and region.



## STREAMLINE PROCUREMENT

Expedite procurement through the STIR Network's procurement-as-a-service methodology.



## WIN BIG FROM SMALL BETS

De-risk innovation by taking small risks and sharing the benefits of govtech innovations with cities across the STIR Network.



# Bridge Summit

## Thought Leadership

Bridge is a three day conference that brings together leaders from cities, industry and media to accelerate the adoption of emerging technologies while balancing the interests of the public and industry. Through speakers and facilitated workshops we advance complex issues from policy and regulations to business models and public private partnerships. Over 600 attendees join the conversation annually and includes national media partners including WSJ, CityLab, TechCrunch, Govtech and others.

Outcomes include white papers, new partnerships, a community of cities and mobility providers drafting model permits.



## Our Reach

Through our national media partners including WSJ, CityLab, TechCrunch, Crunchbase, Govtech and others we have significant reach to communities that are at the forefront of cities and technology.

We share our partners successes through blog posts, social media, case studies and at conferences. Our reach is nearly 20K via our monthly newsletter, 13K followers on Twitter and 15K followers on LinkedIn of urbanists, entrepreneurs, government and industry leaders.

# CITYLAB



technology

Solutions for state and local government.

# crunchbase

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Join us as we create a  
global network of STIR governments.



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

# APPENDIX: CASE STUDIES



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# Smart City Use Case

## The Challenge:

Reducing street litter in San Francisco with smart sensors

## Solution: **NORD | SENSE**

Nordsense, a startup out of Copenhagen, rolled out a smart trash bin solution to full deployment across San Francisco in less than 6 months.





HUMAN SERVICES  
AGENCY



## CHALLENGE

**San Francisco's** Human Services Agency (HSA) was forced to place many of its foster youth outside of the county, due to the **low number of available** foster parents within the city.

At the same time, those applying to become foster parents were dealing with a complicated process, causing many delays leading to an **end-to-end time of up to 300 days**.

## PRODUCT

**Binti** developed a **mobile-friendly web app** for prospective foster parents, which guides users through the process in a streamlined way.

Binti also **developed software** that helps social workers processing foster parent applications save time, helping them **do more social work and less paperwork**.

## OUTCOMES

- ✓ Binti built a new **user friendly website, [sfcaresforkids.org](https://sfcaresforkids.org)**
- ✓ The new product **reduces time to approve each application from 9 to 1 month** and **increased the capacity of foster families by 300%**.
- ✓ Binti was able to **secure a contract with** the City of SF and **20 other counties** across California in less than 6 months.



METROPOLITAN  
TRANSPORTATION  
COMMISSION



## CHALLENGE

The Bay Area Incident Management Task Force (IMTF) is a multi-agency partnership that facilitates coordination among Bay Area traffic incident management and response personnel to enhance the safe and quick clearance of traffic incidents.

The IMTF needed a **mobile application** to support **real-time information sharing** from responders at an incident scene that would also allow staff to **build incident response timelines** for post-incident analysis.

## PRODUCT

The Australian-based company GIS People has a product called Gruntify, a full end-to-end **workflow engine** that includes a **data collection app** for easy collection of images and information and automatically records location. All data is sent in real-time to a cloud-based interactive interface.

## OUTCOMES

GIS People worked with MTC to create a customized application for IMTF. The app includes-

- ✓ Merged feeds and centralization of incident data
- ✓ Enhanced reporting and data visualization
- ✓ Automatic freeway selection and lanes detection
- ✓ Automatic status updates via geofencing



## CHALLENGE

The Department of Transportation and Public Works manages transportation infrastructure and services for the residents of Miami-Dade County. Daily demand for parking at the three southernmost Metrorail stations exceeded the park-n-ride capacity by 8:30am.

**Insufficient parking capacity** at stations added additional circulating traffic in and around the stations, making travelers' trip times longer and causing frustration and uncertainty for residents.

## PRODUCT

Parknav AI is a company based in Chicago, IL that uses **machine learning, predictive analytics** and **cell phone location data** to know where there is open on-street parking in real-time. Parknav's application is the only scalable solution that uses no hardware and covers all streets in a city 24/7. The app can predict parking availability with up to 95% accuracy.

## OUTCOMES

DTPW and Parknav worked to build an API based on historical parking data to integrate with an existing mobile application owned by DTPW.

- ✓ Negotiated and received historical parking lot data access from a 3rd party contractor of MDC

- ✓ Currently analyzing historical and real-time data to create high precision predictive model

- ✓ Will result in an API for DTPW to integrate into existing trip planning apps



