01 Innovate Like Apple

"Innovation distinguishes between a leader and a follower."

Presented by:
Atlas Advertising
Outline

1. What can we learn about leadership from Apple?
2. What does innovation for economic development mean?
3. 5 innovative ideas for your economic development organization right now
4. How one community worked to keep a tech company
5. How apps have changed Apple
6. How apps can change economic development
What We Can Learn About Leadership from Apple

Guided by simplicity

Fearless leadership

Focus on few products
Sun Corridor’s Purpose:
Maximize economic opportunities for Southern Arizona.

What They Will Do:
1. Lead the growth of Southern Arizona’s economy
2. Grow bi-national commerce with Mexico
3. Provide expertise on current/future talent demands

Tagline: Southern Arizona’s Economic Engine

Guided by Simplicity
“Economic developers have the capacity to elevate purpose over personal ego. When we put the greater long-term good over our short-term agendas, we can overcome any challenge and face any problem we put our minds and resources toward.”

Tim Terrentine,
Executive Vice President | Southwest Michigan First, Managing Director, C2 Consulting

https://twitter.com/timterrentine
Focus on Few Products

What type of EDO are you?

- Deal focused
- Marketing/promotion focused
- Retention/entrepreneurship focused
- Infrastructure/workforce focused
- Policy focused

What type of company is Apple?

“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.”

- Steve Jobs
Defining Innovation for EDOs

“Innovation in economic development is about responding to change in an economy that is always changing to create new value for a community. It is a tool for creating a significant (positive) difference in a community through activities that solve problems and drive economic wealth and vitality.”

- Atlas Advertising
INNOVATIVE IDEAS FOR ECONOMIC DEVELOPMENT

"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."

BY ATLAS ADVERTISING
Understand the impact your EDO made last year, and benchmark that impact.
How Does Your EDO Impact Your Economy?

Every $1 invested will stimulate $50 in new payroll

Every $1 invested will stimulate $100 in increased gross regional product
Benchmark Your Community Using Atlas’ High Performance Economic Development

1. Take the survey [here](#)
2. View your report online [here](#)
02 Innovate Like Apple

Build a Community. Online.
Apple’s digital ecosystem
Shift

- Smartphones
- Tablets
- PCs

2009: 200m
2010: 0m
2011: 400m
2012: 600m
2013: 800m
2014: 1b
2015: 1.4b

2015: 1.45 billion
Economic development’s digital ecosystem

Creating compelling, purposeful Digital Content (through a targeted set of tools) coordinated to drive traffic, develop new leads and convert them when ready.
Stop doing 10% of what you did last year. Every year.
What do these products have in common?

They are all products that Apple has decided to discontinue.
04 Innovate Like Apple

Turn your workspace into an environment for economic development inspiration.
Southwest Michigan First:
Kalamazoo Michigan
Leverage 3 new technologies that you weren’t familiar with before.
Unroll Me: Unsubscribe with one click.
LeadIQ: Digital Business Intelligence for EDOs

LeadIQ is a lead generation software plugin to your website that tells you, for 10 to 15% of your users:

- Which company came to your website
- What they did
- What they searched for
- What properties they viewed
- What kind of properties or companies they searched for
- And how to contact them

Learn More
How one community worked to keep a tech company
How one community worked to keep a tech company
Why Are We Here?

- 1990: Internet is created
- 1999: 500,000 Websites
- 2008: App store goes live
- 2010: 500,000 Apps
By the Numbers

- 3 hrs 40 min spent on mobile devices per day
- 89% of that time is in apps
- 62% of all Apple revenue comes from the iPhone
Role of a Mobile App Engagement

Showcase your city

Increase Local Engagement

Push Notifications

Save Printing Costs
One Mobile Tool

Email database meets business directory meets community guide
How apps have changed Economic Development

Increase Local Engagement
Nickel Plate District - Fishers, IN

Results:
• 25% YOY increase in concert series attendance
• 50% increase in daily active users
• Promote thriving downtown
• Reduced additional expenses
PART 2: Disrupting Economic Development Through:

Leadership, Technology and Grit
Because the people who are crazy enough to think they can change the world are the ones who do.

- Steve Jobs
Thank you!

Contact information:

Guillermo Mazier
303.292.3300 x 232
929 Broadway
Denver, CO 80203

Guillermom@Atlas-Advertising.com
LinkedIn Profile | LinkedIn Group | Twitter | Slideshare