

Building Connections between Alaska and Innovation Economies in the Lower Forty-Eight



Pacific North West Economic Region

Alaska Senate Labor & Commerce Committee
January 31, 2019

Why do you want to hear from me?

- Developing an innovation brokerage in the PNW connecting innovators with markets – The Exchange
- Investor, startup advisor, and entrepreneur focused on emerging disruptive technology
- Former executive in a global consulting firm's ventures group; grew a 150+ person business in a nascent technology area (immersive technology)
- Well networked and affiliated with drivers of the PNW innovation ecosystem, including:



*Pacific NorthWest
Economic Region*

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Alaska from a Startup's Perspective

Pros

- **Opportunity** – Ample incumbent (energy, mining, land management, agriculture/fishing, health) need for innovation with potential for significant efficiency
- **Perspective** – Enterprises with a tolerance for risk
- **Talent** – Prevalence of domain expertise
- **Differentiation** – Unique environmental factors that can result in differentiated solutions

Cons

- **Investment** – Access to early stage funding; Alaska ranks 49th in access to investment
- **Talent** – Access to technology talent and CEO support networks – but being built
- **Relationships** – Potential channel partners are not local
- **Barriers** – Higher cost of doing business for startups than many other states; often startups require remote sales to scale



Federal Contracts in Alaska

- \$3.59B federal contracts for AK companies
- 82.4% in Anchorage
- 31.6% performed in Anchorage

Source: Ratio Exchange, www.ratioim.com

Startup Activity in Alaska

- 160 startups listed in CrunchBase
- 3 venture deals in 2018 worth \$3.73M

Source: Pitchbook, CrunchBase

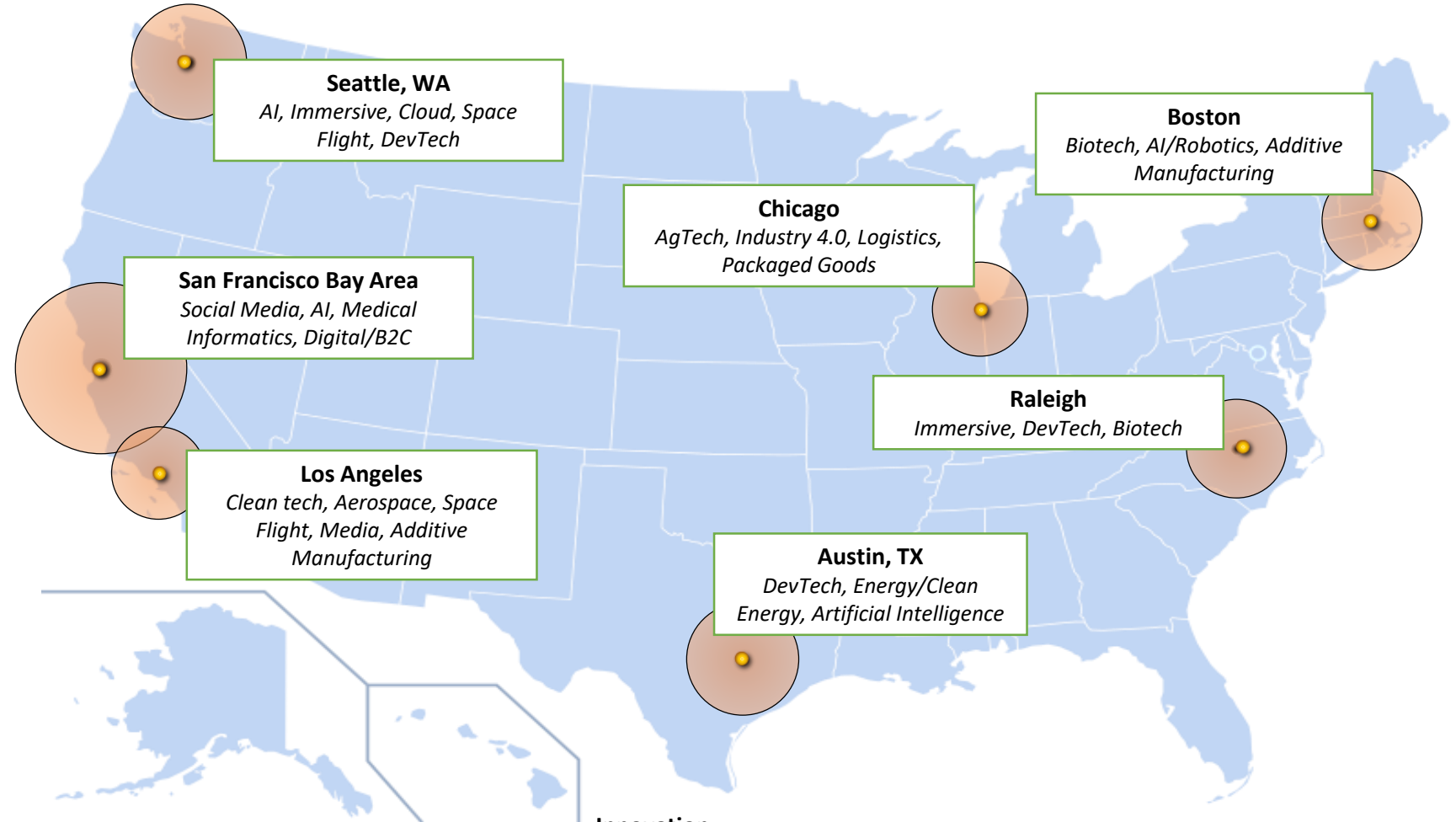
Cities that have the greatest startup activity also have the greatest job growth.

--Source: CityLab, The Atlantic Monthly Group

How do we bridge the divide and diversify the Alaskan economy?

Moonbeam has conducted a national study of where innovation is sourced in the U.S.

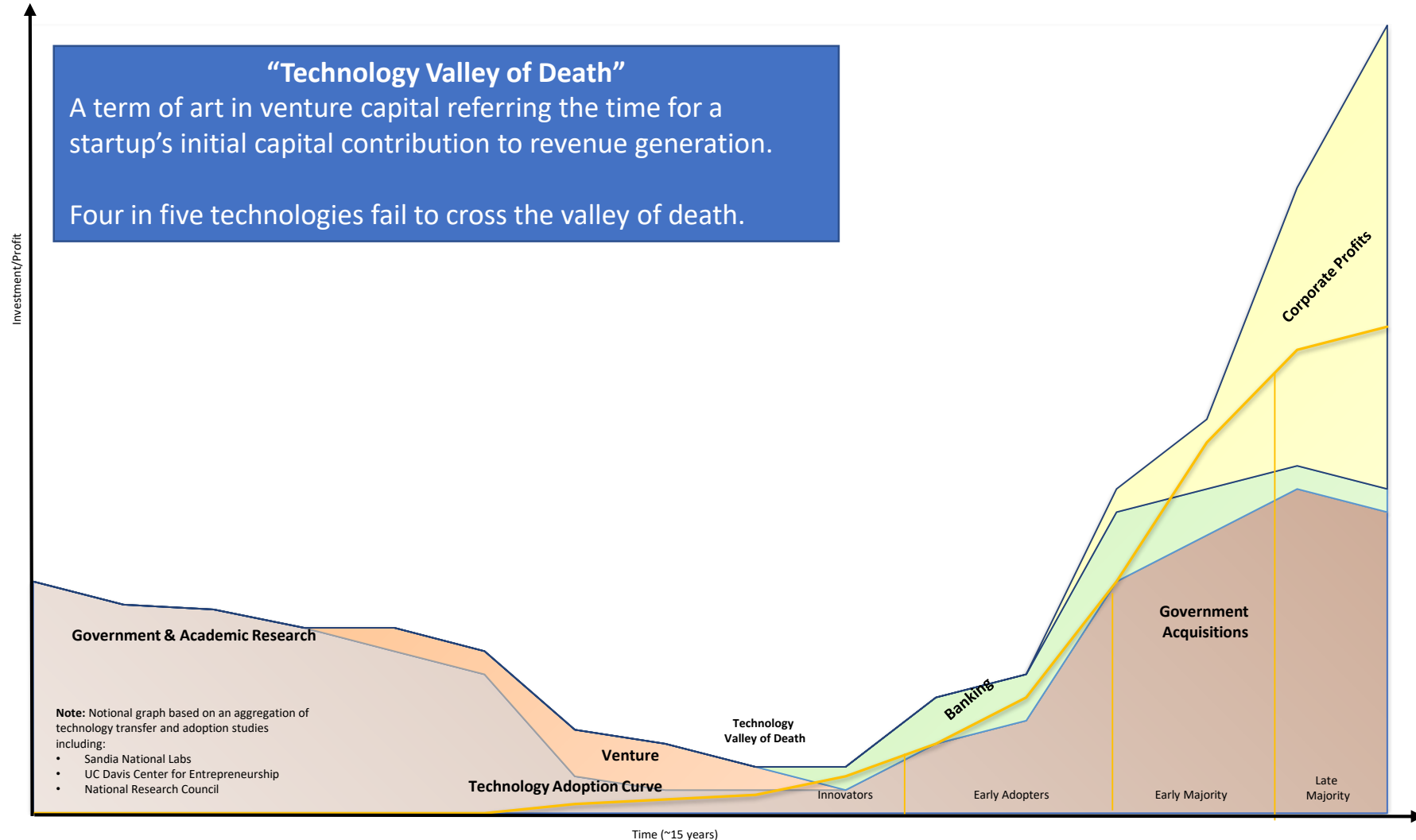
	Moonbeam Innovation Index	Innovation Index Value
1	San Francisco	100.00
2	Seattle	67.35
3	Austin	64.95
4	Boston	57.87
5	Raleigh	57.84
6	Chicago	54.57
7	Los Angeles	54.07
8	Salt Lake City	48.92
9	Houston	46.20
10	Denver	45.25
11	Pittsburgh	45.18
12	Washington, DC	42.38
13	Minneapolis	41.35
14	Phoenix	37.31
15	Dallas	36.64



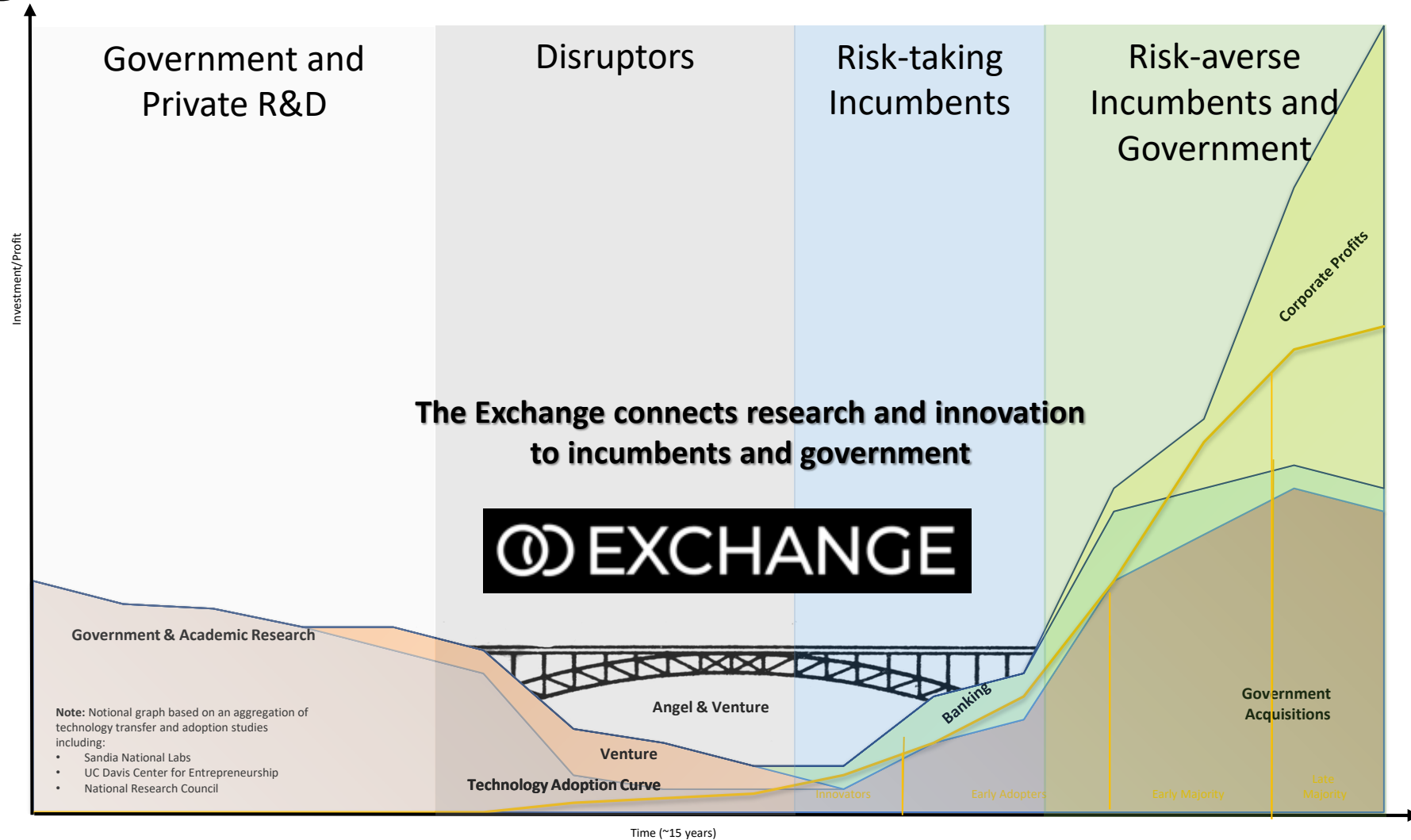
Innovation Measures Index

Venture Capital * Patents * Recent Startup Activity * Historical Startup Success * Reputation and Media Coverage

The “Technology Valley of Death” describes the difficulty of commercialization of new technology.



We have classified economic players in four categories based on their likelihood to innovate.

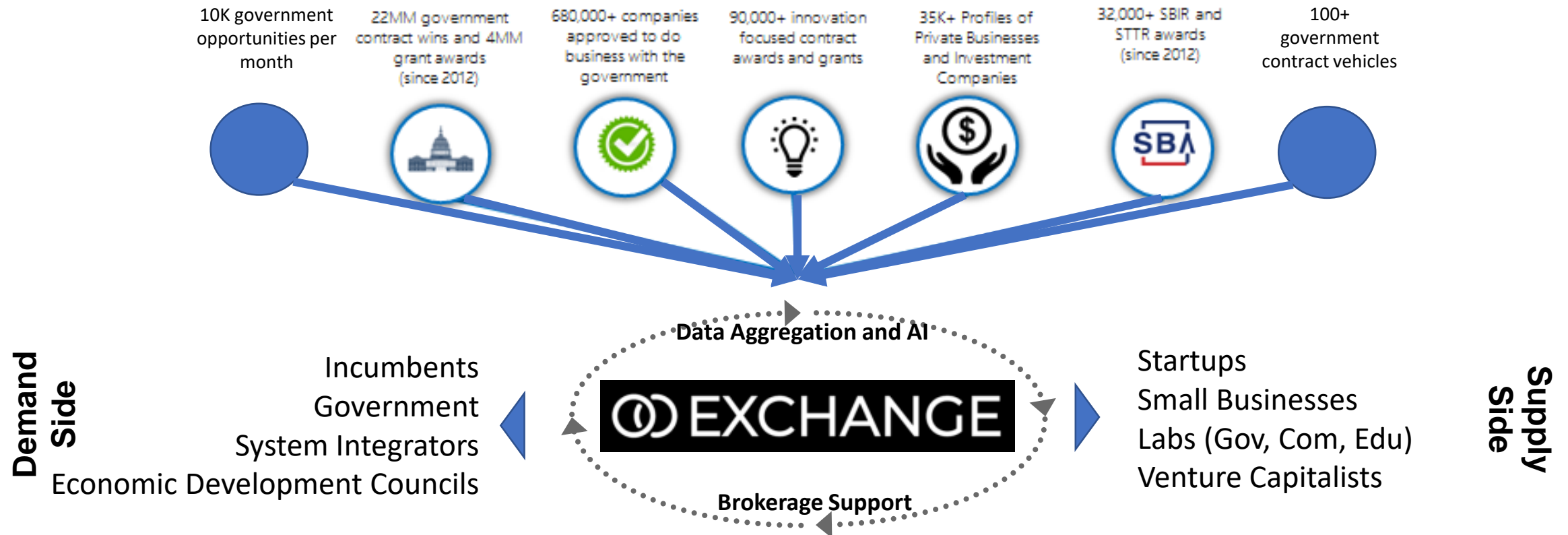


① EXCHANGE

The Exchange is a **disruptive marketplace** that **reimagines** how companies find and deliver products

We do this by integrating and commoditizing over \$500b in annual government spending, VC insight, and a rolodex of startups to provide companies with the information and analytics to accelerate positioning and revenue generation

The Exchange integrates millions of records to provide the government, investors, EDC, and startups and the market with insights and intelligence into buying patterns and trends



Use Case 1: Alaskan SBs/Startups Seeking Contracts

I am a startup with a technology or service that would be useful to a incumbents, but I am not currently working across multiple business sectors. I need:

- 1. Lead Generation.** Consolidate tens of thousands of opportunities into one marketplace for businesses to review and qualify
- 2. Tailored Opportunities.** Find the opportunities best fit for their business based on business profiles, contract award details, and the Exchange's AI
- 3. Gain Exposure.** Highlight their businesses at a federal and national level scale to quickly build exposure to win new contracts and be discovered by other potential partners



Exchange Example:



Anchorage-based Ocean Bay, LLC won an SBIR from the Defense Logistics Agency in 2015 for a technology that can detect counterfeit materials in the additive manufacturing supply chain.

An Exchange broker can help them:

1. Identify other organizations that would be interested in that capability;
2. Find prime contract holders with those clients;
3. Determine contract ceiling on those contracts;
4. Assess other companies with similar capabilities.

Contract Competitive Analysis [Return](#)

CONTRACT NUMBER	SP470117C0041	DEPARTMENT	DEPARTMENT OF DEFENSE (DOD)	BASE	\$ 1,756,083.00
VENDOR	OCEAN BAY INFORMATION AND SYSTEMS MANAGEMENT, LLC - Company Footprint	AGENCY	DEFENSE LOGISTICS AGENCY	OPTIONS	\$ 2,196,472.00
PARENT CONTRACT #	4	AWARDING OFFICE	DCSO PHILADELPHIA	CEILING	\$ 3,952,555.00
AWARD & MODS	541712 - RESEARCH AND DEVELOPMENT IN THE PHYSICAL, ENGINEERING, AND LIFE SCIENCES (EXCEPT BIOTECHNOLOGY)	FUNDING DEPARTMENT	DEFENSE (DOD)	POP START	04/20/2018
NAICS	AD93 - R&D- DEFENSE OTHER: OTHER (ADVANCED DEVELOPMENT)	FUNDING AGENCY	DEFENSE LOGISTICS AGENCY	POP CURRENT END	06/27/2020
PSC		FUNDING OFFICE	DCSO PHILADELPHIA	POP POTENTIAL END	06/27/2020

Award Description
IGF..OT.:IGFB504416993|R&D-OTHER: ADVA

Competition Analyzer
To determine competition we analyzed the selected contract and compared it to contracts in the EXCHANGE with the same department, agency, awarding office, funding office and contract NAICS and PSC codes. To analyze other contracts, please change the NAICS and PSC.

NAICS Code: 541712 | PSC Code: AD93 | Contract Status: CURRENT CONTRACTS [Refresh](#)

Exact Alignment With This Contract
The following analysis compares the contract and filtering information above to over 23 million awards in the Exchange, then narrows them by awards within same department, agency, office, and funding office of this contract.

	Department	+ Agency	+ Awarding Office	+ Funding Office
Potential Competitors (Primes)	165	1	1	2
Total Awards (Primes)	\$997,349,107	\$999,754	\$999,754	\$2,755,837

Use Case 2: Incumbent Business Scouting Innovation

As large Alaskan Native Corporation with a broad portfolio of government contracts, Copper River needs:

1. **True Market and Competitive Intel.** Get detailed intelligence on competitive contractors and history of wins, subcontractors, market share, dollars left of on contract, etc.)
2. **Accelerate Partnerships.** Increase the speed of tech and service scouting to evaluate new tech and new partnerships,
3. **Increase PWin.** Quickly connect with small or special designation businesses or other partners increase the probability of a contract win, and open up the discoverable universe to well beyond the traditional BD channels

Exchange Example:

Cordova-based Copper River Information Technology is a Tribal 8(A) with over \$23M in work with the Federal Government in 2018. They are working with The Exchange's hub in the Mid-West to source technologies from Notre Dame to bring innovation to this contract portfolio.

An Exchange broker helps them:

1. Identify organizations that require similar support as their current contracts;
2. Scout startups that offer differentiation to increase their competitiveness;
3. Introduce them to potential innovation lab partners.



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Search Results [Return](#)

Keywords: Deep Learning

Federal SBIR/STTRs

Vendor	City	State	Awards	Amount
CORTICOMETRICS LLC	CHELSEA	MA	1	\$1,509,120
HEUREKA CORPORATION	BOULDER	CO	1	\$1,499,931
KITWARE, INC.	CLIFTON PARK	NY	1	\$1,428,823
EXOANALYTIC SOLUTIONS, INC.	MISSION VIEJO	CA	1	\$999,947
CHARLES RIVER ANALYTICS, INC.	CAMBRIDGE	MA	2	\$841,984
PERCEIVE, INC.	WEST LAFAYETTE	IN	1	\$750,000
DEEPSCALE, INC.	SAN JOSE	CA	1	\$750,000
COMMONWEALTH COMPUTER RESEARCH, INC.	CHARLOTTESVILLE	VA	1	\$750,000
GROKSTYLE, INC.	SAN FRANCISCO	CA	1	\$747,959
BAY LABS, INC.	SAN FRANCISCO	CA	1	\$740,788
APPLIED RESEARCH IN ACOUSTICS LLC	WASHINGTON	DC	2	\$712,391
MULTIMODEL RESEARCH LLC	CAMBRIDGE	MA	1	\$690,450
CHARLES RIVER ANALYTICS, INC.	CAMBRIDGE	MA	1	\$600,000
COVAR APPLIED TECHNOLOGIES, INC.	MCCLEAN	VA	1	\$491,069
NET-SCALE TECHNOLOGIES, INC.	MORGANVILLE	NJ	1	\$407,770
SYMBIO ROBOTICS, INC.	EMERYVILLE	CA	1	\$299,587
ARETE ASSOCIATES	WINNETKA	CA	1	\$229,926

Use Case 3: Regional Economic Development Council

South Bend, IN is an up and coming region wants to accelerate the economic activity – highlighting local business. Strategic goals include:

1. **Gain Exposure.** Highlight local businesses at a federal and national level, and accelerate partnerships to quickly build exposure.
2. **Consolidated Opportunities.** Consolidate tens of thousands of public sector opportunities into one marketplace for businesses to review
3. **Accelerate Commercialization.** Validate and facilitate market opportunities for technologies – accelerating time to market and generating more revenue



Exchange Example: South Bend-Elkhart Regional Partnership

A coalition of the Elkhart County EDC, Notre Dame Ideas Center, and the City of South Bend formed the South Bend-Elkhart Regional Partnership to forge an Industry 4.0 center of excellence in Northern Indiana.

The Exchange allows them to:

1. Identify sources of undilutive investment for local startups;
2. Enroll local companies into their hub and help forge business relationships globally;
3. Represent the economic activity holistically to develop a technology center of excellence and brand.

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South Bend - Elkhart Regional Partnership
About This HUB
The South Bend - Elkhart Regional Partnership is a collaboration of the economic development partners from 47 smart connected communities in Northern Indiana and Southwest Michigan. The organization serves as a single point of contact for regional communication and seeks to create economic opportunities for all partner members through collaborative promotion, marketing and capacity building efforts. The counties include Elkhart, Marshall and St. Joseph Counties in Indiana and Berrien & Cass Counties in Michigan.

Members - 3
HUB Administrator
Jerry McQuoid
jerry.mcquoid@rstiwm.com

Company Stats

- No Federal Awards
- No Customers
- No Products
- 1 Partner
- 3 Views
- 1 Follower

My Advisor

Thank you for your interest in joining South Bend - Elkhart Regional Partnership.
This is a Standard HUB that requires approval from the HUB Administrator to join. Please tell us a little information and you and your company and why you are interested in joining our HUB.

From: Nirav Desai

Tell us a little about yourself and why you want to join the HUB...

[Join Hub](#)

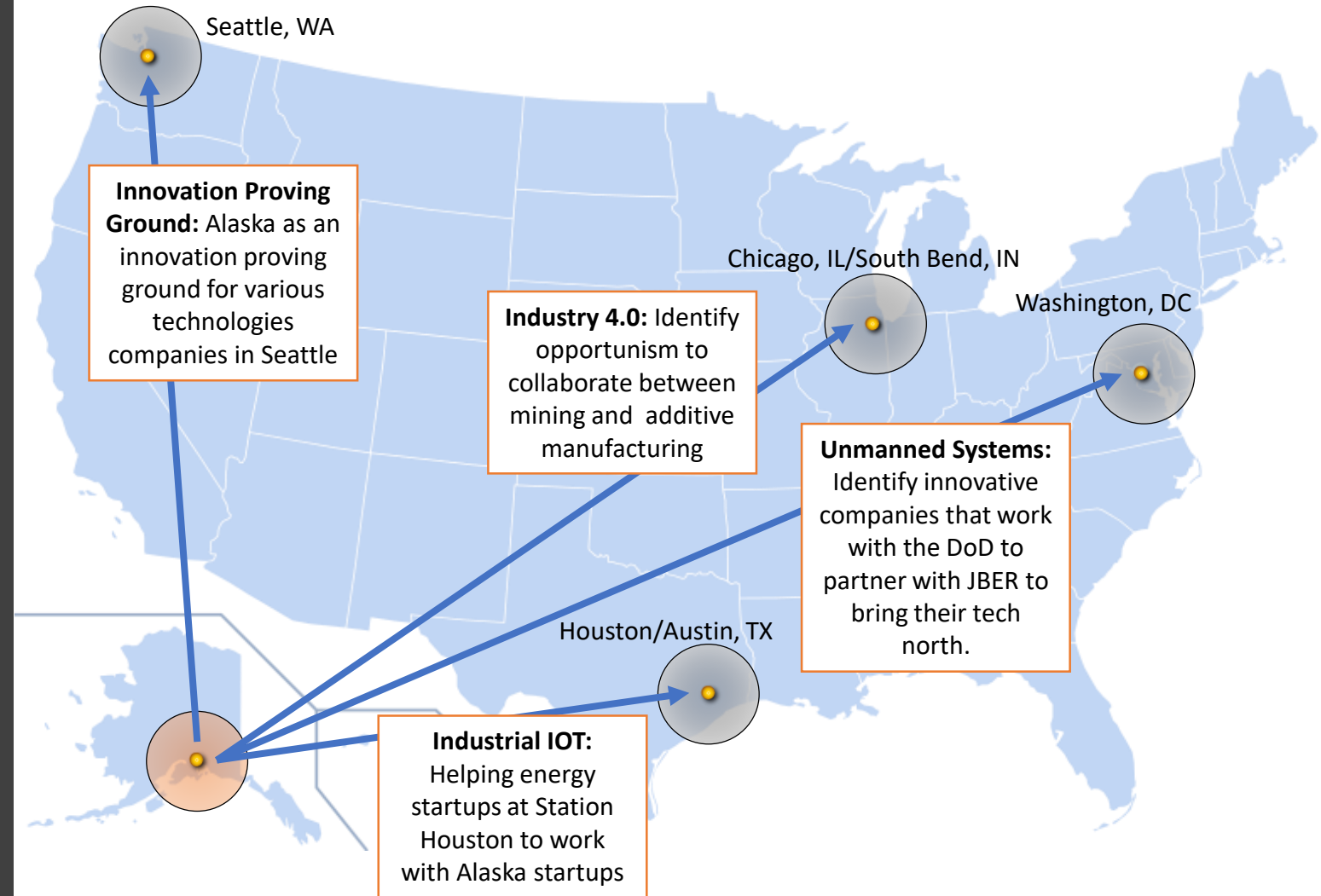


What the Data Tells us on Potential Alaskan Positioning

From preliminary research into the innovation ecosystem in Alaska, we identified an opportunity for several connections:

- Innovation Proving Ground
- Unmanned Systems
- Industrial Internet of Things
- Industry 4.0/Additive Manufacturing

A Potential Alaskan Innovation Hub Network



Thank you for your time.

If you have further questions, please feel free to contact me at:

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Website: www.moonbeam.cc

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