presents **TABLE 14**

Accelerating Entrepreneurship in the Tetons

WHAT HAS BEEN ACCOMPLISHED

22 in 21
TABLE 14

This grew out of 22 in 21 … Table 14 … one of the many SOHO groups that proposed co-working space to spur startups in Teton Valley.

Who we are: Breck Kling, Liza Millet, Steve Jansen and Chris Hessler gelled as a group to start researching topic, cost and feasibility

What we learned: 1) good, successful models around the country exist; 2) several initiatives already underway in Jackson to do this.

What we researched: what are the key ingredients to a strong entrepreneurial culture in a community (Paul Graham, Silicon Valley/Palo Alto)

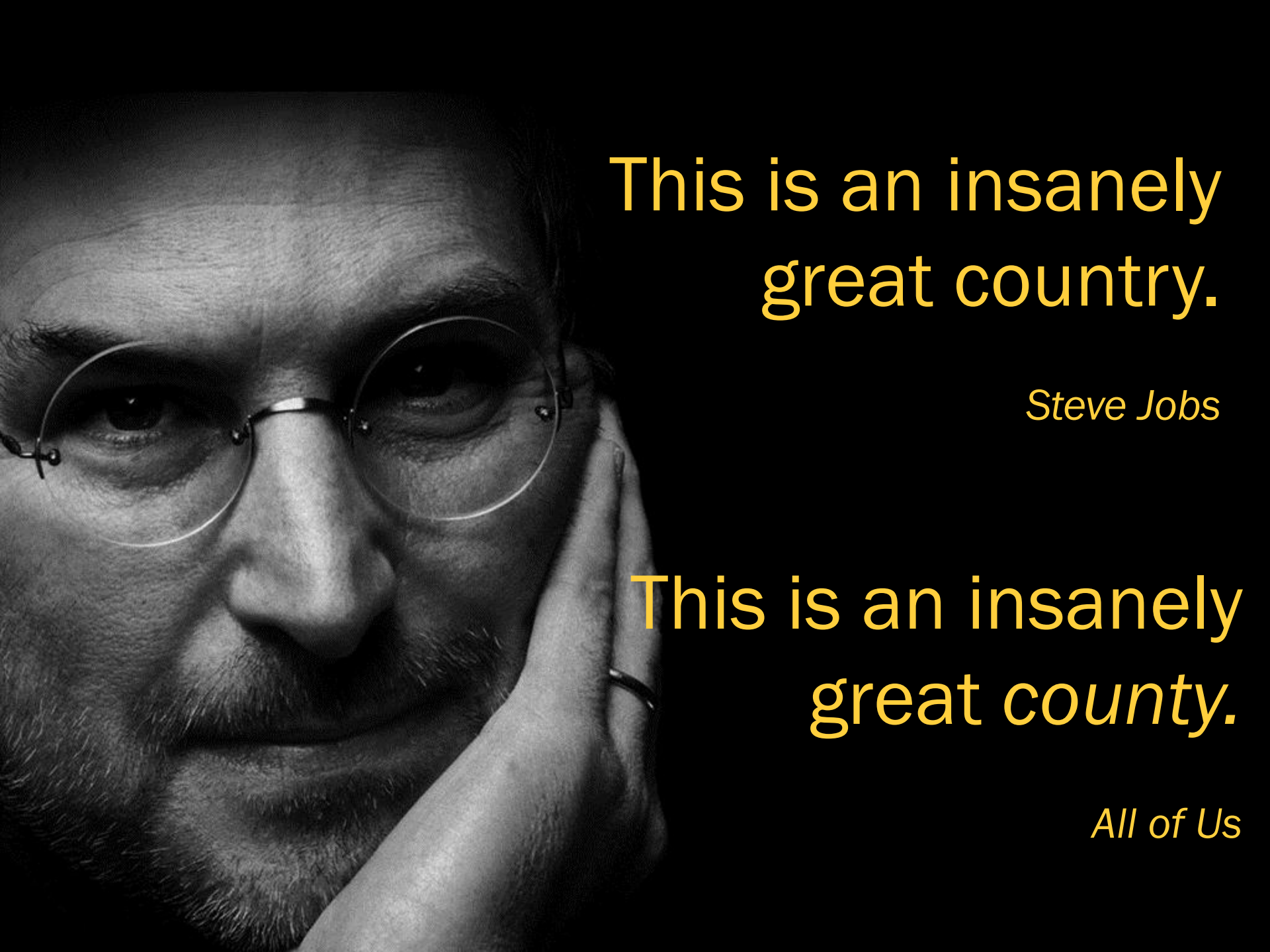
What we concluded: Let's put our energy into supporting/enhancing an entrepreneurial culture in Jackson, knitting together/amplifying what's already happening – ***how do we have some impact in a year?***

What are the **7 billion** people in the world thinking about?

A good job - steady work averaging 30 hours per week
Gallup estimates we lack 1.8B good jobs globally

Based on five year Gallup study.

Teton County has lost several thousand “good jobs” since 2008


This is an insanely great country.
Steve Jobs
This is an insanely great *county.*
All of Us

WHY STARTUP HUBS WORK

Average town is like a roach motel for startup ambitions: smart, ambitious people go in, but no startups come out

Problem is not that most towns kill startups: It's that death is the default for startups – most towns don't save them (no antidote)

Two components to the antidote:

1. *Being in a place where startups are the cool thing to do*

2. *Chance meetings with people who can help you*

* Taken from Paul Graham, essayist, programmer, and investor.

THE TEAM

22 in 21
TABLE 14

We've assembled an all star volunteer team that is passionate about creating an antidote in Jackson…

Breck Kling: Serial entrepreneur, passionate about the power of ideas and collaboration

Steve Jansen: Founder of So What LLC, passionate about Jackson Hole and social entrepreneurship

Liza Millet : Experienced financial/consulting professional, passionate about startups and creating opportunities in Jackson

Chris Hessler: Serial entrepreneur, enthusiastic dad of passionate competitive snowboarders in Jackson

John Resor: President of Shooting Star, providing Shooting Star venue for gatherings

Jonathan Schechter: Founder and Executive Director of the Charture Institute, providing strategic guidance along the way through vision of 22 in 21

MAKING ENTREPRENEURSHIP PART OF OUR EXTREME CULTURE

22 21

TABLE 14

1. Chance Meetings
2. Angel / Mentor Group
3. Get Connected
4. Resource Directory
5. Pitch Day
6. Co-Working Space
7. Internships for All
8. 22 in 21

CHANCE MEETINGS

TABLE 14

The Idea: Chance encounters with people who can help you

How It Works: First Monday of every other even month, 5:30 – 7:30 p.m. in the Sundance Room (2nd Floor) at Shooting Star; cash bar

Kick Off: April 4, 2012 (first one on a Wednesday): June 4, 2012 (second event)

How We'll Communicate It: Through digital networks, and just show up

Who's Leading: Breck Kling

What is Success? People come regularly and positive chance encounters happen

ANGEL/MENTOR GROUP

TABLE 14

The Idea: Local entrepreneurs can formally pitch ideas to angels/mentors for value add/capital

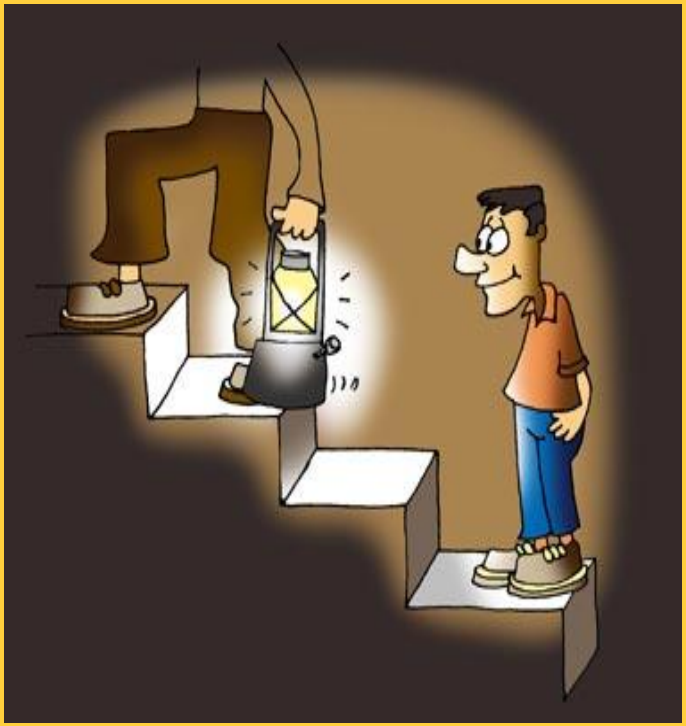
How It Works: Meets monthly

Last Meeting: March 9, 2012

Who's Presented to Date: Vertical Harvest, IT Simulations, ProGuideDirect, SkiProphet

Who's Leading: Liza Millet

What is Success? Angels/mentors provide real added value



GET CONNECTED

22 in 21

TABLE 14

The Idea: Get everyone who cares about this connected digitally

How It Works: SpurWyo.org, LinkedIn Groups (Entrepreneurship Support Network of Jackson Hole and Young Professionals of the Tetons), YPTetons.org; 22in21.org

Timing: Already Up

How We'll Communicate It: Under 22 in 21 infrastructure

Who's Leading: Breck Kling/Steve Jansen/ Nathan Adams/Latham Jenkins/Todd Rankin

What is Success? Digital connections that result in action; vibrant method to post job listings

RESOURCE DIRECTORY

TABLE 14

The Idea: Web directory of local resource providers to help entrepreneurs

How It Works: Any local business that does branding/marketing/PR, bookkeeping, legal, payroll, tax, etc. invited to join

Timing: Sign up now! http://svy.mk/r-page

How We'll Communicate It: Digitally

Who's Leading: Rose Caiazzo

What is Success? A well populated directory of qualified providers who can help that gets used

PITCH DAY

TABLE 14

The Idea: Best ideas/startups invited to present to VC's/Angels/Mentors with Jackson ties

How It Works: A process is underway to find best ideas/startups as presenters

Timing: Tentative timing is August, 2012

Location: Shooting Star

How We'll Communicate It: TBD

Who's Leading: Liza Millet/Chris Hessler

What is Success? Lots of chance meetings happen

INCUBATOR SPACE

TABLE 14

The Idea: Inviting community space that fosters and supports the entrepreneurial spirit

How It Works: Groundwork for permanent shared offices gained though temporary co-working arrangements

Timing: Happening at Circ; Other Efforts Underway

How We'll Communicate It: Location, Location, Location

Who's Leading: Latham Jenkins/Mark Obringer/ Steve Jansen/Todd Rankin

What is Success? The space gets built and populated; becomes a vibrant hub of activity

INTERNSHIPS FOR ALL

TABLE 14

The Idea: Expose high schoolers to business via local internship opportunities

How It Works: Match high school students with quality internship opportunities that match and spark career aspirations early

Timing: Summer 2012

How We'll Communicate It:

- Hosts: Tomorrow, 5:30-6:30, Center for the Arts Wyoming University Room
- Students: Internship Fair, May 2012

Who's Leading: Chris Hessler

What is Success?
50 great internships , summer 2012

22 in 21

TABLE 14

The Idea: A structured framework and forum to report and monitor progress

How It Works: 22 in 21 will have periodic gatherings to assess what's been accomplished/how we move forward

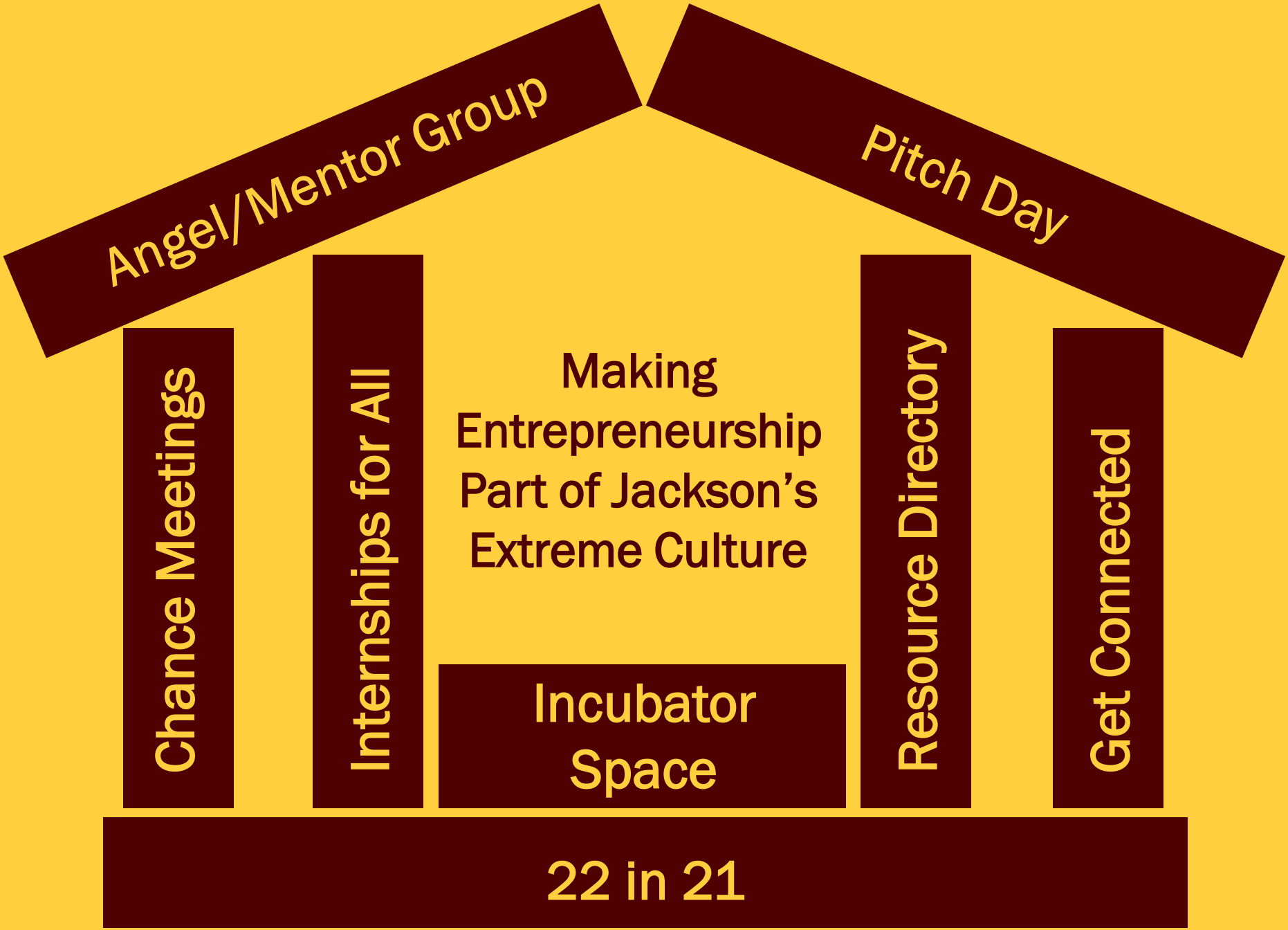
Timing:

- Enhanced Chance Meetings (with content) First Monday of every other odd month, 5:30 – 7:30 p.m.; location TBD
- Save the date: Next Annual event Thursday, January 17, 2013

How We'll Communicate It: 22 in 21 email list

Who's Leading: Jonathan Schechter

What is Success? Great progress report in a year!


Angel/Mentor Group
Pitch Day
Chance Meetings
Internships for All
Making Entrepreneurship Part of Jackson's Extreme Culture
Incubator Space
Resource Directory
Get Connected
22 in 21

2022

TABLE 14

DID WE MISS ANYTHING?

OUR APPROACH

2022 TABLE 14

Guiding Principles

Start now
Build on successes
Harness human capital and energy
Make a meaningful difference in a year
New businesses contribute to 1% for the Tetons

We're facilitating a way for people to get involved

✓ It has to help Jackson develop an economy that complements our values, character and resources

✓ It has to work for you as an individual

HOW YOU CAN GET INVOLVED

22 in 21
TABLE 14

1. **Come regularly to the Chance Meeting s at Shooting Star**
- First Monday of every other even month, 5:30-7:30, Sundance Room
- First two, April 4, June 4

2. Get Connected – Join LinkedIn Groups, contribute to discussions
(LinkedIn Groups: Entrepreneur Support Network of Jackson Hole; Young Professionals of the Tetons; yptetons.org; 22in21.org; SpurWyo.org)

3. If it applies, post your info on the Resource Directory
(http://svy.mk/r-page)

4. If it applies, host an intern this summer (Host Orientation tomorrow, March 14, 5:30-6:30 Center for the Arts, Wyoming University Room)

5. Stay involved with 22 in 21
- Enhanced Chance Meetings (with content) First Monday of every other odd month, 5:30 – 7:30; location notified via email
- Save the date: Next Annual event Thursday, January 17, 2013

Add value to entrepreneurs at every opportunity

Power of the Tram & Tower

SUMMARY OF INITIATIVES

What	Why Do It	Who Leads
Chance Meeting	Chance encounters with people who can help you – First Monday every other month	Kling
Angel / Mentor Group	Local entrepreneurs formally pitch ideas to angels/mentors for value add/capital	Millet
Get Connected	Connect people who care via SpurWyo.org, LinkedIn Groups (Entrepreneurship Support Network of JH and Young Professionals of the Tetons), YPTetons.org; 22in21.org	Kling, Jansen, Adams, Jenkins, Rankin
Resource Directory	Web directory of resources that support local entrepreneurs	Caiazzo
Pitch Day	Best ideas/startups invited to present to VC's/Angels/Mentors with Jackson ties	Millet
Incubator Space	Inviting community space that fosters and supports the entrepreneurial spirit	Jenkins, Obringer, Jansen, Rankin
Internships for All	Expose high schoolers to business via local internship opportunities	Hessler
22 in 21	*A structured framework and forum to report and monitor progress*	Schechter

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