Our Story

LAST JANUARY

January 2012 – 150 concerned citizens gathered for inaugural “22in21” to discuss future of Jackson’s economy

- *My group – Table 14 – was underwhelming*
- *Let’s do something in a year – meet in the bar*

Nathan Adams, Steve Jansen, Breck Kling, Liza Millet

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

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.

WHAT THE PROS SAY

Thomas Friedman:

- Jobs are not “created” but result from things that ARE created (companies, new products and services, etc.)
- Hiring becomes a necessity

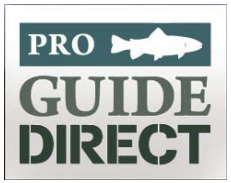
Paul Graham:

- Most towns are “Roach Motels” for startups -- *Smart people in, no companies out*
- But Silicon Valley is different

✓ *Start ups are the cool thing to do*

✓ *Lots of “chance meetings” to help*

~50 “TECH” COS. IN TETONS



WHAT WE DID IN 2012

What We Did

(Quite a Bit, Actually)

1. Get Connected (A)
2. Chance Meetings (A-)
3. Angel / Mentor Group (A-)
4. Resource Directory (F)
5. Pitch Day (B+)
6. 22in21 2013 (You Grade Us)

How We Did It

(A Bias Toward Action)

- Loose organizational structure; Everyone did work
- Communicated via email; Periodic conference calls; Quarterly meetings – Brew Pub
- Operated under Charture
- $4,500 Budget

BE BOLD – *MIGHTY FORCES WILL COME TO YOUR AID!*

John Morgan, *Dialogue Business Strategy*

Steve Jansen, *So What? LLC*

Bob Grady, J.J. Healy, John Lummis

2013 BRANDING & IDENTITY

2013 VISION

Purpose (why we exist) – *Foster entrepreneurship in the Tetons*

Mission (what we do) – *Silicon Couloir supports and connects dedicated entrepreneurs. Our events and resources strengthen the entrepreneurial community, while helping grow companies that can create good jobs. We make it easy for entrepreneurs to network, share best practices and engage people who can help. Silicon Couloir aspires to nurture and hold the space for an emerging class of business pioneers in the Tetons.*

Core Values (beliefs and attitudes) –

Empower Entrepreneurs

Take Bold Action

Be Open

Give Back

Have Fun

2013 PLANS

What We'll Do

1. Improve our Structure
   - Communications Team
   - Development Team
   - Databases
   - Digital Strategy
   - Branding/Identity

2. Improve our Actions
   - Chance Meetings
   - Angel/Mentor Group
   - Pitch Day
   - Resource Directory

3. 22 in 21 Jan 2014 (You Grade Us)

How We'll Do It

- More Structure
  - 4 to 10
  - Captains for each Team
  - Everyone does Work

- But Continue to Keep It Simple
  - Operate under Charture
  - $10,000 Budget

WE DID SOMETHING –
NOW LET'S DO MORE!