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AZIDP
Institute for Digital Progress

- 501(c)3 not for profit organization

- Transform the region into a global hub of Smart City/IoT technology drivien by collaborative civic innovation

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Why Smart City/IoT Technology?

1. Economic Development (Attract Investment)

2. Insurmountable Urban Challenges

Economic Development

❖ **$1.13 trillion** by 2019

       Markets & Market

       20.5% CAGR (compound annual growth rate)

❖ **$1.38 trillion** by 2020

       Mordor Intelligence
       20% CAGR overall, 38% CAGR Asia-Pacific

❖ **$1.56 trillion** by 2020

       Frost & Sullivan

❖ **$2.1 trillion** by 2020

       The Climate Group

Insurmountable Urban Challenges

- No one company can provide breadth of technology solutions

- One-size-fits-all solutions

- Public sector innovation continues to be organized haphazardly, with disparate short-term initiatives

- Need focused efforts which prioritize development and implementation

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Smart & Connected AZ Council

How: Two Pathways

1. Innovation as a Service (IaaS)

2. AZ Urban iLabs

Pathway 1: Solve Urban Challenges

1. How do we make innovation the norm rather than the exception?

2. How do we establish a routine practice that enables consistent and effective preparation for the biggest challenges of tomorrow?

Innovation as a Service (IaaS)

As the non profit R&D arm of cities, we collaboratively design and develop technology pilots that advance solutions to public challenges, have a measurable impact, and the potential to scale

- Combines rigorous data analysis, best-in-class idea generation techniques, and strong performance management.

- Co-create innovative pilot projects with the best and brightest minds that Arizona has to offer

- Generates customized technology solutions to fit specific city issues and real citizens' needs
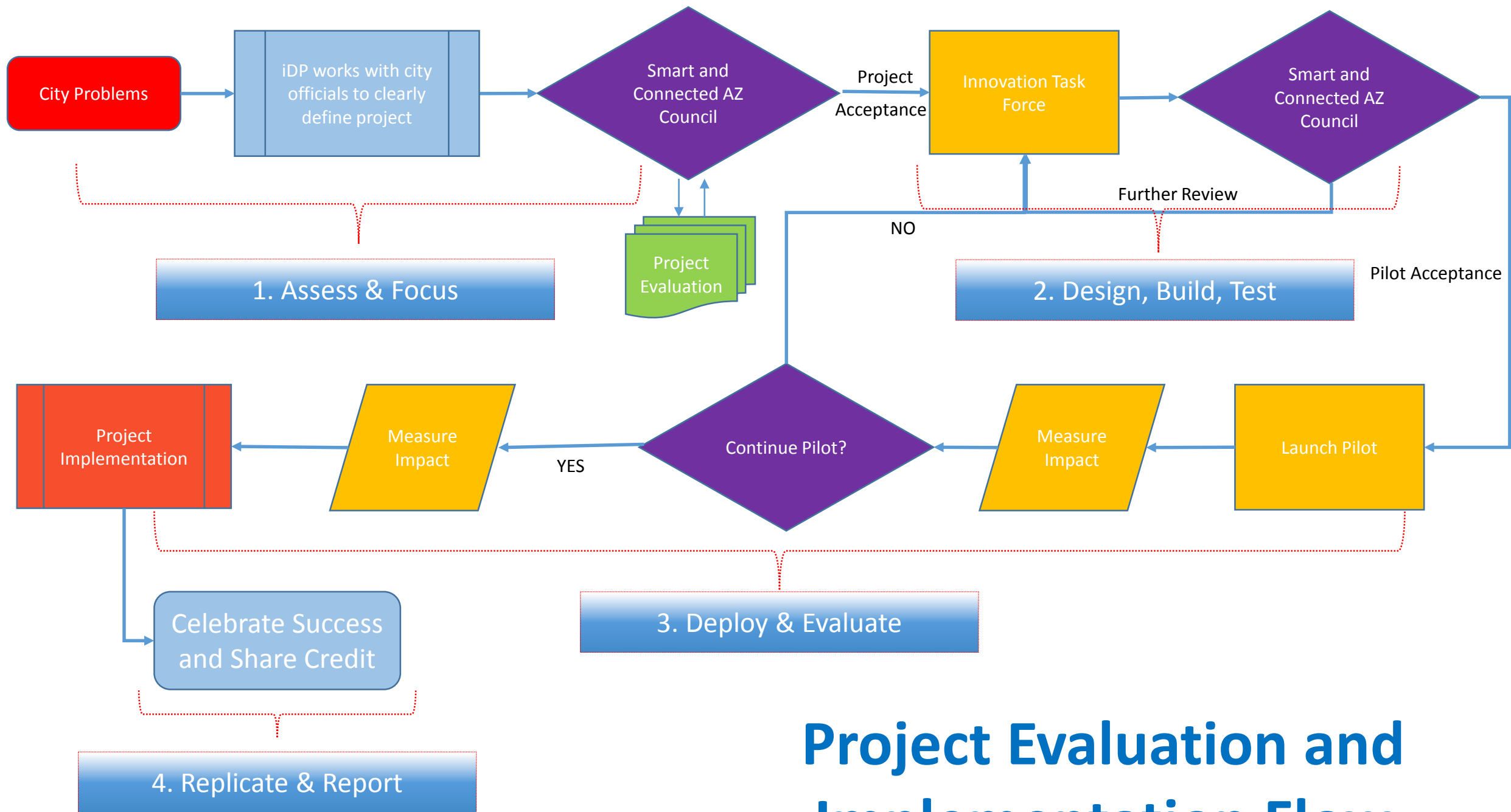
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Innovation as a Service (IaaS)

As the non profit R&D arm of cities, we collaboratively design and develop technology pilots that advance solutions to public challenges, have a measurable impact, and the potential to scale

- Funding
  - iDP has developed a LEAN funding model
  - Leverages corporate and philanthropic funding and secured endowments
  - Does **NOT** rely on city or agency budgets to fund pilot programs

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Project Evaluation and Implementation Flow

City Problems → iDP works with city officials to clearly define project → Smart and Connected AZ Council

Smart and Connected AZ Council → Project Acceptance → Innovation Task Force → Smart and Connected AZ Council

Project Evaluation

1. Assess & Focus

2. Design, Build, Test

Further Review

Pilot Acceptance

NO

Innovation Task Force

Continue Pilot? ← Measure Impact ← Launch Pilot

Measure Impact ← Continue Pilot? — YES → Project Implementation

3. Deploy & Evaluate

Project Implementation → Celebrate Success and Share Credit

4. Replicate & Report

Pathway 2: AZ Urban iLab

1. As a region, we want to encourage entrepreneurs and startups to pilot novel ideas that could have a positive impact on the lives of our residents.

2. How can entrepreneurs with ideas to improve urban life test them in a city environment?

AZ URBAN iLABs

A transformative platform for entrepreneurs and innovators to develop real pilots, in real places, with real citizens

Four Main Objectives

1. **INNOVATION:** Foster business innovation across the region

2. **SHORTEN TIME TO MARKET:** Enable companies to test transformative products and services, to prove their value; which can then be subsequently commercialized

3. **PIPELINE:** Maximize the marketplace for innovative products and services that can be procured by cities (From local to Global)

4. **BETTER SERVICES:** Create new products and services that improve urban life for the residents of Mesa

Benefits

- **Citizens**: Better products, better solutions, and better municipal services

- **Economic Development**: Test space in a real environment to facilitate market access, maximize business competitiveness, increase capital, and create job growth (particularly in STEM fields)

- **Science & Technology**: This is a powerful technology-transfer tool on both a local and international scale. Create and provide unparalleled access to data

- **City and Public Administration**: A tool to facilitate the introduction of new solutions (Innovation as a brand related to Arizona)

What the Urban iLab "is" and "isn't"

Facilitate:

- The Urban iLab *is* a gateway to the Smart & Connected AZ Council and facilitates internal coordination among the different city departments.

- The Urban iLab *is not* a venture capital group interested in gaining stake or assuming management roles in new companies

What the Urban iLab "is" and "isn't"

Urban Impact:

- Pilot programs *must* demonstrate an express need to use public and private spaces (city streets, infrastructure, hospitals, schools, etc.)
  - Other types of products/services will *not* be admitted into this project.

What the Urban iLab "is" and "isn't"

Pre-market:

- The Urban iLab *will* seek out innovative new solutions to presently unresolved needs.

- The Urban iLab is *not* a showroom for products or services currently available on the market or that are being marketed.

What the Urban iLab "is" and "isn't"

Aligned:

- The pilot programs *must* meet the specific real needs of the citizens and their communities, and have a direct impact on the functioning of the city or on the services provided.

- The Urban iLab *is not* an implementation tool for commercial products designed solely to profit from increased marketing exposure.
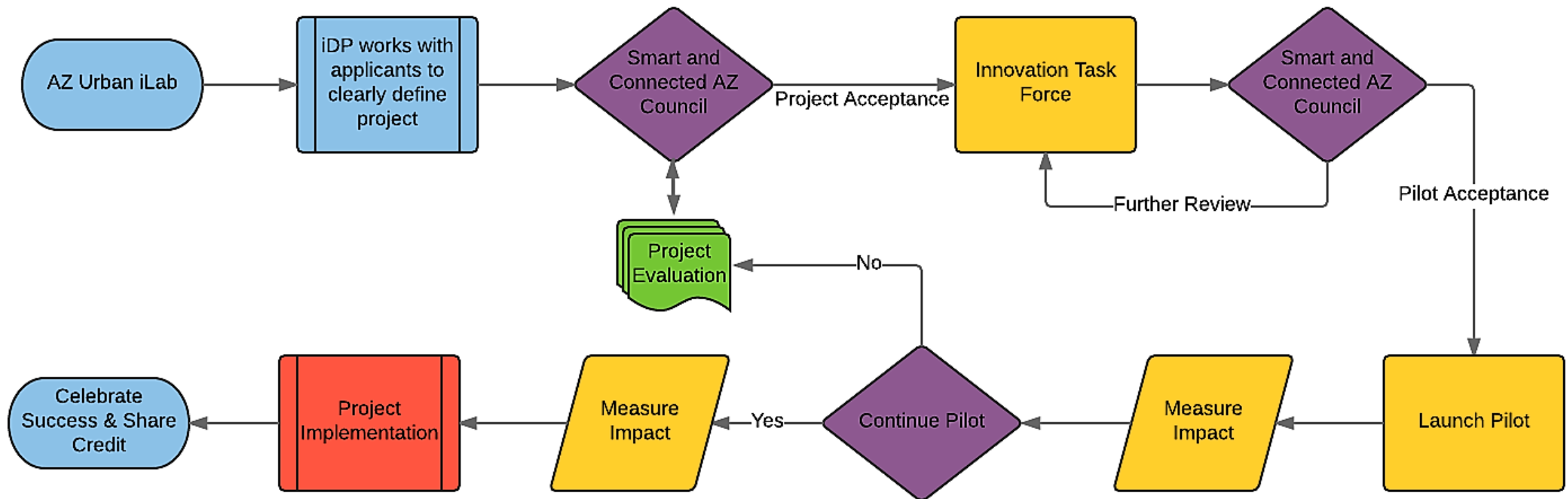
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Case Study

Case Study: @22 Urban Lab

90% have gone on to develop a business based on their pilot project.

4.2% growth in companies in Barcelona

5.6% growth in total number of employees in Barcelona

Urban Labs Process and Implementation Flow

Next steps

- Strategic Public Private Partnership (PPP) with iDP to further develop, and eventually adopt, these innovation models as part of a broader regional strategy for economic development, entrepreneurship, technology and innovation

QUESTIONS?

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