

TECHONOMY DETROIT

COMPETITIVENESS, JOBS AND URBAN REVIVAL

Tuesday, September 16, 2014 | Wayne State University | Detroit, MI

MONDAY, SEPTEMBER 15

Detroit Institute of Arts
Rivera Court

6:00 – 7:30PM

Opening Reception

Remarks by **Dan Gilbert**, Chairman, Rock Ventures and Founder & Chairman, Quicken Loans, and **David Kirkpatrick**, CEO and Chief Techonomist, Techonomy Media

TUESDAY, SEPTEMBER 16

Wayne State University
Community Arts Auditorium & McGregor Memorial Conference Center

7:45AM

Registration Opens

Community Arts Auditorium Lobby

7:45 – 8:30AM

Breakfast

Hosted by Detroit Venture Partners

8:30 – 8:40AM

Welcome

Jocelyn Benson, Dean, Wayne State University Law School
David Kirkpatrick, CEO and Chief Techonomist, Techonomy Media

8:40 – 9:25AM

Was It Just a Dream?

The American Dream—that hard work could lead anyone to prosperity, success and upward mobility—feels increasingly irrelevant for a growing and frighteningly large group of Americans. What will people do to attain economic and social security? Will the middle class survive? What new policies and strategies could we devise to help keep the American Dream alive?

Speakers: **Carol Goss**, Fellow, Advanced Leadership Initiative, Harvard University; Former President and CEO, The Skillman Foundation

Danae Ringelmann, Founder and Chief Development Officer, Indiegogo

Elizabeth Shuler, Secretary-Treasurer, AFL-CIO

Philip Zelikow, White Burkett Miller Professor of History, University of Virginia; Visiting Managing Director, Markle Foundation

Moderator: **David Kirkpatrick**, CEO and Chief Techonomist, Techonomy Media

9:25 – 9:45AM

Complex-Cities: The View from Mexico City

"City labs," set up explicitly to advance progress, sharing and a digitally-enhanced economy, are emerging around the world. Defined by cross-sector collaboration, they are harnessing creativity, innovation, civic entrepreneurship and tech to re-build, re-vitalize and re-think solutions to crucial urban issues.

A conversation with **Gabriella Gómez-Mont**, Director, City Laboratory of Mexico City
Interviewer: **Justin Fox**, Executive Editor, New York, Harvard Business Review

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9:45 – 9:55AM

Building the Brand

Building a brand in today's hyper-connected, consumer-driven era means two things. First, more than ever before, brands need to own their POV and stay focused. Second, your company has the ability to rise, commute, work, dine, drink and go to bed with your customer; never before has this intimacy been possible. What you do with that relationship determines success or failure. We'll look at two examples and see what it takes.

A presentation by **Constance DeCherney**, Head of the iCrossing Collaboratory, iCrossing

9:55 – 10:40AM

Open Data Opens Opportunity

The digitization of everything and access to vast databases of information means we can measure more of the world. It also means we can change what we measure—about city functions, services and the economy. New opportunities are emerging to cultivate innovation, build new services and unlock economic value. Agencies across the country are opening doors to a data treasure trove hidden for years. What business opportunities are unlocked and how will this speed progress for cities and citizens?

Speakers: **Alex Alsup**, Chief Product Officer, LOVELAND Technologies

David Behen, Chief Information Officer, State of Michigan; Director, Department of Technology, Management and Budget

Joel Gurin, Senior Advisor, The Governance Lab, New York University

Tony Scott, Chief Information Officer, VMware Inc.

Moderator: **Michael Chui**, Partner, McKinsey Global Institute, McKinsey & Company

10:40 – 11:00AM

Break

11:00 – 11:40AM

Hiking, Biking & Responsive Transit

From bike lanes to the hyper-loop, how do you build an intelligent urban transit infrastructure that offers efficient mobility? How do we knit together the various modes of transit to form robust, sustainable transportation systems that serve the city and its citizens?

Speakers: **Don Butler**, Executive Director, Connected Vehicles and Services, Ford

Jeff Olson, Principal, Alta Planning + Design

Shiva Shivakumar, CEO and Co-founder, Urban Engines

Zia Yusuf, President and CEO, Streetline, Inc.

Moderator: **Greg Lindsay**, Senior Fellow, World Policy Institute; Contributing Writer, *Fast Company*

11:40 – 11:45AM

Debut of the "Love My City" Contest-Winning Video

Presented in partnership with Ford

Introduced by Reid Genauer, Chief Marketing Officer, Magisto

11:45AM – 12:25PM

The Economics of Sharing

Airbnb, DogVacay, Uber, Lyft and TaskRabbit. A host of new platforms are transforming the economics of sharing. But what does their rapid spread mean for a city and its citizens? Is the sharing economy the future of employment, compensation and exchange of value? As the trend reorients business, social and cultural norms, how can we ensure that cities and citizens become beneficiaries?

Speakers: **Stacy Brown-Philpot**, Chief Operating Officer, TaskRabbit

April Rinne, Sharing Economy | Shareable Cities Expert; Head of the Sharing Economy Working Group, World Economic Forum

Arun Sundararajan, Professor and NEC Faculty Fellow | NYU Stern School of Business, NYU Center for Urban Science and Progress

Moderator: **Jennifer Bradley**, Fellow, Brookings Institution

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12:25 – 12:35PM **The Internet Is Not the Answer**
A presentation by **Andrew Keen**, Author, *The Internet Is Not the Answer*; Host, “Keen On,” TechCrunch

12:35 – 1:00PM **Detroit CIO Beth Niblock interviews Jack Dorsey, Founder of Twitter and Square**

1:00 – 2:00PM **Lunch Hosted by Ford**
McGregor Memorial Conference Center

2:00 – 2:15PM **Switch Break**

2:15 – 3:15PM **TECHONOMY LABS**

What Is Farming?

The old model was massive farms using vast amounts of land, water and fuel. Recent advances in hydroponics, rooftop and vertical gardens are sowing efficiency, creating farmable urban real estate almost anywhere. Combine that with citizen education and awareness, and this new agrarian model is creating opportunities for engaged, healthful living where before there were few.

Speakers: **Erika Block**, Founder and CEO, Local Orbit

Marilynn Davis, Partner, K2S Advisors LLC

Dickson Despommier, Director, Vertical Farm Project; Professor, Dept. of Environmental Health Sciences, Columbia University

Jordan Motzkin, Founder and CEO, Big Box Farms

Moderator: **Justin Fox**, Executive Editor, New York, Harvard Business Review

Manufacturing in the Innovation Economy

In association with the Council on Foreign Relations

Far from common perception that it's dead, manufacturing in the U.S. is actually on the rise and our contribution to global manufacturing GDP has been constant for decades. But, the nature of manufacturing has changed dramatically and is far more consolidated. The question now becomes, how is this new way of manufacturing influencing innovation and what role will cities have to play?

Speakers: **Aaron Dignan**, CEO, Undercurrent

Achyut Jajoo, Senior Director, Manufacturing Industries, Salesforce.com

Kate Sofis, Founding Executive Director, SFMade; Co-founder, Urban Manufacturing Alliance

Moderator: **Lou Rassey**, Principal, McKinsey & Company

Building the Brand

Going from garage to household name is the ultimate prize for any start-up. How are clean slate brands like Uber, Tesla and Square forcing established players to re-think everything they thought they knew? In a swelling global marketplace, with an increasingly tech-enabled eco-system, how do enterprises new and old build, grow and protect the very thing that defines who they are and what they do?

Speakers: **Mary Ellen Hickey**, Marketing Manager, Uber

Doug Kisor, Chair, Graphic Design Department, College for Creative Studies

Bridget Russo, Marketing Director, Shinola

Moderator: **Constance DeCherney**, Head of the iCrossing Collaboratory, iCrossing

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Is the Maker City the City of the Future?

Presented in Partnership with the Detroit Technology Exchange

Remember when computers and inter-connectivity was going to lead to the death of the physical workspace? Turns out community and physical interaction are a crucial component of creativity and innovation, thus the proliferation of maker spaces where locally made products are changing the job market, the economy and cities themselves. What does this eco-system mean for entrepreneurship, employment and the urban environment? Is a Maker City the city of the future? One that supports the social and economic needs of its communities and citizens?

Speakers: **Phil Cooley**, Founder and Visionary, Ponyride

Gabriella Gómez-Mont, Director, City Laboratory of Mexico City

Greg Lindsay, Senior Fellow, World Policy Institute; Contributing Writer, *Fast Company*

Moderator: **John Gallagher**, Business Reporter, Detroit Free Press

The Digital Divide: How Can the Tech Industry Become More Inclusive?

As companies like Twitter, Facebook, Google and Apple release their hiring data figures, the Twitter-verse explodes with commentary on the lack of diversity in the industry. This is not a new problem, but there should be new solutions. How can tech and American entrepreneurship be more inclusive?

Speakers: **Brian Forde**, Senior Advisor to the U.S. Chief Technology Officer, The White House Office of Science and Technology Policy

Chris Genteel, Head of Diversity Markets, Google

Laura Mather, Founder and CEO, Unitive

Marlin Page, Founder, Sisters Code

Danae Ringelmann, Founder and Chief Development Officer, Indieogoo

Moderator: **Andrew Keen**, Author, *The Internet Is Not the Answer*; Host, "Keen On," TechCrunch

3:15 – 3:30PM

Switch Break

3:30 – 3:35PM

Welcome Back!

David Kirkpatrick, CEO and Chief Technologist, Technomy Media

3:35 – 4:00PM

Establishing a Firm Foundation

What has philanthropy achieved in Detroit and America's cities, and where will it go next? Join the heads of the Case and Kresge Foundations for a conversation on the role of foundations in the revival of urban life. How do they see their role in bolstering partnerships and collaboration in the communities they serve? How do they enable a new notion of civics, and civic leaders driven by the use of tech for social good?

Speakers: **Jean Case**, Chief Executive Officer, Case Foundation

Rip Rapson, President and CEO, The Kresge Foundation

Interviewer: **Nolan Finley**, Editorial Page Editor and Columnist, The Detroit News

4:00 – 4:15PM

A presentation on Tech and the Economy by **Albert Wenger**, Partner, Union Square Ventures

4:15 – 4:40PM

The Responsive City: Engaging Communities Through Data-Smart Governance

What is citizenship in the digital age? Policy experts **Susan Crawford** of Harvard University and **Jennifer Bradley** of the Brookings Institution discuss themes from Crawford's new book about civic engagement, innovation and the role of tech and the Internet for Detroit and other major cities.

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Can We Train America to Train Its Workers?

By 2022 the U.S. is projected to need 1.4 million new programmers, but at current rates only 400,000 IT graduates will emerge to fill them. How America tackles this disparity will help determine its ongoing global competitiveness and the economic success of all Americans. Codecademy has developed innovative training tools, and the White House is turning to this issue with great urgency.

A conversation with **Zach Sims**, Co-founder and CEO, Codecademy, & **Brian Forde**, Senior Advisor to the U.S. Chief Technology Officer, The White House Office of Science and Technology Policy

Interviewer: **David Kirkpatrick**, CEO and Chief Technologist, Techonomy Media

5:05 – 5:10PM

Accelerate Michigan Innovation Competition Semi-Finalist Announcement

The Accelerate Michigan Innovation Competition convenes top, early-stage technology companies with investors from across Michigan and North America and awards \$500,000 to the top tech or service company.

5:10 – 5:50PM

Startups, Cities and Sustaining Innovation

The ideas are flowing fast, as is the money. Young (and old) the world over are increasingly drawn to entrepreneurship, and inventive tech solutions are emerging everywhere. Is "Silicon Valley" a spirit rather than a place? What makes a city attractive for company incubation? Is this energy likely to continue, or will cities like Detroit have trouble sustaining it? Will the successful companies of the future stay put or move elsewhere?

Speakers: **Jill Ford**, Special Advisor to Detroit Mayor Mike Duggan and Angel Investor
Josh Linkner, CEO and Managing Partner, Detroit Venture Partners

Andy White, Partner, VegasTechFund

Andrew Yang, Founder and CEO, Venture for America

Moderator: **Andrew Keen**, Author, *The Internet Is Not the Answer*; Host, "Keen On," TechCrunch

5:50 – 5:55PM

Closing Remarks

5:55 – 6:45PM

Reception

Hosted by Quicken Loans