

## Strategic Areas of Focus



The Coalition engages business community, individuals, and organizations who want to advance the cause of technology and innovation in the region. It will focus on growing the tech and startup ecosystems and create an environment that is attractive to tech workers. The Coalition will initially focus on four key strategic areas:

### Startups

Leverage ‘cross-Industry’ partnerships across our strong foundation of Fortune 500 companies to accelerate local startup growth and recruit new founders and startups to the region. MKE Tech Hub will pilot the For-M incubator in 2019.



### Talent (Freelance Marketplace)

Upskill a diverse population of local tech talent with a focus toward positioning MKE for the “gig economy”. Address net migration of knowledge workers with a specific eye on tech talent. MKE Tech Hub launched a Freelance Community Coalition to discuss opportunities in the space.



### Grow Tech Work

Activate or accelerate small & mid-size company growth through digital transformation, and attract tech company “hubs” to increase economic output for MKE. MKE Tech Hub is developing a strategy and framework to identify and assist companies that might expand into the Milwaukee market.



### Bold MKE Vision

Establish a bold vision for MKE that is enabled by tech and sponsored through new levels of public, private, and philanthropic partnership. MKE Tech Hub has engaged stakeholders to identify critical building blocks for a new Milwaukee identity and recommend a rollout strategy for success.

Membership levels provide opportunities for organizations to participate at varying levels of commitment. Each level provides for representation on the overall board as well as important standing committees.

- **Board of Directors:** The Coalition is a board driven organization. The Board will develop strategic direction for the and work to ensure the community base of support for the effort continues to expand.
- **Nominating Committee:** will recruit and evaluate board and officer candidates nominated from Membership
- **Advisory / Operations Committee:** will make policy recommendations to the Board and serve as a working group to examine questions and topics at the Board’s request.

There are five membership levels available which are designed to encourage maximum participation from all segments of the community.

- **Class A (Founder)** will be for individuals and organizations. It will require financial commitments of \$1m+/ year for 2 years.
  - 1 board seat
  - 1 seat on the Nominating Committee
  - 1 seat on the Operations Committee. Each Operations Committee member will have two (2) votes on independent Operations Committee members.
  - entitled to vote on the prospective candidates for Independent Board Directors
- **Class B (Gold)** will be for individuals and organizations with commitment of \$500k - \$999k / year for 2 years.
  - 1 board seat
  - 1 seat on Nominating Committee
  - 1 seat on the Operations Committee. Each Operations Committee member will have one (1) vote on independent Operations Committee members.
  - entitled to vote on the prospective candidates for Independent Board Directors
- **Class C (Silver)** will be for individuals and organizations with commitment of \$100k - \$499k / year for 2 years.
  - 1 collective board seat
  - 1 collective seat on Operations Committee. Operations Committee member will have one (1) vote on independent Operations Committee members.
  - entitled to vote on the prospective candidates for Independent Board Directors
- **Class D (Bronze)** will be for individuals and organizations with commitment of \$10k - \$99k / year for 2 years.
  - 1 collective board seat
  - entitled to vote on the prospective candidates for Independent Board Directors
- **Class E (Community)** will be for individuals and organizations with commitment of \$500 - \$9,999 / year for 2 years.
  - entitled to vote on the prospective candidates for Independent Directors