



2015 Go Code Colorado

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2015 Problem statements

1. There are transportation corridors in Colorado (e.g. I-70 through the central mountains) that carry commercial and economic nutrients to countless Colorado businesses. These corridors play a critical role in Colorado's economic vitality and health. But they are often clogged.

Build a solution that creates business opportunity by helping address the problem of congested transportation corridors.

2. Tourism is a vital part of Colorado's economy. Many businesses would like to know more about what attracts people to Colorado and what experience they are looking for while they are here. What are the trends and patterns among Colorado tourists?

Build a solution that helps Colorado businesses maximize their ability to provide tourists with a great experience.

3. Businesses want more information about how their performance measures up to the competition. With more information about how they fit into their market, and compare to their competition, they can make better strategic decisions.

Build a solution that helps Colorado businesses understand how they fit into their market.

4. Businesses and colleges partner in many ways, with ideas, talent, and resources flowing back and forth. But there is a desire for better information flow to bring together shared values and goals.

Build a solution that helps facilitate these relationships.

2015 BDM Interview Questions

Use these two examples of resources to interview a business decision maker in the challenge area you are focused on.

TOURISM

The Problem Statement:

- a. Tourism is a vital part of Colorado's economy. Many businesses would like to know more about what attracts people to Colorado and what experience they are looking for while they are here. What are the trends and patterns among Colorado tourists
- b. Build a solution that helps Colorado businesses maximize their ability to provide tourists with a great experience.

Interview Discussion Points

- Tell us your name and position.
- Please describe your business.
- Please describe a typical day running your business. Put us in your shoes.
- How important is data, especially related to this problem statement, to your business now?
- Please describe how the “a” section of this problem statement affects your business.
 - Please use specific examples. Tell a story about it, i.e. Who in your business is responsible and what it means to your bottom line.
- Please describe the methods you use now (especially the inefficient ones) to tackle this business problem. Please be as specific as possible.
- Please tell us about a time when you missed an opportunity because of these inefficient processes. Did you lose a sale? Did you miss an opportunity? Did it cost your business money?
- Imagine a tool or solution that would turn this problem into an advantage for your business.
 - How would you use it?
 - What would it mean for your bottom line?
 -

TRANSPORTATION

The Problem Statement

- a. There are transportation corridors in Colorado (e.g. I-70 through the central mountains) that carry commercial and economic nutrients to countless Colorado businesses. These corridors play a critical role in Colorado's economic vitality and health. But they are often clogged.
- b. Build a solution that creates business opportunity by helping address the problem of congested transportation corridors.

Interview Discussion Points

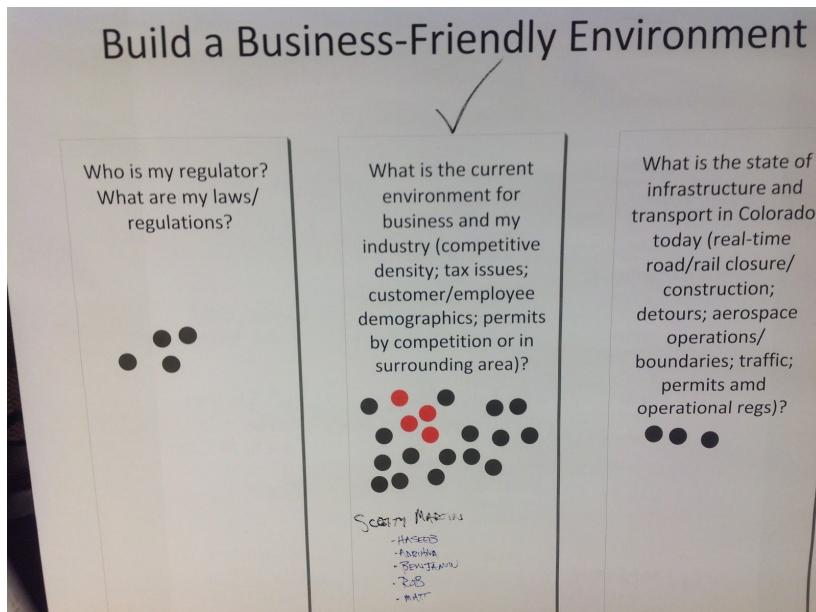
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2015 BDM Worksession Results

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Build a Business Friendly Environment



Intros

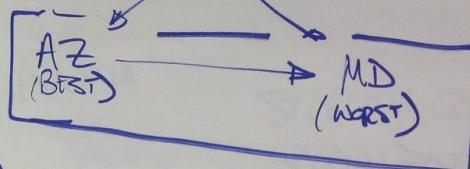
- 1) Scotty CCD Pentagon
- 2) ~~HASEEB~~ Nokia SYSTEMS ARCH.
(DATA COLLECTION
ON PHONES)
STERLING, CO!
RAPID GROWTH
- 3) ROB STATE DEMOGRAPHY OFFICE
(ECONOMIC FORECASTING)
CLARK, CO!
(NEAR STEAMBOAT)
- 4) MATT APP DEV - GIS
(GET INVOLVED + CONTRIBUTE)
16+ ST. MAIL
COLFAX
SHARPS ARTS DIST
- 5) BEN MARKET ECONOMIST
- RANKS
- NATIONAL DATA
CREED, CO
- 6) ADRIANA OPEN DATA STRATEGIES
COLUMBIA +
MONTREAL
5+ COUNTRIES
MIN BIKING



BRAINSTORMING
(S. MARTIN)

BUSINESS FRIENDLY ENVIR.

- SINGAPORE / DENMARK / ~~U.S.~~



- LOTS OF DATA
- DOESN'T FIT / MAKE SENSE
- RISK ASSESSMENT
 - REGULATORY ENV. FOR MY BUSINESS
 - * - HOW IS THIS TYPE OF BUSINESS FARING IN COLORADO?
- BUSINESS → LOCATION → RECOMMEND "SOLVING"
- WHAT INDUSTRIES IS COLORADO "GOOD @"? "STRONG"? OR "BUSINESS FRIENDLY"?
- IS THERE TALENT TO SUPPORT MY BUSINESS?

Y2

Build a Biz

→ Scott Martin
Build A Bus.
friendly envr.

CHALLENGE / OPPORTUNITY STATEMENT

- How is my type of business faring in Colorado?

AUDIENCE:

- Future Entrepreneur in Col.
- Future Investor in Col.

- It is too hard for businesses to investigate & decide on how friendly Col. is for "my business"
 - Too many data sources for some indicators
 - Not enough data ~~for~~ for other indicators

REINVENTMENT
SMART

1/2 Build a Biz

How is "My"/"This" Type of Business Faring in Colorado?

(Lots) - EMPLOYEE DEMOGRAPHICS (By Industry, By Occupation)

(Lots) - How many Businesses have been started in CO, in my industry in the past year

<sup>Studied
of various
questions</sup>
Is the industry cyclical in CO?

(Lots) - What's driving that cyclical nature?

(NOT A
LOT OF
FREE DATA) - Is there capital/\$ available for my industry?

(Lots) - What industries are growing in CO?

(Lots) - Is envir. good for the size of my business?

(Lots) - Where in CO. are businesses starting up/~~located~~
located (in my industry)

(Lots) - Who is avail/work force in the state
for my industry?

(How big is talent pool for this
industry?) → Are local univ.'s producing grads in
my industry?

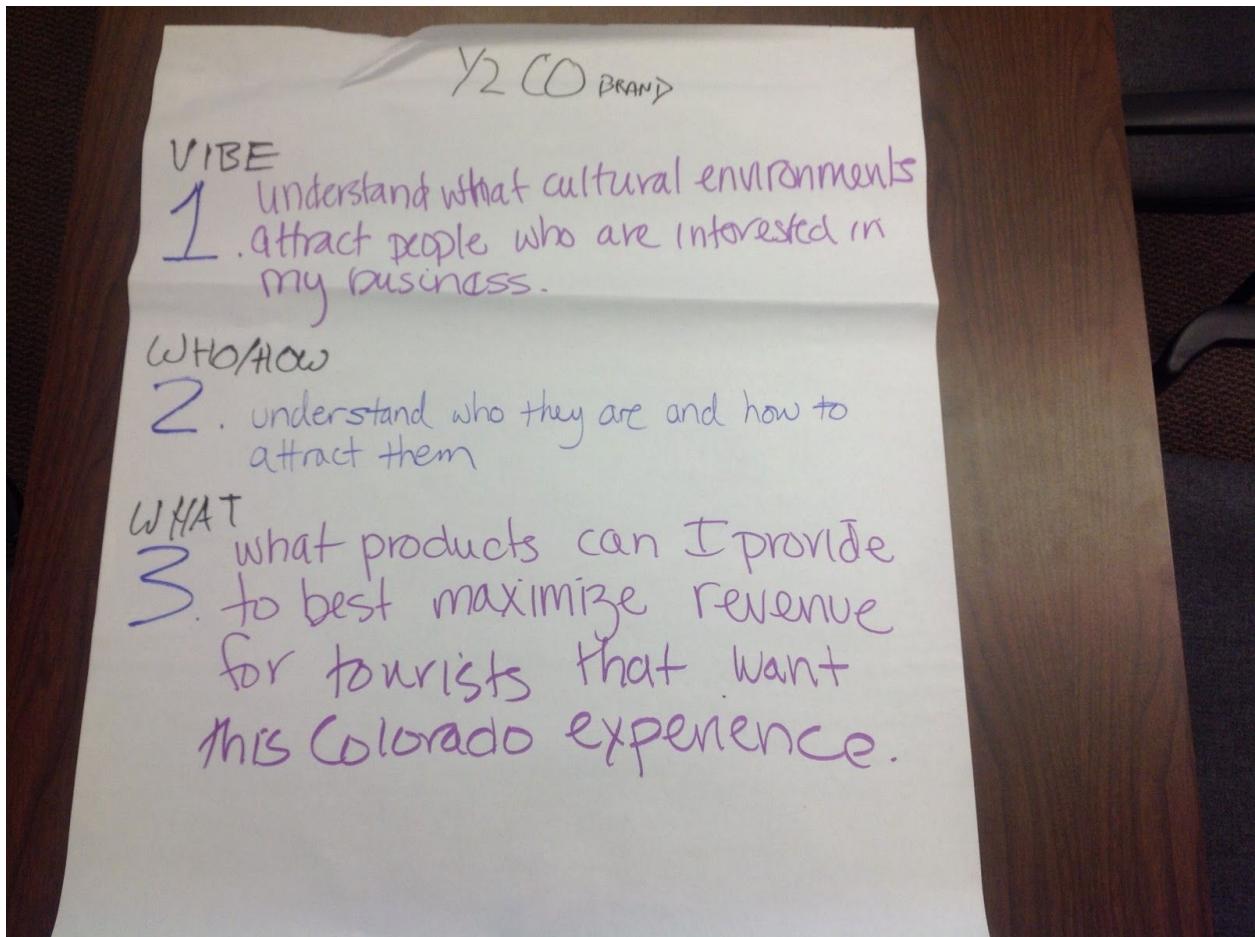
Type of Bus

- International?
- Local?
- Technology?
- Clean Energy?
- Oil/Gas

Federal Data

(Lots) - IP/Patent Data
Data is there, hard to get to
Where else in the US,
this/my type of
business thriving?
Why? or Why Not?

Create and Market Colorado Brand



Who/How

How are tourists most likely to travel when here?
(transportation, routes)

- trends
 - how early did tourists arrive prior to event?
 - spend by destination/activity

Where do people visit most often when they come to the States:

Tourist -
Need
- Place to Stay
- Places to Eat

Digital Signing
- Causes of the
It's still
to explain the
tourists who frequently
and what is the
2 days
Sister (in)
How many
is available
for rental

Tourist Trends
- Where are you from?
- Why did you choose to come to Co?

Tourist Dynamics
- interests
- demographics
age/income/etc
- event/planning activity
- travel party
- from where? to where?
- itinerary

As a business

Vision:
What are the trends/tendencies in
products right now and how to
offer a trinket product as well?

What:
- How can my business fit in
need or want that tourists have?
- Can my business solve a problem
tourists face?

As a business: what/ how
I'd like to be able to do/make which
is attractive and make them an offer
they would bring them to my business

As a business, I want to
attract tourists interested
in my business as a
destination as well as
part of a trip itinerary.
I want to know

I want to know what other
convenience businesses
exist in the area.

I want to locate and
build my business to
serve tourists; match
their needs and be
accessible to them.
Provide a needed product
or service.

I want to know
who they are and what
their interests are so
I know how to create
a message that reaches
out to them

- As a business -
- Non-tourist
- Souvenir
- Digital signage
- Offerable to tourists
- Create a website
Show some actual items
or products (models)

(not 2) signs

As a business owner, I
want to know what begins
of the state will affect
the future I want
to build with my company,
so that I can provide
an experience that will
attract top talent to
my business/km.

REFINEMENT
As a business owner,
I want to know
where people
congregate who
are most interested
in the products
I offer, so that
I can maximize
the revenue for my
business by adding
new products.

Crop

- Coming up

What

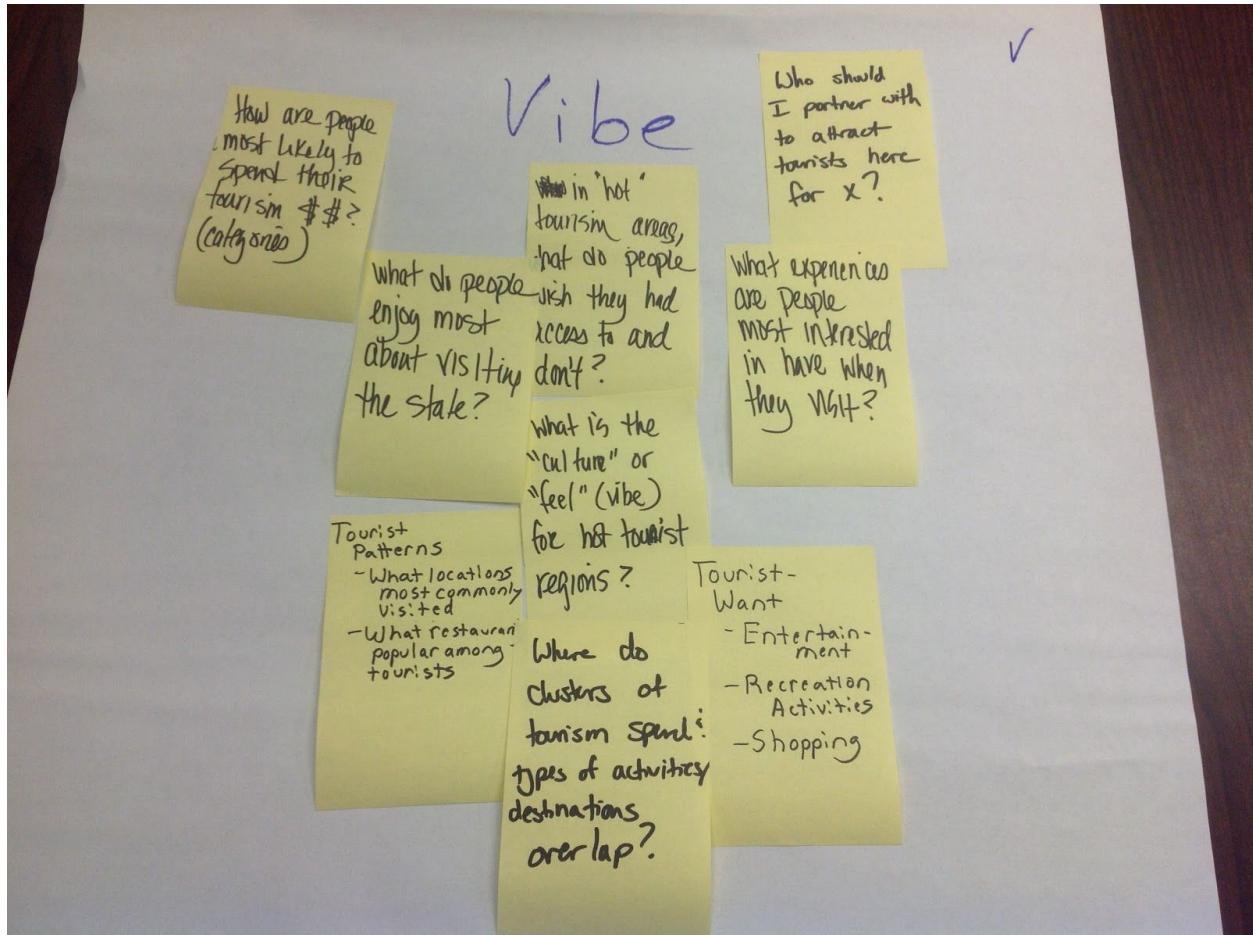
- I want to know "patterns"
- combinations of business types tourists are interested in
ie. craft beer +
string
cyanobacterial
partnerships
- demographics/
events

- needs/wants
 - deals/bargains
 - what to do
that fits
preferences/
event/activity
attending
 - recommendations

what resources
do tourists use
most to
figure out what
to do in an
area?

Math - language
Cultural activities?

what frustrates
people when
they come to
Colorado?



Cultivate Innovation and Trade

Cultivate Innovation & Trade •



Where is the broadband and what is the business/ community environment in my (target) area?

Is there a list of active companies in my industry, and are they possible partners (supply chain focus)?



Is there a consolidated point of access for PTAC (assistance for small businesses seeking government procurement contracts) resources and engagement?



Infrastructure

What is
Supply chain?

Licensing

WEAther

Business
Community

Customers
- USE -

Real estate

GOVt

Equipment

Components

Utility

Logistics

Talent

RISE?

Limit

Visibility

Infrastructure
Engineering

Energy

Aerospace

Advanced
Manufacturing

Bioscience

Electronics

Connecting
Into A Network

What are
we good
at?

Performance
Data

In 14
core Areas

Supply
Chain

of

Access

Visibility

Maximise
opportunity

Informed
decisions

TRENDS

Do They
Look @
Supply chain

Differently

Transportation
and Logistics

Defense &
Security

Info Tech

Talent

Health &
Wellness

Finance

Transportation
and Logistics

Defense &
Security

Info Tech

Transparency

Moving
through
the State

Tourism
Hospitality

Outdoor Rec

Agriculture/
Food

How can
we Assist

Companies

Educate and Train Future Workforce

Educate + Train Future Workforce

✓ Plan

What assets are being produced/made available by state education institutions that could help my business (IP; employees; general & higher education stats; physical or on-campus resources)?



What higher education programs are available in my area/Colorado for my trade?



What are the in-state education and employment trends and how do they compare with the business environment in my city/Colorado?



ED. & Train Future Workforce students (enrollment)

Y2
Educate +
Train Workforce
1/1

- 1) What is the profile of graduates (degrees) and labor (experience) and where do they live?
- 2) What physical assets (R&D labs + equipment) are available to external / local businesses?
higher ed institution
- 3) What professional development opportunities / resources are available to skill-up + develop my workforce?
- 4) What partnership opportunities (internships + co-ops) exist? < how can we (business) keep institutions informed as to what skills, knowledge, talent we need in the future. >

Retain, Grow, Recruit Companies

Facilitator:
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Denver PEAK Academy V2
daniel.barton@denvergov.org

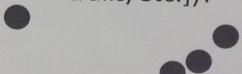
Retain, Grow, Recruit Companies



How well do I compete with business in my industry/area (pricing; revenue; growth rate)?



Where should I site/relocate my business ([interstate/intrastate/intra-city]; tax rates/incentives; zoning; education; skills; competitive landscape; community characteristics [parks/trails/etc.])?



Restate Challenge Statement

- How well do I compete ^(in dim.?) ~~with business in my industry~~
- Industry (Specialization, Direct Competitors)
 - Geographically
 - Demographically (Talent Pool, Customer Base)
 -

To
Retain, Grow,
Recruit Cos
1/2

What is my Marketplace:

- Indirect Competition (Grocery stores vs. restaurants)
- What is the customer base
- Online vs. Brick & Mortar

Needed Data Sets:

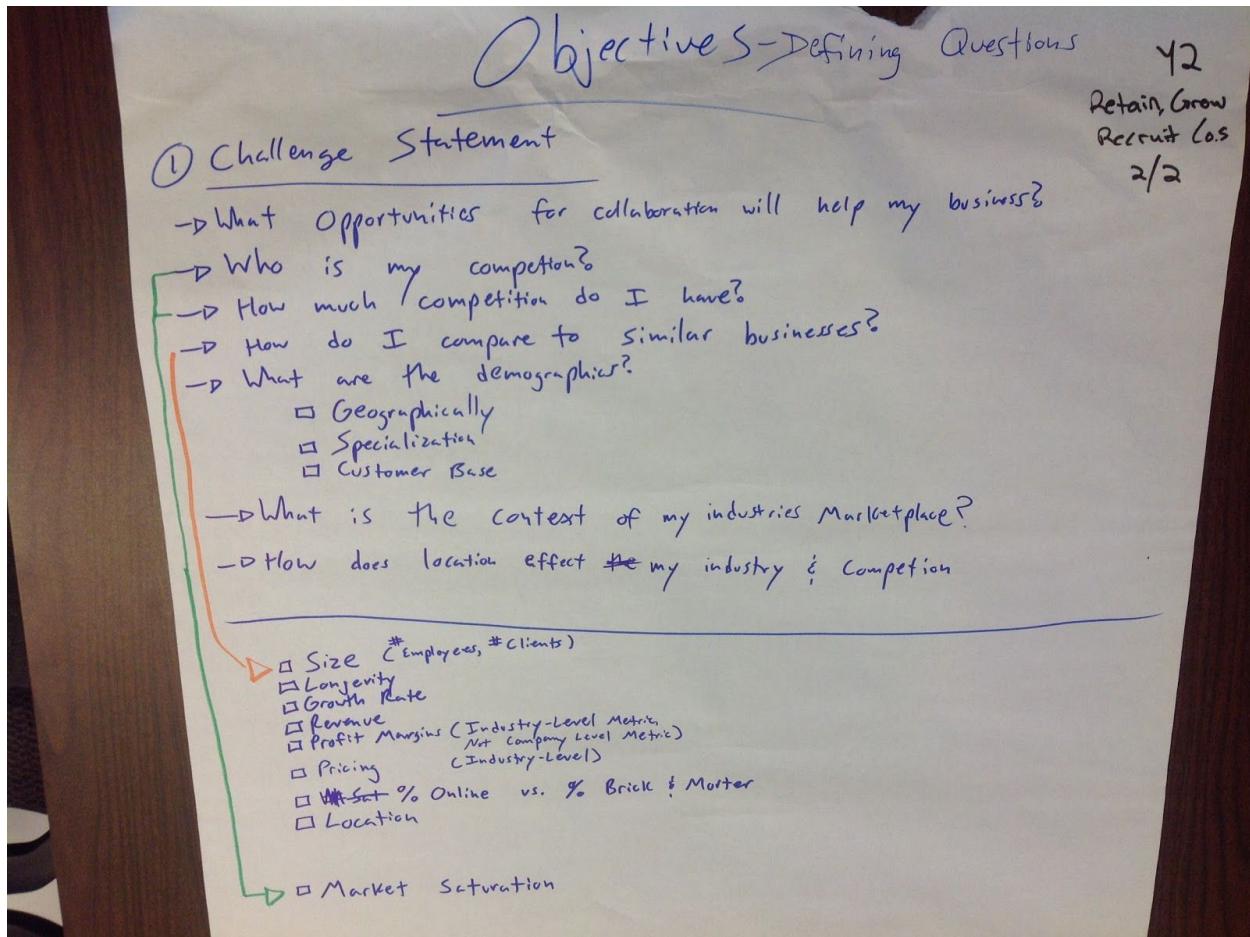
- NICS Codes
- Small Business Tax Data = Business Registration
- Professional Licenses
- Occupational Employment Statistics - DOL A Financial Data (1975)
- Jobs & Skills Data
- OEDIT Revenue
- Real Property Tax
- Nonprofit Reporting Data
- Dept of Revenue Taxation

This App Will be Used

to address these metrics:

- | | |
|-------------|---|
| - Longevity | - Growth Rates |
| - Revenue | - Profit Margins |
| - Pricing | - % Online vs % Storefront/Brick & Mortar |
| - Location | - Size |

be relevant to entrepreneurs and/or established businesses



2015 State Agency - Data Provide Workshop

Three sets of Breakout Notes from
Business Community Workshop 2015

Breakout Notes - Business Friendly Environment

On our session (Business Friendly Environment), there was an interest in datasets related to:

1. State regulatory environment. This refers to data that could be scored from 1-10 that reflects the ease of opening a business in Colorado (tax incentives per industry & type of permits required to open a business within a category)
2. Data regarding competitive landscape within a particular industry (competitors, suppliers, transportation & logistics if pertinent to the industry).

3. Data regarding access to capital (more granularity than just saying "there are grants available" & angel networks). Do we have data that specifically shows what type of investments have been done in a particular industry?

4. Data pertaining State IP (Intellectual Property) generation per industry category.

Those were the big groups of data that kept coming back to the table. They are probably more than we have access to?

Breakout Notes - Create and Market Colorado Brand

Chase Doelling - Rally Software (Developer Outreach)

Kathy Keating - Envysion (Video-based business analytics, runs development)

Amanda Gessert - Merkle (Business Intelligence)

April Broome - OIT

Chase - startup focused on craft industry in colorado

As a business I want to know the needs, wants, trends, patterns and dynamics among Colorado tourists.... so that I can:

1. Market to them
2. Tailor my products and services to them
3. Locate my business
4. Solve a problem for them

Breakout Notes - Retain and Grow Businesses

Retain, Recruit and Grow Businesses

Primary focus was on being aware of competition in the area and in the industry, and metrics for knowing how a business fits into the Colorado business climate, the global marketplace and with recruiting and employing talent.

Toward the end the discussion began to examine some quality of life factors.

The primary datasets included

- Doesn't Department of Revenue have info on how many employees companies have, what kind of taxes do they pay, what kind of specialized equipment do they require, what company profile information can be disclosed, etc.(?)
- Industry Codes and NICS Codes – lumping business entities into groups. Occupational employment statistics could be combined with this data.
- Small Business Tax Data
- Jobs and Skills data for Talent

- Buildings, location and demographic data for comparing similar businesses by region within the state
- Licensed Professionals – who else is working in my industry in the state
- Government budgeting and financial info is helpful for learning about incentives for businesses, and how dollars are spent on economic development for businesses. Also tax incentives in certain districts or industries.
- Building permits by state and county could provide info on new businesses, or help with business site location
- Capital improvements – what areas are being invested in with what infrastructure and technology
- Renewable energy data is interesting for drawing innovative companies as well as showing benefits and incentives to businesses
- Economic development revenue, distribution and subsidies
- Sustainability data has huge overlap with incentivizing companies with what Colorado has to offer businesses that are already here and looking to relocate