



Tech Sector Promotional Video

Problem: TAO and many of our civic leaders want to triple the employment in the downtown tech community within the next five years. To do so, we need to showcase successful tech companies who are already thriving here, building credibility for the tech scene in the southern Willamette Valley. If we can do this, together, more entrepreneurs and venture capitalists will join us. More talent from the University of Oregon, Oregon State University, Lane Community College and from outside the Willamette Valley will be attracted and retained. A rising tide raises all boats.

Challenge: Produce a series of 30-second videos that promote the downtown tech community by highlighting one or more of the following:

- Highlight successful women in the many types of tech industry roles. For example, 42% of Palo Alto Software is women, including 30% of their development team - this is double Silicon Valley statistics.
- The proximity of the tech community to both UO and Lane Downtown Campus.
- A high quality of life with ready access to natural environments and urban amenities.

Assets: 2 hours of high-quality video footage showcasing downtown businesses, young professionals, creative work spaces and glimpses of the surrounding environment. Special thank you to Lunar Logic and Travel Lane County for the raw video footage.

Prize: \$500 cash and your talent (credited) showcased at upcoming TAO events at the Hult Center and McDonald Theater plus various media outlets!

Sponsor: Technology Association of Oregon