



“Forge The Fort”

(Startup Studio & Community Development)

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Overview

A hub for connecting people in underserved/overlooked cities across the midwest. This hub connects innovators, investors, community leaders, civilians, politicians, etc all in one place to find solutions for their specific problems, connecting people from surrounding districts, counties, cities, and - even - states. The ultimate goal is to provide people with the tools and knowledge to build up their own cities here in the Midwest.

Features/Specifications

1. A landing page detailing the project and my goals.
2. An (beta) interactive map of the midwest, the cities, and upcoming areas (including an up-to-date list of the hottest and fast growing places).
3. A (beta) posting, blog-like feature that you can click on using the map feature for specific cities/areas.
4. A contact page to suggest new features, collabs, or general ideas.
5. A resource/education page for people to connect with collaborators or to find things/people for their specific needs based on entrepreneurship/business, community development
6. t, economic development, political development, etc.

Mission and Projects

1. Startup Ecosystem:

Brief Overview: Promote entrepreneurship and create a better business/startup culture by fostering relationships with investors, employers, employees, ceos, business owners, builders, governments, etc & providing education and resources to people. This also includes creating a database.

Why: In order to foster economic growth, you need businesses. And if young people aren't starting businesses or have no motivation to help existing businesses grow, the economy will grow slowly or stagnate. Tech startups, for example, are a great way to bring in more money into the city, especially if only a handful of those startups become successful companies. Liquidation events can foster reinvestment and revenue for the city, which helps everyone. It promotes more jobs, investment, and public amenities (public transportation, walkability, safety measures, etc). This is the start of all of the other missions/projects with Forge The Fort.

Already Existing companies: Greater Fort wayne, Electric Works

2. Walkable and bikeable city:

Brief Overview: Make the city more walkable and bikeable (pedestrians first) with trails, fixing sidewalks, creating new sidewalks that connect to businesses/malls, etc.

Why: There are places in the city where it is impossible to get to by bike or foot. In order to make the city more inclusive, you need more paths that allow everyone to get to any place in the city without a car. This is especially needed for areas with a lot of younger people who don't have cars or are more "urban" in their ways of life.

Already Existing companies:

3. Public transportation:

Brief Overview: It's pretty self-evident that public transportation makes the city more accessible. Not just for residents but also for tourists and visitors who don't drive or don't want to drive themselves. This includes adding a commuter train, autonomous means of transportation, etc.

Already Existing companies: Citilink, NIPRA-Rail

4. Safety:

Brief Overview: You want residents, tourists, and visitors to feel safe. Thus, there should be more safety measures in place. This includes, but isn't limited to CPTED (Crime Prevention Through Environmental Design) Techniques, blue light emergency buttons, community crime prevention groups/lookouts/watch groups, law enforcement foot patrols, private security, ,

5. Leisure and Community

Outdoor seating, parks, public plaza, river activities, nightlife. You want these activities to both feel and be all inclusive so anyone can engage in them without restrictions. This includes having ways for people to easily reach these activities (via transportation or foot) and affordability.

Three Components:

History (Past):

Embracing Fort Wayne's past with historical points of interests: railroads, rivers, forts. With such projects as Headwaters Junction, The Riverfront, and The Old Fort.

Modern:

Fostering a nightlife with modern nightclubs, restaurants, and bars along a mainstreet with outdoor dining and seating. This also includes activities year around: ice skating, concerts, public venue hosting, movie theaters, heated seating areas, etc

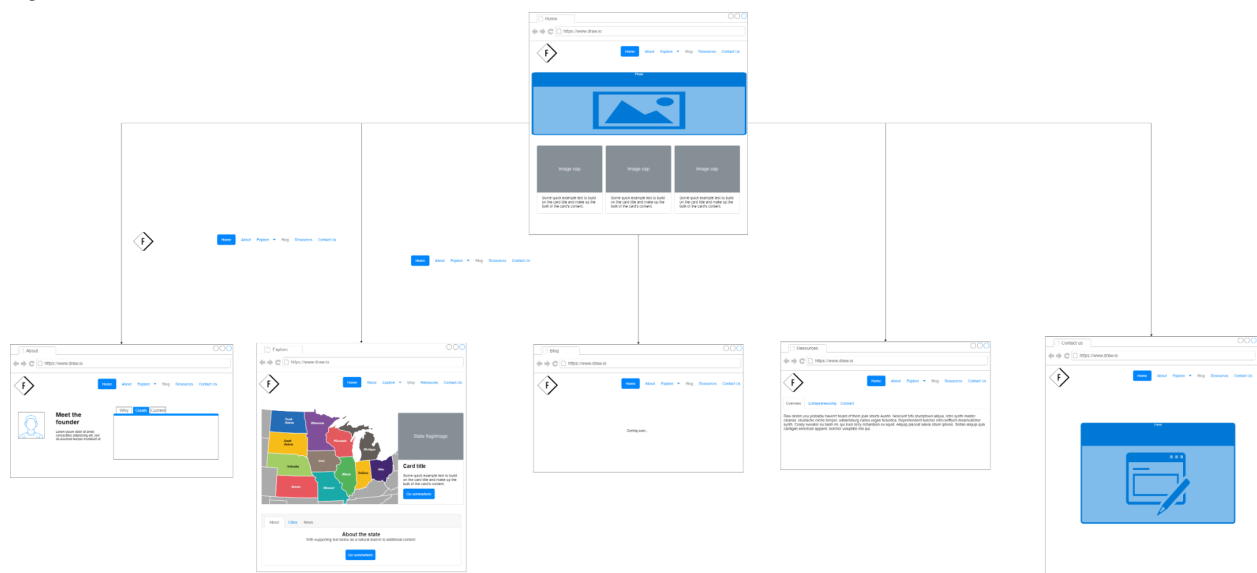
Future:

VR and emerging tech/projects showcasing. A good way for startups to also demonstrate their concepts.

6.

User Interface Design and Prototype

Because this project is pretty similar to my last project, it'll pretty much have the same layout:



Navigation Structure

The web application will have a navigation bar at the top and other links within pages that lead to other components. For example, if you were to click on the map feature, it'll bring up the map.

Market Research

- **Midwest Startups:** An organization that helps connect startups to co-founders, investors, employees, etc in the Midwest.

Where it lacks:

Although similar, where they lack is ignoring the growing industries in smaller cities. Their "Cities" page only includes the bigger, well known cities. They also don't have a community blogging feature nor speak on important things like community development, which can make or break an economy.

- **Midwest Big Data Hub:** An organization that helps people and other organizations use, management, and invest in big data technologies.

Where it lacks:

Their organization is niched in big data and doesn't include an overview of economic development, community development, nor entrepreneurship. There is also no community blogging feature.

- **Meetup:** A place where people can organize meetups based on specific interests/groups.

Where it lacks:

People can meetup based on their specific cities. However, it's more difficult to meet people from other areas, especially if you just want to meet someone online or know what's going on in a specific area. It's not niched to what I want.

- **Reddit:** A place where people can make blog posts based on specific sub-blogs (sub-reddits) they're in.

Where it lacks:

Although this is a social media blogging website, it's not niched based on the area. For example, yes, you can find sub-blogs based on a specific religion, state, or even city, it's very general and not niched specifically in what my aim is (business, community dev, economic dev). The same goes for entrepreneurship and community dev. It would be difficult to find people in your region and to form meetup groups. You'd have to cross-platform to do so and probably have to use Meetup or Facebook groups.

References

Midwest Startups

<https://midweststartups.com/>

Midwest Big Data Hub

<https://midwestbigdatahub.org/about/>

Meetup

<https://www.meetup.com/>

Reddit

<https://www.reddit.com/>