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The New York Times

After Reversal of Fortunes, City Takes a New Look at Wall Street



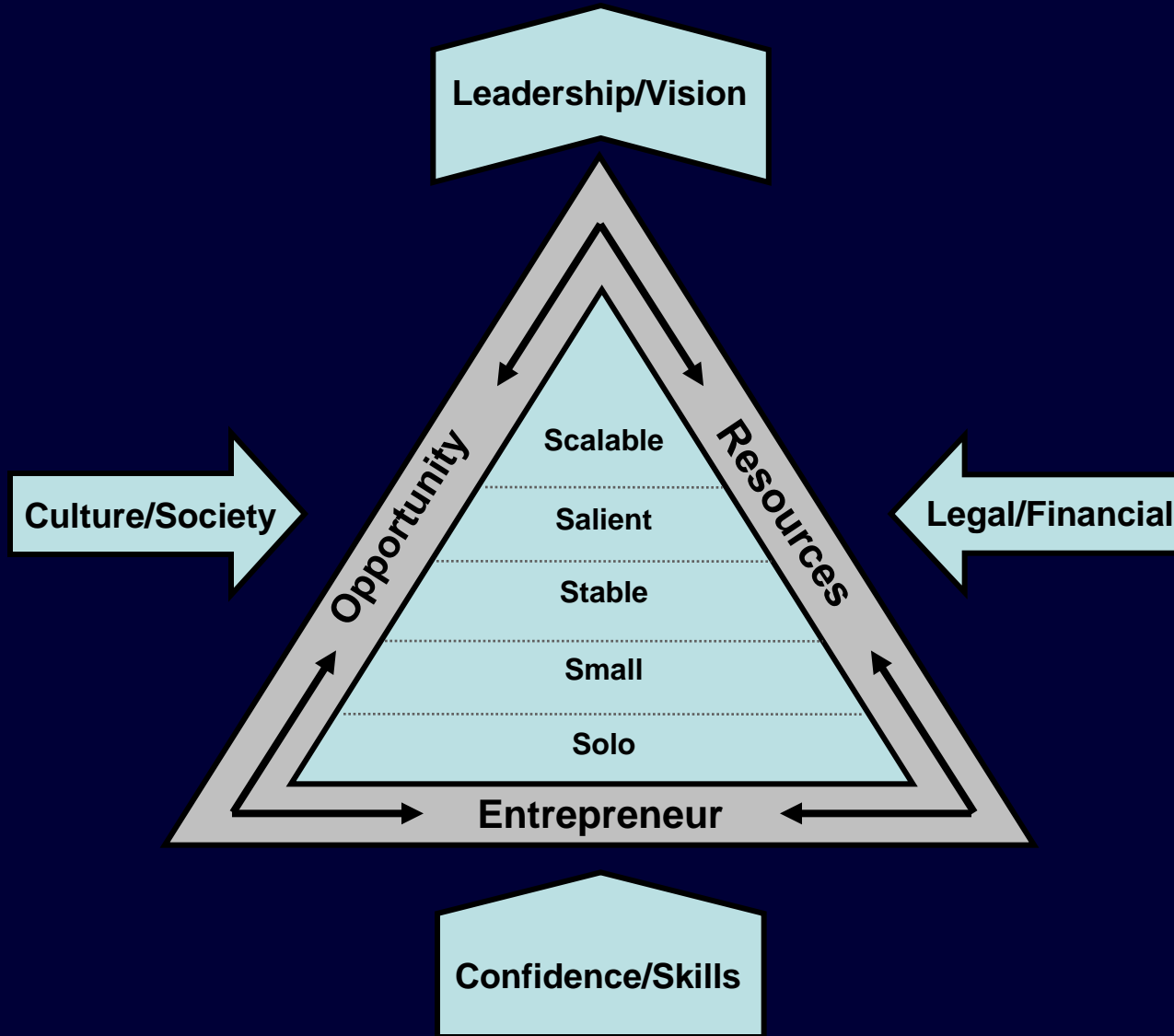
**The New York Stock Exchange in Manhattan.
City officials plan a shift for Wall Street by promoting start-ups.**

**By PATRICK McGEEHAN
Published: February 22, 2009**

“The next chapter in the history of Wall Street is being written right now. Never has there been a need for such a cultural and intellectual shift in thinking on Wall Street.”

Critical Elements of Strategy

- Irreversible Commitments
 - Coherent Pattern of Action
 - Interdependence of Activities
 - Art of Military Generalship
- ✓ *Sustainable Competitive Advantage*



Bachenheimer & Isaak, A Hierarchy of Entrepreneurship

High-Growth Ventures Need

1. Trained workforce
2. Formal and informal diverse networks
3. Universities
4. Experts - academic, public, private
5. Educated investors and entrepreneurs and angel networks
6. Promotional efforts coordinated
7. Airports
8. Telecommunications infrastructure
9. Quality of life
10. Support from regulatory entities

Major NYC Initiatives

- Alexandria Center for Life Science
- ✓ **Applied Sciences NYC**
- BigApps 3.0 Competition
- BioAccelerate NYC Competition
- Capital Access Loan Guarantee Program
- ✓ **City-Wide Network of Incubators**
- Immigrant Entrepreneurship Program
- Innovation Index
- JumpStart NYC
- M/W/DBE Support Programs
- NYC Entrepreneurial Fund
- NYC Media Lab
- NYC Next Idea
- NYC Urban Technology Innovation Center
- NYC Venture Fellows
- SBIR Proposal Preparation Workshops

Capacity 1200 Entrepreneurs

- CFDA Fashion Incubator
- Chashama Arts Incubator
- DUMBO Business Incubator
- East Harlem Kitchen Incubator at La Marqueta
- Entrepreneur's Space
- General Assembly
- Hive@55
- Sunshine Incubator
- Varick Street Incubator

Entrepreneurial Impact: The Role of MIT

Edward B. Roberts and Charles Eesley
MIT Sloan School of Management

“At the end of 2006, there were 25,600 active companies founded by living MIT alumni, employing 3.3 million people and generating annual world revenues of nearly \$2 trillion. This group of companies, if its own nation, would be the 11th-largest economy in the world.”



NEW TECH CITY

Riding a wave of start-ups, New York has emerged a national leader in fields that leverage the Internet and mobile technologies—a development that has provided a key economic boost and left the city well positioned for future tech growth

486

of digital start-ups formed in the city since 2007 that have received angel, VC or other outside funding

Center for an
**Urban
Future**
www.nycfuture.org

New Tech City

Riding a wave of start-ups, New York has emerged as a national leader in fields that leverage the Internet and mobile technologies—a development that has provided a key economic boost and left the city well positioned for future tech growth

Between 2007 and 2010, # of employees at NYC digital media companies grew

74%

28

New York-based tech start-ups were founded by students from Harvard Business School

of NYC accelerators went from 0 in 2008 to

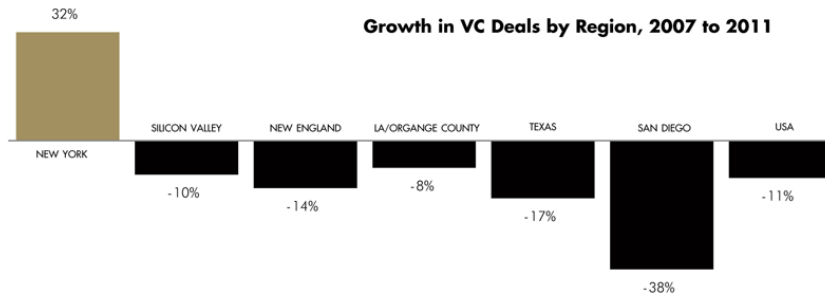
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in 2012

Funded by:



Growth in VC Deals by Region, 2007 to 2011



82

of NYC start-ups founded since 2007 that have raised at least \$10million in financing

23,300

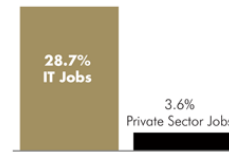
members of NY Tech Meetup, more than **twice** the number of members in Dec. 2009 and nearly **triple** the figure from Oct. 2008

47%

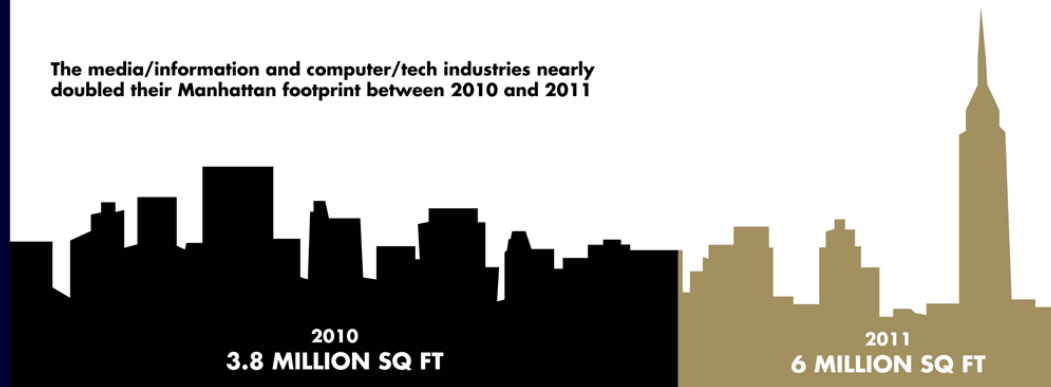
of the 298 tech start-ups on NY Tech Meetup's "Made in New York City" list indicated that they are currently hiring

as of May 1, 2012

NYC Job Growth, 2007-2012

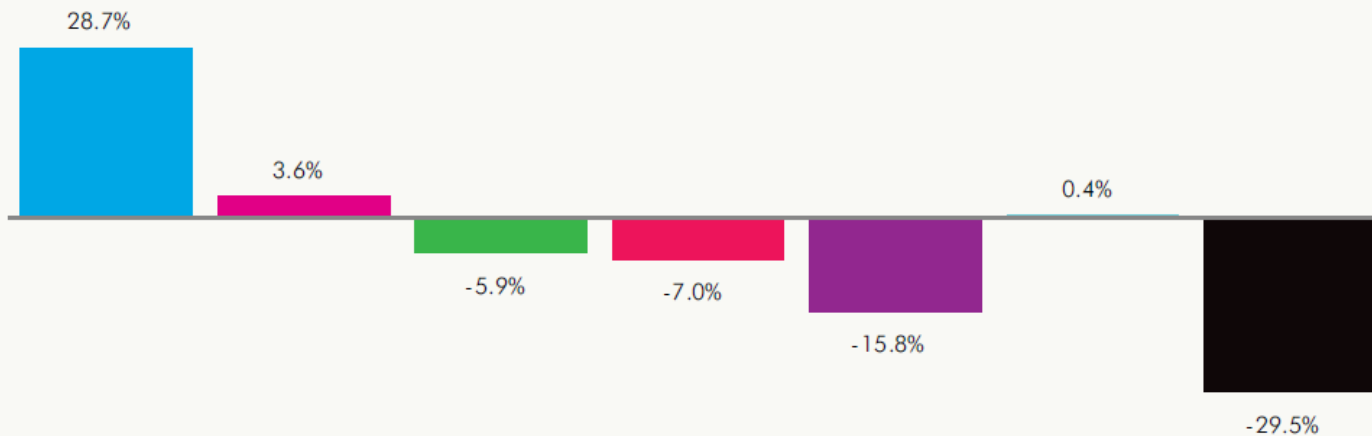


The media/information and computer/tech industries nearly doubled their Manhattan footprint between 2010 and 2011



Leader of the Pack: NYC Job Growth in IT vs Other Sectors, 2007-2012

■ IT* ■ NYC** ■ Securities Industry ■ Legal Services ■ Publishing ■ Broadcasting ■ Manufacturing



Source: NYS Department of Labor. Data is for February 2007 and February 2012. IT jobs are measured by "computer systems design and related services". NYC jobs include only private sector jobs.

START-UP SECTOR COMPARISONS BY YEAR

Sector	2007	2008	2009	2010	2011	2012
Digital Media	33	23	20	19	24	2
E-Commerce	14	13	20	27	26	3
Social Networking	10	15	9	25	18	2
Ad Tech	18	13	14	14	2	2
Fin Tech	6	10	5	8	3	1
Ed Tech	1	5	4	6	4	0
Health Tech	7	1	1	5	4	1



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<http://www.mappedinny.com/>

A one day exploration of NYC technology, spaces, and culture.

WALKABOUT NYC

FRIDAY, MAY 18

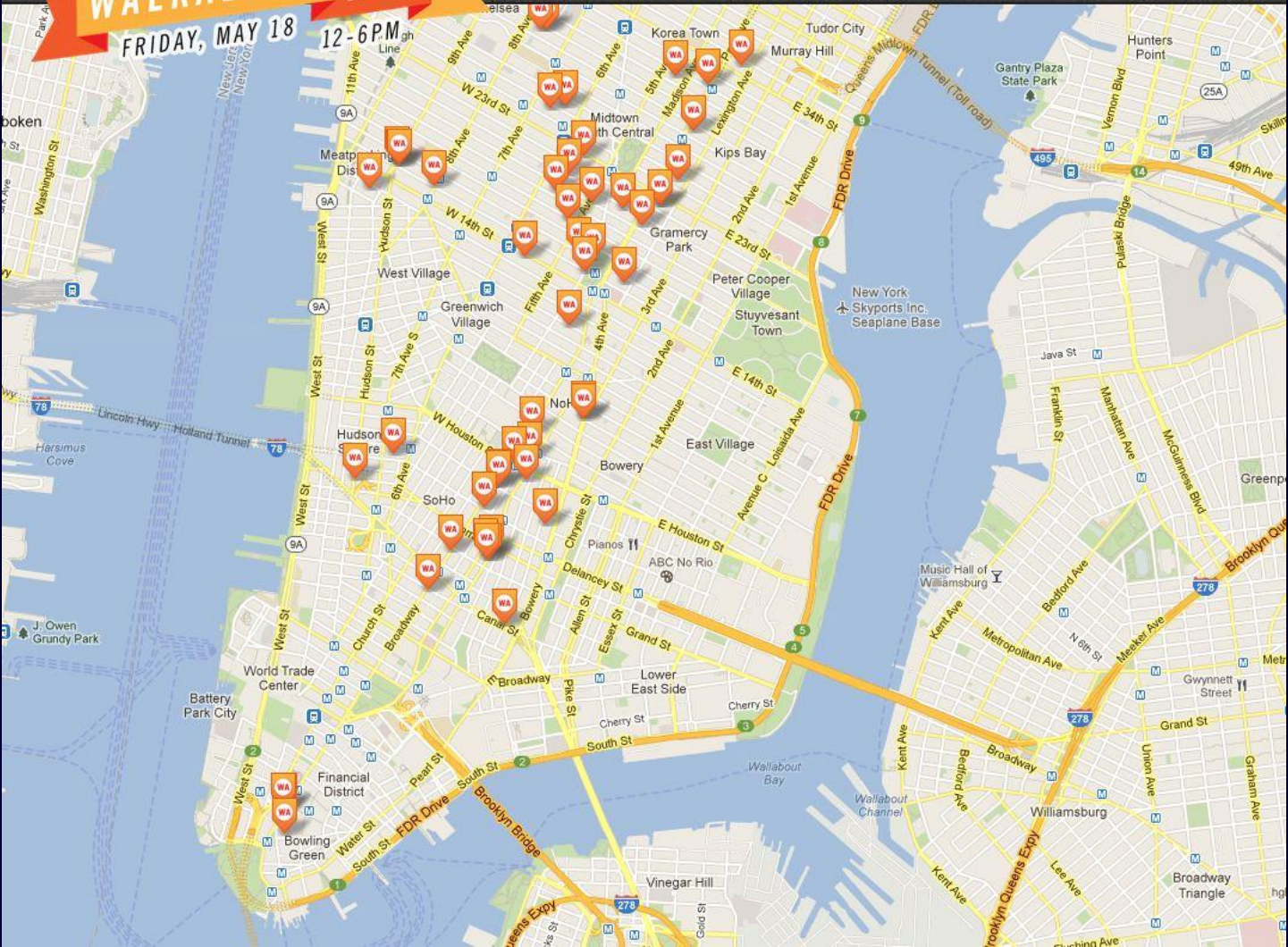
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About

Companies

Map

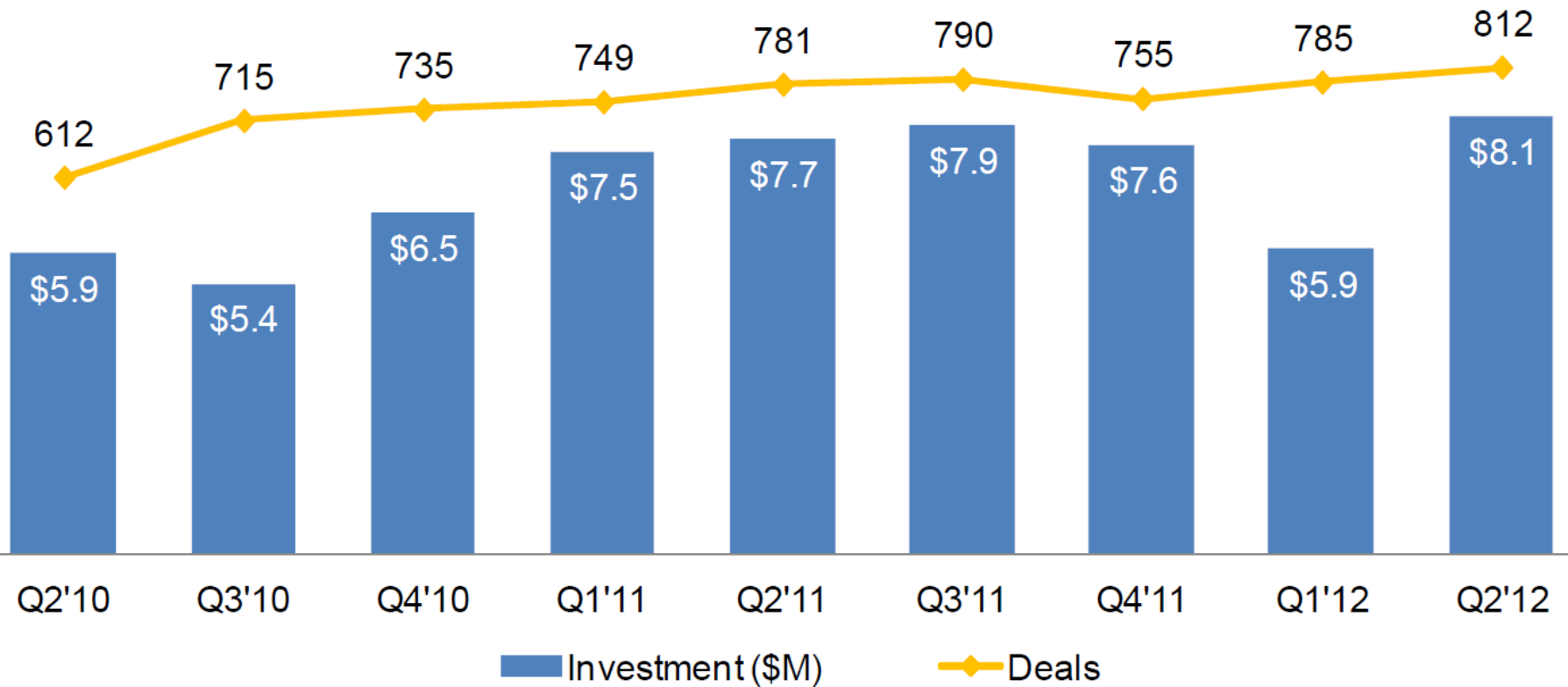
FAQ



<http://www.walkaboutnyc.com/>

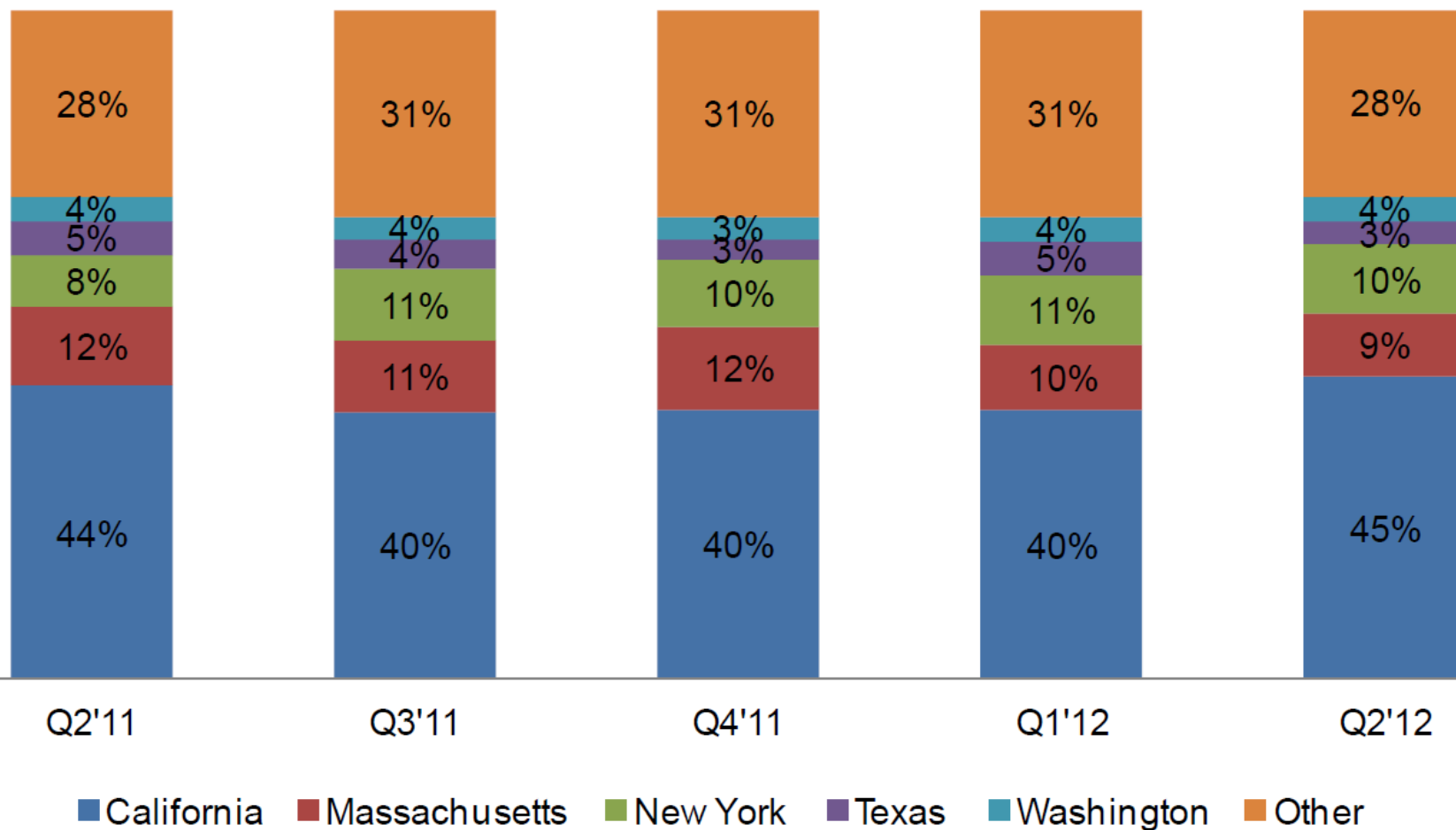
Quarterly VC Investment and Deal Volume Trend

Q2 '10 to Q2 '12



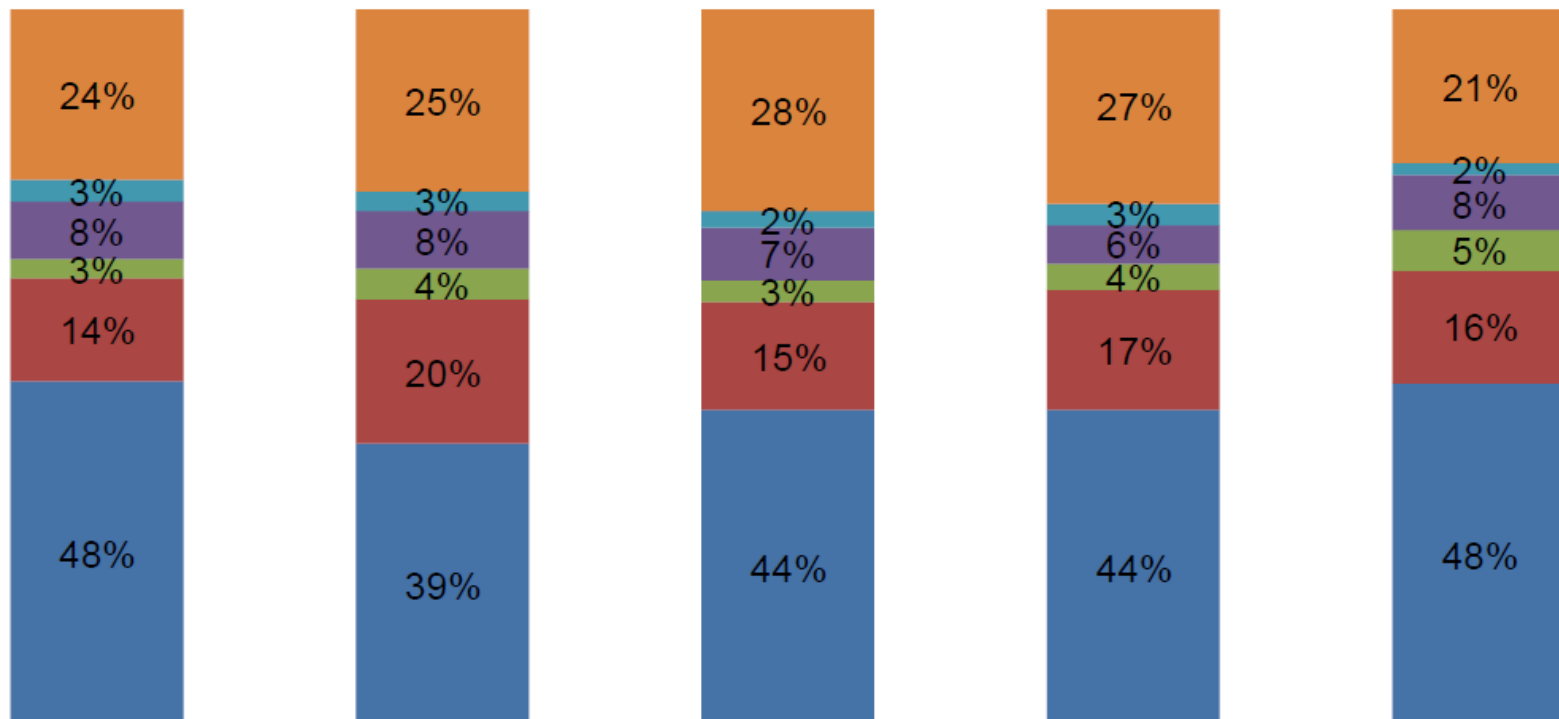
Share of Venture Capital by State - Number of Deals

Five Quarter Trend



Share of Internet VC by State - Number of Deals

Last Five Quarters



■ California ■ New York ■ Washington ■ Massachusetts ■ Texas ■ Other