



# Midtown Innovation District

Midtown Atlanta is thriving with a kinetic mix of creativity and technology – inspiring the world’s next great ideas and experiences. Top ranked colleges and universities. Future-oriented companies and innovation centers. Award-winning arts and culture. Superior living. And all within an easy walk.

**There’s no place like Midtown to *create, live, learn, work and play.***

[MidtownATL.com](http://MidtownATL.com)

### THE CHAIRMAN

“Developing and supporting innovation and entrepreneurship is critical in fostering high-growth businesses in our region and the nation. Midtown Atlanta has taken up the challenge and is advancing a strong ecosystem that includes access to high-quality talent, social networks, local support resources and coordination with anchor institutions.”

**Dennis Lockhart**, Chair, Midtown Alliance; President and Chief Executive Officer, Federal Reserve Bank of Atlanta

### THE VENTURE CAPITALIST

“I choose to do business in Midtown because it’s the core of where innovation happens. I step outside our office and there are students crossing the bridge from one of the top rated engineering schools in the world. We can walk to wherever we need to and there are tangibles everywhere for sparking entrepreneurship — like the Collaborative Learning Center at SCAD that is a physical kick-starter for innovation.”

**Ashish Mistry**, Managing Partner, BLH Venture Partners – an early-stage investment firm focused on funding innovation and entrepreneurs

### THE CITY

“Atlanta has a remarkable and long history of innovation and entrepreneurship. Now, with Midtown Atlanta becoming a national hotbed for innovation because of the robust ecosystem that has built up around its anchor universities, you will see Atlanta’s next generation great companies and entrepreneurs emerging from there.”

**Brian P. McGowan**, President and CEO, Invest Atlanta

### THE CHAMBER

“Midtown is a hotbed for innovation and home to top-notch universities. The intersection of business and universities, technology and community make for a great asset. Midtown has it all.”

**Katie Kirkpatrick, P.E.**, Senior Vice President, Business Higher Education, Metro Atlanta Chamber

### THE FOUNDER

“I can have lunch with the head of Panasonic’s Innovation Center, walk over to the Barrelhouse, see a developer I’ve worked with and meet up with other startups. The serendipity of being in such a tight geographical area – you can’t underestimate how effective that is.”

**Rob Kischuk**, CEO & Founder, Badgy – a social achievement platform for brand marketers

### THE ENTREPRENEUR

“As a technology entrepreneur and resident, being located in Midtown is paramount to our success. It’s the only true live, work and play option in the city and is central to the core resources a successful technology startup requires – access to talent from Georgia Tech, innovative real estate options, proximity to customers, and convenient access to MARTA for both airport access and commuting.”

**Margaret Martin**, CEO, Merlin Mobility – enabling companies to easily create and deploy 3D applications that allow employees and customers to virtually interact with products





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## Atlanta ranks among the fastest growing high-tech centers in the nation.



- **More than 13,000 technology companies** call Atlanta home, and the region is a global leader in Mobility, FinTech, Internet Security, Bioscience, Health IT, Supply Chain and Advanced Manufacturing
- Atlanta is ranked the **#1 city for young entrepreneurs** (Under 30CEO, 3/2013) and the #4 Metro Area for Entrepreneurial Activity (Kauffman Foundation "Index of Entrepreneurial Activity," 4/2013)
- Access to business: Atlanta has the **3rd largest concentration of Fortune 500 companies in the US**
- Access to customers, with **5.4M residents**, a low cost of living and high quality of life
- Atlanta ranked **#2 as America's most Tech-Friendly cities** (PCWorld 4/13)
- Atlanta's Hartsfield-Jackson is the **busiest passenger airport in the world**, and the global gateway to the southeastern United States

- Huge talent pipeline with more than **250,000 students** enrolled in Atlanta region colleges and universities
- Atlanta is the **#1 city** in the country for new College Graduates (Forbes 3/2013)

## Midtown Atlanta is at the center of this innovation ecosystem.

Midtown Atlanta has an unparalleled array of **innovation assets** and activities, with anchor institutions bridging technology, health and the arts; a **strong entrepreneur network** with



world class **incubators and accelerators**; great infrastructure and strong linkages to other innovation hubs throughout the city, the region and the world.

And it's all in a **vibrant, walkable urban district** that has become a location of choice for businesses, residents and visitors.

## Take a look at a sampling of what's happening every day in Midtown's Innovation District...



**World-class colleges and universities, bridging technology, health, design and the arts:**

- Over 24,000 students enrolled in Midtown-area universities
- **Georgia Institute of Technology**, a U.S. top-ten and global top-25 university
- **Emory University Hospital Midtown**, a top-ten U.S. academic medical center
- **Savannah College of Art and Design - Atlanta**, Midtown campus of the largest private college of art and design in the US



**Entrepreneurial resources for start-ups and big companies:**

- \$689 million in research and development dollars through **Georgia Tech** and the **Georgia Tech Research Institute (GTRI)**
- Outreach to businesses, industries, entrepreneurs and economic developers through **Georgia Tech's Enterprise Innovation Institute (EI<sup>2</sup>)**
- Rated "Top 12 Business-Based Incubators Changing the World" – **Advanced Technology Development Center (ATDC)**
- **VentureLab**, ranked #2 university-based incubator worldwide
- Teaming entrepreneurs with mentors, technical, marketing and design experts, and investors through **Flashpoint**
- **Technology Association of Georgia (TAG)** a membership organization uniting Georgia's tech community and representing 2000+ companies
- **Invest Atlanta's Startup Atlanta**, a new non-profit dedicated to making Atlanta nationally and internationally recognized for entrepreneurship
- **Technology Enterprise Park**, Atlanta's premier 11-acre biotech research park
- **Midtown Opportunity Zone** with a state tax incentive of up to \$17,500 for each new job created



## ✓ Strong infrastructure, globally connected:

- **Tech Square** – opened in 2003, the 1.4 M SQ FT Georgia Tech-sponsored project encompasses education, research, hospitality and retail and provides proximity to the Tech campus and resources. Tech Square serves as a new urban ‘main street’ for the campus and the Midtown Atlanta community
- Four MARTA stops and a quick train ride to the busiest airport in the world
- A major global crossroads for fiber connections
- International home to consular offices of Canada, Israel, Denmark and Switzerland; the Taipei economic/cultural office, and German American Chamber of Commerce

## ⚡ Arts + Technology = new creations:

- Pioneering mobile gaming and interactive media through **SCAD’s Augmented Reality Game Studio**
- Combining musical, technological and cognitive research at **Georgia Tech Center for Music Technology**
- The Woodruff Arts Center, including the **High Museum of Art** – the leading arts museum in the SE, the Tony Award Winning **Alliance Theater**, the **Atlanta Symphony Orchestra** in its 69th season and **Young Audiences** – Georgia’s leading provider of arts-in-education programming.
- **MODA** – Museum of Design Atlanta – the only museum in the SE focused on all facets of design
- **SCAD’s digital media center** uses the latest in technology to prepare students for careers in animation, television production, film, game design, visual effects and motion media



## ⚙️ Companies and start-ups:

- **6,000+ jobs** currently estimated in tech or tech-related Midtown businesses
- Internationally recognized brands in Midtown – **Coca-Cola, Equifax, AT&T, Turner Broadcasting, Invesco, Google, AGL Resources**
- Established young businesses – **ScoutMob, Damballa, Vocalocity, Pindrop Security, BLiNQ MEDIA, and TripLingo**
- **ATDC** houses 40 startups and services 300 virtual members. 150 graduates have raised more than \$2B in funding and added 5K jobs in Georgia.

## H University healthcare collaborations:

- Emory/Georgia Tech’s **Predictive Health Institute and Center for Health Discovery and Well Being**
- Emory School of Medicine and Georgia Tech College of Engineering’s **Coulter Department of Biomedical Engineering**
- The Georgia State and Georgia Tech **Center for Advanced Brain Imaging**
- A collaboration between Emory, Georgia Tech and Morehouse School of Medicine, the **Atlanta Clinical & Translational Science Institute**

## 👏 Social Innovation/ Non-Profits:

- **More than 40 non-profit organizations** in Midtown – ranging from arts and performance and community development to youth mentoring
- **Midtown Alliance** and **Midtown Improvement District** have invested more than \$100 million since 2001 to build a vibrant urban experience in Midtown Atlanta

## 💰 Capital opportunities:

- Providing funding, connections, mentoring and operational assistance – **Invesco Private Capital, BLH Venture Partners, Kinetic Ventures and Mosley Ventures**
- Educating and equipping early stage company executives for business capitalization through **ATDC’s CapVenture Program**
- More than \$450,000 in cash and services through **TAG Business Launch Competition**



## 👥 Alternative Workspaces:

- **Hypepotatmus** – a hub for classes, events and networking, the Hype promotes the City’s startup ecosystem and provides free work space options
- **The Co-op** – An Open-source real estate cooperative for startups
- **Strongbox West** – provides office and coworking space for entrepreneurs, freelancers and contractors
- **Atlantic Station** – offers flexible “tech incubator suites” with movable walls and partitions, allowing tenants to set up spaces as they see fit.

## 🏆 We’re just getting started... look at these recent successes:

- Corporate Innovation Centers:
  - **AT&T Foundry** – 1 of 4 globally
  - **AT&T Drive Studio**
  - **Panasonic Automotive Innovation Center**
  - **Thyssenkrupp Elevator America R&D Center**
  - **GE’s Smart Grid Innovation Laboratory**
  - **NCR Hosted Solutions Group**
- **First Interoperability and Integration Innovation Lab** – solving health IT communication problems
- **Emory’s Proton Therapy Center** – The world’s most advanced radiation treatment for cancer patients under construction in Midtown to be operated by Emory University Hospital Midtown
- **Advanced Research Computing & Analytics Building** – New 20+ story building underway in Tech Square to drive innovation in high performance computing







# MIDTOWN Innovation District

Savannah College  
of Art and Design



Midtown  
Opportunity  
Zone\*

Piedmont Park

Peachtree Street

Georgia Tech

Tech  
Square



Emory  
University  
Hospital  
Midtown

I-75

I-85

Buckhead

Midtown  
Atlanta

Downtown

I-20

Hartsfield-Jackson  
International Airport

I-85

I-75

1/4 Mile

\*State tax credit zone



## Living in Midtown

**68%** of age 25+ have bachelor's degrees or higher

- 37% of Midtown residents are between the ages of 25-34
- Unparalleled access to 4 MARTA rail stations and direct ride to the world's busiest airport
- 12,000+ condos and apartments in the Midtown core – **12%** growth since 2012
- Miles of new bike lanes and easy access to the new Atlanta Beltline
- 300 acres of greenspace including Atlanta's premiere Piedmont Park and the Atlanta Botanical Garden
- Ranked by Creative Loafing as Atlanta's **"Best Place to Live Without a Car"**

## Working in Midtown

- Location of choice for companies employing

**81,000+** daytime workers

- 20M SQ FT of office space with a growing portfolio of LEED certified buildings
- Over the past 15 years, an astonishing 23 new office buildings have been built in Midtown
- Superior fiber and technology infrastructure
- Home to AT&T, Turner Broadcasting, Equifax, Invesco and 8 of the 10 largest law firms in Atlanta. SE HQ to Google, Facebook, Pandora and Square
- Host to dozens of innovation events each month

## Playing in Midtown

More than **3000** events

each year in such venues as the Fabulous Fox Theatre, Atlanta Symphony Orchestra, Alliance Theater, High Museum of Art, the Center for Puppetry Arts, Center Stage, Savannah College of Art and Design and Laughing Skull Comedy Club

- **The largest concentration of Arts and Performance Venues in the Southeast with 6.5M visitors annually.** Easy access to attractions throughout a City with 40M annual visitors

**150+** restaurants in a 1.2 mile area

- Festivals and events year round

## Learning and Collaboration in Midtown

Midtown offers a culture of collaboration, idea sharing and partnerships across academic and corporate lines.



### Georgia Institute of Technology

**Top 5** Undergraduate Engineering College

- **Tech Square** – Georgia Tech's 1.4M SQ FT mixed-use complex combines education, research, hospitality and retail with proximity to the Tech campus
- **VentureLab** – **#2** university-based incubator worldwide
- **Advanced Technology Development Center** – **"Top 12 Business Based Incubators Changing the World"**
- In 2012, Enterprise Innovation Institute helped Georgia companies win \$492M in government contracts creating or retaining nearly 10K jobs

### Emory University Hospital Midtown

**6th** in the nation among academic medical centers

- More than 1,000 private-practice and Emory Clinic physicians spanning 28 specialties
- Recognized nationally for its work in cardiology, cutting-edge collaborations and healthcare innovation

**\$225M** Emory Proton Therapy Center

Georgia's first proton therapy facility currently under construction

### Savannah College of Art and Design

- Atlanta campus of the largest, most comprehensive private arts university in the nation, awarding degrees in more than 40 areas of study

**#1** undergraduate and graduate Interior Design programs ranked by Design Intelligence

- Rated **#1 Animation Department** in the South and **#3 Animation Department** in the World by Princeton Review