

# San Diego's Innovation Economy

April 17, 2015

**N|V|5**  
BEYOND ENGINEERING

**PLUGANDPLAY SAN DIEGO**  
Silicon Valley in a Box®

@GabrielaDow

STATISTICS

- Startup Community
- Long View
- Immediate Opportunities



# What is a Startup?



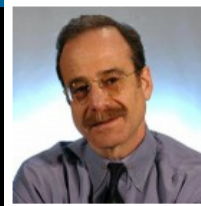
*Minimum Viable Product*

**SCALE**

*Runway,  
Pivot,  
Fail Fast*

*VC, Angel,  
Crowd*





Tom Post  
Contributor

## The Best Places To Launch A Startup In 2014

+ Comment Now + Follow Comments

Radius database analyzes billions of data points each day. 27 million+ US businesses analyzed to rank via:

1. Small businesses as % of total.
2. % of small businesses in high growth industries.
3. % that accept credit cards.
4. % with Facebook pages & websites.
5. % with online reviews.



iStock

### 1. San Diego, CA

Small enterprises ranked in the top five on nearly every category to lift San Diego into the top slot. There is heavy concentration in projected high growth industries, as well as a high likelihood of accepting credit cards and adopting social media. San Diego is home to the fifth-best rated business community in the country.



# San Diego deserves ranking as top city for launching startups

By Gabriela Dow 5:30 P.M. APRIL 16, 2014

PRINT

COMMENTS

58



58

COMMENTS

On March 13, Forbes reported that San Diego is the number one city to launch a startup. Some complained that Forbes' methodology was faulty (social media data was one point in the analysis of 27 million small businesses nationwide) or that this was impossible given California's high tax rate.

It is important to clarify what defines a startup and why an admittedly challenging city as San Diego is actually the natural fit for high-risk, high-reward ventures.

A startup is not just a small business; they are typically technology ventures designed to grow or fail quickly and scale tremendously to disrupt existing industries or create new markets.

10.5132468

5.02315

DATA CENTRAL

1011294

775240

# CONTINUOUS GROWTH

## 1971

REGULATED UTILITY  
+ NASDAQ FORMED  
AS FIRST ELECTRONIC  
EXCHANGE

## 2008

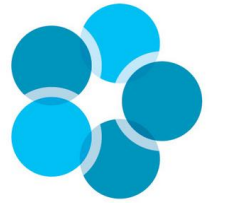
INTERNATIONAL EXPANSION  
+ OMX  
+ NORD POOL

## 2012

  
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## 2005

NEW TECHNOLOGY  
ROADMAP  
+ ACQUIRED WORLD-  
LEADING ECN: INET



STARTUPcircle

## 2010

CONTINUED DIVERSIFICATION



## 2013

INTERNATIONAL  
EXPANSION  
+ THOMSON REUTERS  
+ SHAREPOST  
+ eSpeed

  
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## 2006

DIVERSIFIED BUSINESS  
+ SAAS (CORPORATE  
SOLUTIONS)

## 2010

REGULATED UTILITY  
+ DATA ON DEMAND

## 2011

EXPAND SAAS OFFERINGS  
+ ACQUIRE GLIDE  
TECHNOLOGIES  
+ DIRECTORS DESK IPAD APP

## 2002

COMPETITIVE BUSINESS MODEL  
+ NASDAQ BECOMES  
FOR-PROFIT COMPANY



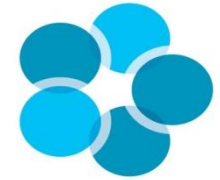
# NASDAQ®



Analytics Ventures



ansir  
innovation  
center



STARTUPcircle



Janssen Labs

Janssen Research & Development



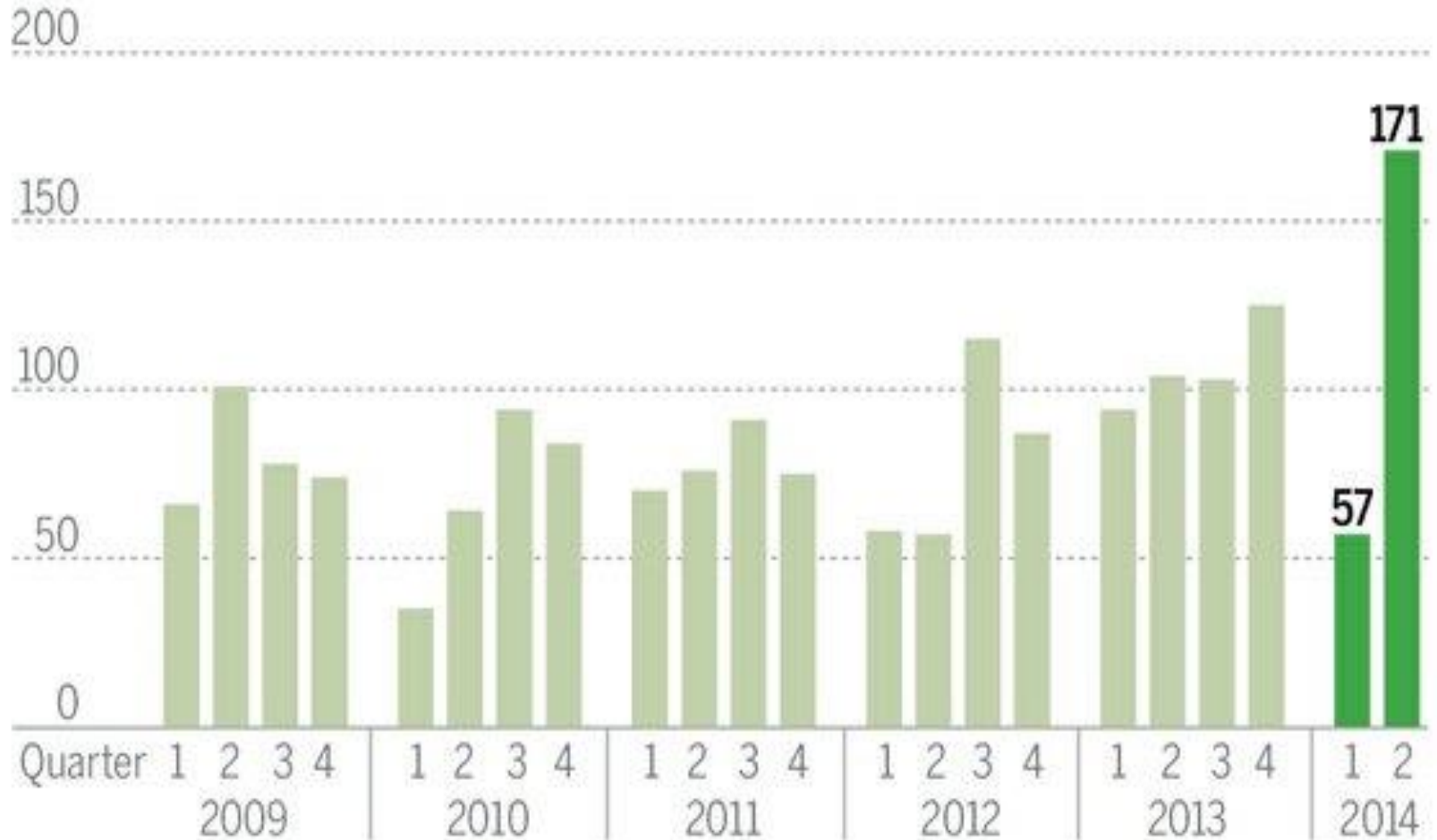
San Diego Tech Founders:  
Lean Startup Group



@GabrielaDow



The number of new technology and life science companies launched in San Diego jumped during the first half of 2014, the latest data available.





Gaby Dow added 2 new photos.

23 hrs · 🌐

Thank you @KUSI News & Mayor @Kevin\_Faulconer for supporting San Diego innovation & #PNPSD startups @HushTechnology



Like · Comment · Share

👍 Wendy Hovland-Henry, Yolanda Reyes, Carmen Casillas Zavala and 4 others like this.

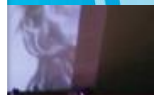
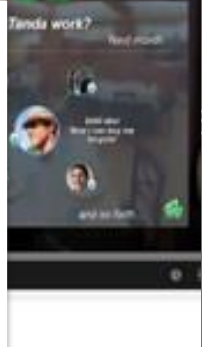
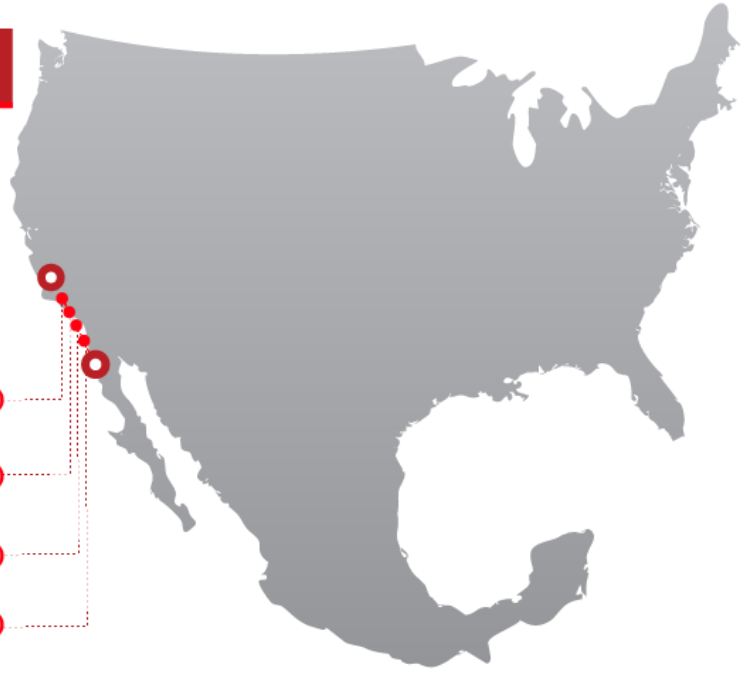




## From L.A. to Tijuana

**2 hr**  
drive time

- NAFTA?
- Time zones?
- Cultural affinity?
- Cost of engagement?



32468

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ENTERPRISE

More: Lending Club Renaud Laplanche Plug and Play Saeed Amidi

# The Biggest US Tech IPO Of The Year Might Not Have Happened If It Weren't For This Guy

Every company starts somewhere, and for Lending Club, that place was a startup incubator called Plug and Play Tech Center. Founded by Saeed Amidi, one of the most well-connected power players in the Valley, Plug and Play provides shared office space and seed investment to early stage startups.

Lending Club's CEO Renaud Laplanche first joined Plug and Play in 2007, after leaving his job at Oracle. It was only him and its CTO Joaquin Delgado at the time, but Amidi says it was clear from the beginning that Lending Club was on to something very big.

## Lending Club nabs \$9 billion valuation in IPO, challenges big banks

By Heather Somerville | hsomerville@mercurynews.com

2 COMMENTS



Plug and Play CEO Saeed Amidi (center) introduced LendingClub CEO Renaud Laplanche to Norwest Ventures Managing Partner Jeffrey Crowe (left) when the online loan market was launched at the Sunnyvale incubator eight years ago.

NOW ACCEPTING APPLICATIONS

# PLUGANDPLAY BITCOIN

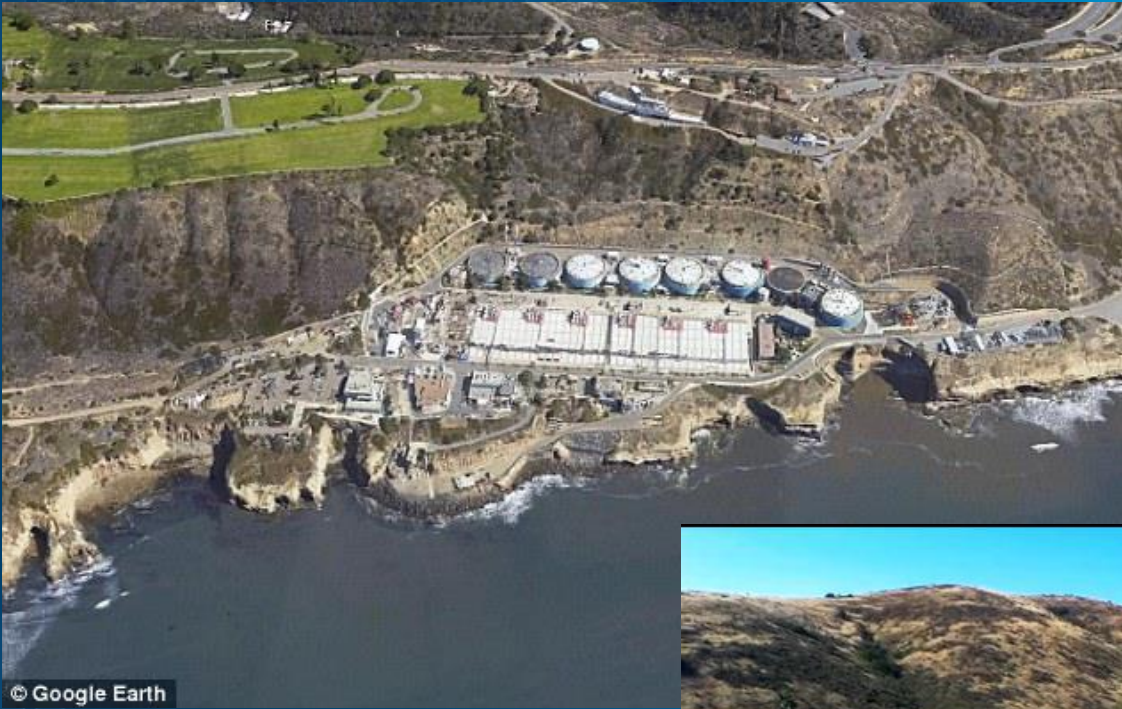
APPLY NOW




- 
- Finance
  - Mobile Health
  - Internet of Things
  - Big Data / Analytics
  - Infrastructure / Water
  - BIOTECH



# Water Challenges



© Google Earth



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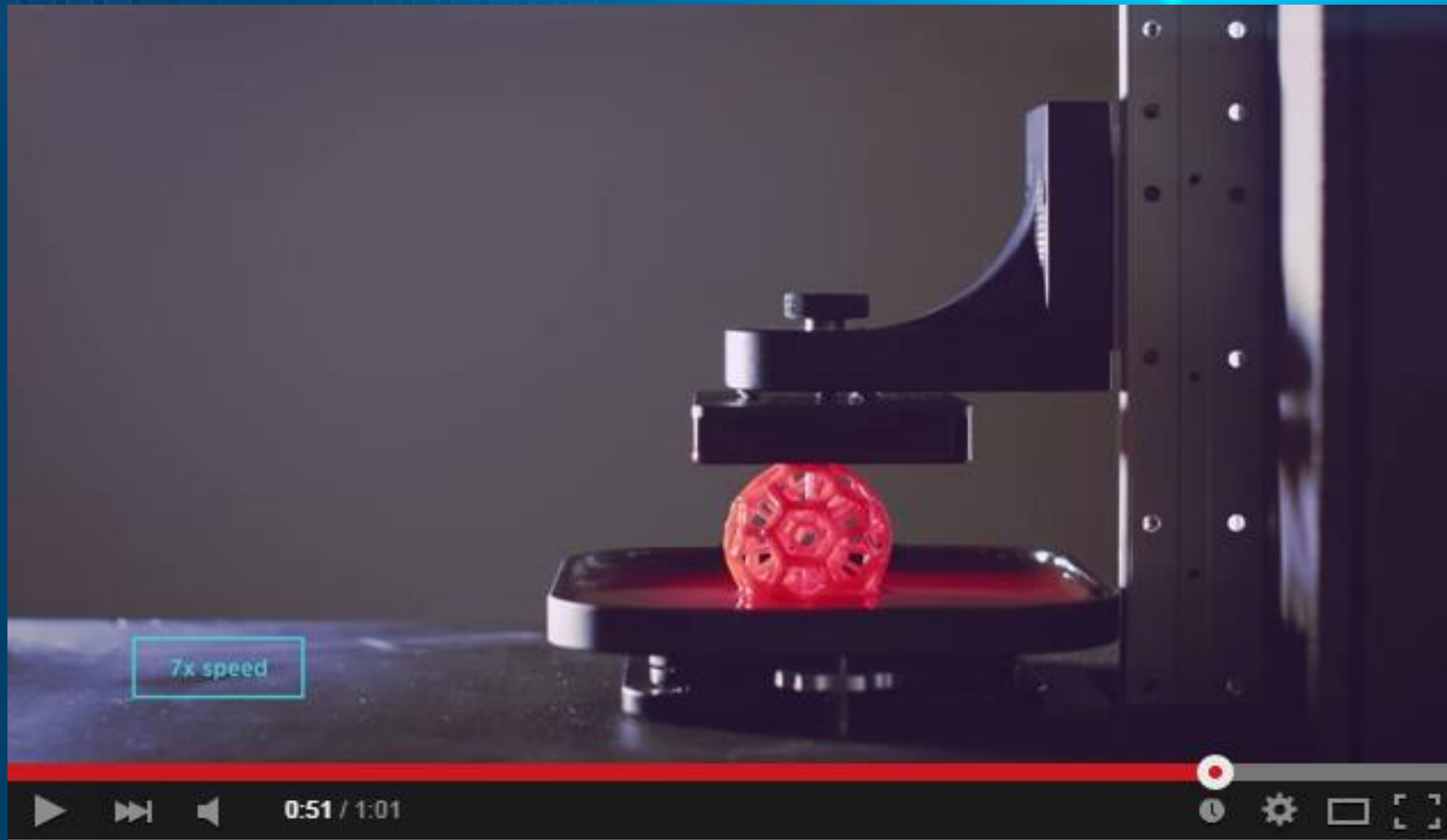
CENTRAL

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**Advanced Water Purification**  
East County





# Carbon3D Demo



Carbon3D Inc

**Subscribe** 2,034

1,011,117

**N | V | 5**  
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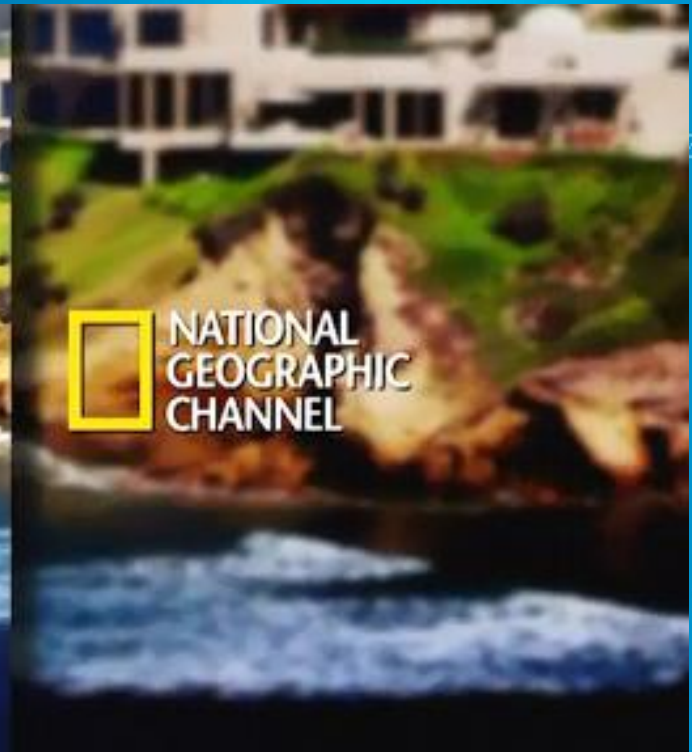
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STATISTICS

DATA CENTRAL

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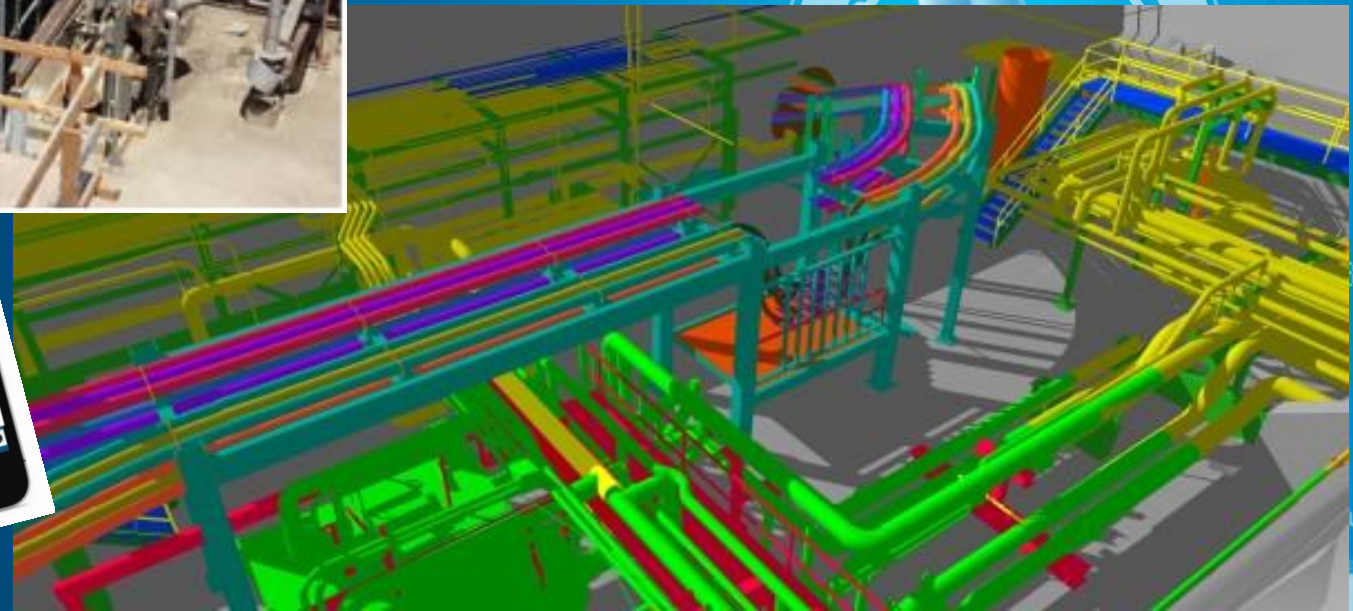
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# Startup... get out there!



Jenn Van Grove @jbruin · Oct 29  
Just like @howardlindzon, I'm long San Diego #GoSanDiego

5 7



Gabriela Dow  
@GabrielaDow

@jbruin here you go! @S\_Lubeck  
@Markcaffertysd @howardlindzon  
@sdtechscene @yashara @ryankuder  
@gbatuyong #GoSanDiego

5 7



1 COLUMBIA PLACE



@GabrielaDow