



March 11, 2019

Corporate Pillar Program – Program Launch Phase

Scope

To provide large organization (Corporate Pillar) feedback on technology and marketing direction to regional tech growth companies.

Rules of the Road

1. HRIC will email a PDF booklet of company profiles for pre-study in advance of programs. No deep dive details provided in that booklet, as it will be delivered in person at our events.
2. Corporate Pillars is a non-solicitation environment for all to respect and adhere to. If any participants desire to pursue dialogue, it is incumbent upon them to initiate with mutual agreement.

Time Period

On-going regional program which will have frequent gathering sessions throughout the year, on demand and at various regional locations.

Growth Companies

Selected from a database of companies, recommendations by participants and word of mouth. TBD.

Corporate Pillars as Mentors

From business, academia and government. Initial participants are COX, PRA, Clark Nexsen, City of Virginia Beach, City of Chesapeake, Virginia Tech Corporate Research Center, and the HRIC Board with various experiences and expertise.

More signing up and I'll update before the event. Perhaps more added by event time.

First Event Details

Here are the proposed details for our first event. This is a work in progress and by all means, if you have any other suggestions, please let me know.

- Schedule April 23, 2019 from 3pm – 6pm, with light refreshment provided.
- Location: Cox, 1341 Crossways Blvd, Chesapeake, VA 23320 (north of Volvo, east of Battlefield).
- Focus of event: Six young companies will each be provided 20 minutes (10-minute content, 10-minute Q&A).
- Schedule:
 - 3pm – 3:30: Meet and Greet.
 - 3:30 - 4:30: Three Growth Companies (20 min each 10 content, 10 Q&A).
 - 4:30 – 4:45: Break with light refreshments and appetizers.
 - 4:45 – 5:45: Three Growth Companies (20 min each 10 content, 10 Q&A).
 - 5:45 – 6:00: Program evaluation discussion. How to improve. Next steps.
- Each growth company will be asked to cover:
 - Company overview (who, where, how long in business).
 - Products and/or services.
 - Who are the customers?
 - What are your differentiators?
 - Technology Roadmap.
 - Marketing Roadmap.
 - Growth plans.
 - Challenges (technology, marketing, funding, workforce, city/state business support).
 - Opportunities.
 - Needs to Help Growth & Next Steps.

Sincerely,

Dan G. Bell

President, Hampton Roads Innovation Collaborative – The Region's Tech Council