



Corporate Pillars

Session 1: 4-23-19

Corporate Pillars is a program designed to emulate some of the conditions that contributed to success of Silicon Valley.

The mission is to provide an environment where the large regional organizations can become aware of the smaller/growth organizations within the region as well as to provide feedback for their development.

The goals of the program:

- 1) Exposure and Awareness.
- 2) To provide solicited feedback from Pillar organizations to assist the small/growth firm development.
- 3) Generation of interest for lead generation and referrals within circles of influence.

Corporate Pillars is a non-solicitation environment, establishing a comfort zone for the larger organizations to observe and comment freely without pressure.

- Each quarter, we'll conduct a 3-hour session.
- Each 3-hour session will allow 6 companies, 20 minutes each for presentation and Q&A.
- Any on-going discussion and/relationship development will be at the discretion of the participating organizations.

Development and improvement of the program will be based on experiential learning and feedback of the participants. The HRIC website will have a Corporate Pillars dedicated section.

The following Corporate Pillar organizations allowed senior personnel to attend, participate, learn and provide feedback: Cox, PRA, City of Virginia Beach, City of Chesapeake, Clark Nexsen, Huntington Ingalls Inc. Technical Solutions Division, Newport News Shipbuilding, ODU Institute for Innovation and Entrepreneurship, Port of Virginia, Tech Center Research Park.

Session 1, on 4-23-19 brought the following growth companies in to present participate:



The questions we asked of the growth companies were:

- a. Company overview (who, where, how long in business).
- b. Products and/or services.
- c. Who are your customers?
- d. What are your differentiators?
- e. Technology Roadmap.
- f. Marketing Roadmap.
- g. Growth plans.
- h. Challenges (technology, marketing, funding, workforce, city/state business support).
- i. Opportunities (including funding with any others).
- j. Revenue and financials optional.

Afternoon Schedule:

- 3 - 3:25p: Meet and Greet.
- 3:25 - 3:30p: Open by Dan Bell
- 3:30 - 4:30p: Three Growth Companies (20 min each; 10 min content, 10 min Q&A).
- 4:30 - 4:45p: Break with light refreshments and appetizers.
- 4:45 - 5:45p: Three Growth Companies (20 min each; 10 min content, 10 min Q&A).
- 5:45 - 6:00p: Close by Dan Bell - Program evaluation discussion. How to improve. Next steps.

HRIC extends its thanks to:

1. Cox Communications for hosting the first event and helping to launch the program.
2. Attending Corporate Pillar organizations.
3. Attending Growth Companies.

The next Corporate Pillars session will be in the late July/early August timeframe.

Thank you for your interest and participation.

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