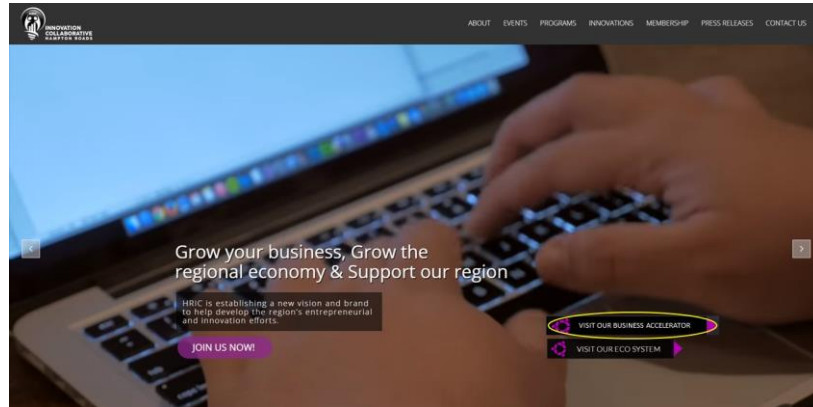


*Regional Business Accelerator
HRIC Web
Architecture Proposed Model*

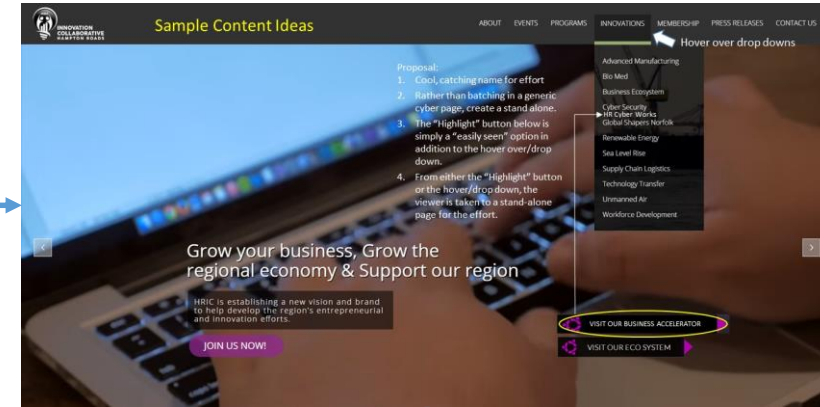
v. 9-1-16

Norfolk's Regional Business Accelerator Web Framework Version 9-1-16

A: Start at HRIC landing page



B: Two points of entry; 1) Hot button or hover/drop down



C: Program Definitions Page

THE CITY OF NORFOLK *Presents...*
Press Release and Slideware *A Regional Business Accelerator*

FOR IMMEDIATE RELEASE
June 4, 2016
Technology Hampton Roads
NORFOLK **Draft - Confidential**

The City of Norfolk Launches a Comprehensive Cyber Accelerator Project with HRIC.

Norfolk, VA – A new Cyber Accelerator project was launched by Norfolk to encompass regional participation, cyber solution development, business growth and a skilled worker pipeline.

Norfolk's Economic Development Department saw a clear need to evolve the region's expertise in Cyber Security.

Allen Baker, head of innovation for the city, stated: "Our cities, our businesses, our healthcare systems, our education systems, almost every organization out there is at risk. We're literally receiving tens of thousands of cyber-attacks every day."

Baker added: "Adding to this specific series of threats, we are also very much interested in developing helping businesses grow and adding jobs."

Working with Norfolk to deploy this program is the Hampton Roads Innovation Collaborative (HRIC).

Dan Ball, president of HRIC commented: "Norfolk's plan is a very sound way of actually implementing a strategy. Their multi-point approach touches on the key elements and may be used as a model for other cities around the region and in fact, other states of interest."

Ball continued: "Their idea of a collaborative approach, working with other entities and cities is exactly the approach that we need. Any city that wants to participate has the chance to benefit and if many benefit, the region benefits."

HRIC and Norfolk will share the Program Management Office responsibilities of facilitation and coordination of the program.

The program is expected to launch in July and run for several months if not on-going based on the dynamic nature of cyber security threats.

Hampton Roads Innovation Collaborative, 4001 Chesapeake Blvd., 23502 Norfolk, VA 23502
www.hrinnovationcollaborative.com, Phone: 757-621-4617, Email: info@hrinnovationcollaborative.com

JOBS & ECONOMY

Norfolk will introduce a series of innovation initiatives intended to directly and favorably impact the city's economic development potential.

Though Norfolk will focus on activities for its own city development, it also offers its programs for adaptation for other cities and the region in general.

The programs identified are all components of an **"Innovation Framework"** intended to capitalize on current industry activities that fit well for Hampton Roads.

Assisting Norfolk with its efforts is the Hampton Roads Innovation Collaborative (www.hrinnovationcollaborative.com) as an independent regional non-profit focused on regional innovation activities.

D: Choose Program Path of Interest

- **Cyber**
- **Resilience**
- **Data Science**
- **R&D, Intellectual Property, Patents, Commercialization**
- **Workforce Dev**
- **Entrepreneur Support Systems**

Norfolk's Regional Business Accelerator Web Framework

INNOVATION COLLABORATIVE HAMPTON ROADS

Sample Content Ideas

ABOUT EVENTS PROGRAMS **INNOVATIONS** MEMBERSHIP PRESS RELEASES CONTACT US

Hover over drop downs

- Advanced Manufacturing
- Bio Med
- Business Ecosystem
- Cyber Security
- Regional Business Accelerator
- Global Shapers Norfolk
- Renewable Energy
- Sea Level Rise
- Supply Chain Logistics
- Technology Transfer
- Unmanned Air
- Workforce Development

Proposal:

1. Cool, catching name for effort
2. Rather than batching in a generic cyber page, create a stand alone.
3. The "Highlight" button below is simply a "easily seen" option in addition to the hover over/drop down.
4. From either the "Highlight" button or the hover/drop down, the viewer is taken to a stand-alone page for the effort.

Grow your business, Grow the regional economy & Support our region

HRIC is establishing a new vision and brand to help develop the region's entrepreneurial and innovation efforts.

JOIN US NOW!

VISIT OUR BUSINESS ACCELERATOR

VISIT OUR ECO SYSTEM

Norfolk's Regional Business Accelerator Web Framework



Sample Content Topic Ideas

ABOUT EVENTS PROGRAMS INNOVATIONS MEMBERSHIP PRESS RELEASES CONTACT US

Regional Business Accelerator Page(s)

Definitions Page

This is where we'll describe it all in some detail.

Press Release Section (Needs finalization)



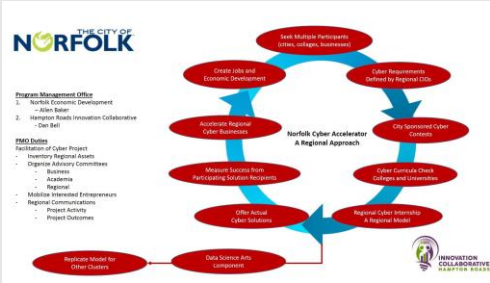
Program Overview (public) (Needs finalization)

HR Cyber Works -- a collaboration of public, private, educational and nonprofit stakeholders, coordinated by a small staff -- will help establish Hampton Roads as a data science hub of entrepreneurs, service providers and universities focused on meeting local cyber compliance and protection needs of Hampton Roads' economic pillars: the maritime, legal, banking and health services industries. Serial pilot projects will characterize the Cyber Accelerator.

*Norfolk will focus on Norfolk.
Other cities should focus on their localities.
All should focus on regional advancement.*



- Leading edge technology awareness
- All data and cyber companies urged to participate.
- Any company interested in cyber security urged to participate.
- Educational institutions urged to participate
- Contests and Events.
- Marketing and Communication within the region and beyond.



Not this per se, we need to refine public message.

Path Selections from this Definitions Page

- Cyber
- Resilience
- Data Science
- R&D, Intellectual Property, Patents, Commercialization
- Workforce Dev
- Entrepreneur Support Systems

Norfolk's Regional Business Accelerator Web Framework



Sample Content Topic Ideas

ABOUT EVENTS PROGRAMS INNOVATIONS MEMBERSHIP PRESS RELEASES CONTACT US

Regional Business Accelerator Page(s)

Functional Pages

This is where the user options are offered per topic selection.

Contests



Events



Work with education to validate curriculum to support business needs.



Continuous Program Review city by city and Improvement for results!

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Link to Register to participate in program



- Creation of mass awareness and interest.
- Updates on city and regional Cyber Security efforts.
- Event notifications (all cyber across region).

Regional Blog Board



Link to Collaboration Workspace/Website



Create and Commercialize IP



Linkage into regional acceleration efforts to build job growth



Participant Directory



Norfolk's Regional Business Accelerator Web Framework



ABOUT EVENTS PROGRAMS INNOVATIONS MEMBERSHIP PRESS RELEASES CONTACT US

HR Cyber Works Messaging



Messaging could be:

1. To HRIC Database.
2. To all corresponding businesses in cities who wish to participate.
3. City Economic Development Departmental Updates to city businesses.
4. To HREDA constituents, would be a good partner to include in regional communications.
5. To CIO Roundtable members (overview meeting with them is to be held in Sept).
6. To CEO Roundtable members (Vince Mostracco to be asked to coordinate).
7. Inside Business articles.
8. Other TBD.

A Regional Business Accelerator

The Journey Begins

