



2016 SUCCESS

- + 217 companies surveyed
- + 75+ community partners
- + 32,000+ data points
- + 60-page summary report
- + 2.5K views in 1 week
- + 275+ downloads

Available for free download
www.fosterly.com/#census



2017 INNOVATION INDEX

GREATER WASHINGTON, D.C. REGION

PROBLEM

Through conversations with key stakeholders and jurisdictional partners, Fosterly has identified a clear need for more accurate, up-to-date information about the startup ecosystem and the innovation economy on a local level.

Without easy access to this information, it is difficult to deliver effective programs and policies designed to support innovation. Even more difficult, is measuring the impact of past efforts to grow specific parts of the innovation economy.

SOLUTION

With a successful 2016 Startup Census, Fosterly demonstrated the capacity to lead a regional data collection effort of unprecedented scale and granularity. Fosterly's influence and long standing position in the community is directly responsible for this success.

The 2016 Census produced a static data set and summary report. Our goal for 2017 is to increase sample size, improve scientific rigor and start building the infrastructure to support a dynamic online database. This Innovation Index will provide the foundation for predictive, data-driven economic planning.

SOLUTION DETAILS

Census Design

- + Academic partner oversight
- + Scalable framework
- + Increased sample size

Improved survey tool

- + UN / PW based access
- + Stored data
- + Version control

Searchable Database

- + Access via Tableau Online
- + Anonymized data for privacy
- + Multi-factor search
- + Geo-targeting
- + Export charts & reports

EXAMPLE FOCUS AREAS

Access to Capital

- + Amount of outside investment
- + Sources of funding
- + Plans to raise

Workforce

- + Number of employees
- + Plans to hire
- + Salary ranges
- + Education levels

Real Estate

- + Footprint
- + Lease terms
- + Office type
- + Community details