



Greater Seattle's Innovation Economy

By Joe Ottinger



ABOUT linnovate

We help companies *implement strategic change* to accelerate revenue and profit growth

Executive Advisory Services

Strategy

Innovate, Scale Renew)

Execution

(People, Systems, Processes- OKRs)

Organization

(Structure, Culture, Agility)

Management & Board

Assessments & Workshops



2018 GREATER SEATTLE **INNOVATION ECOSYSTEM REPORT**

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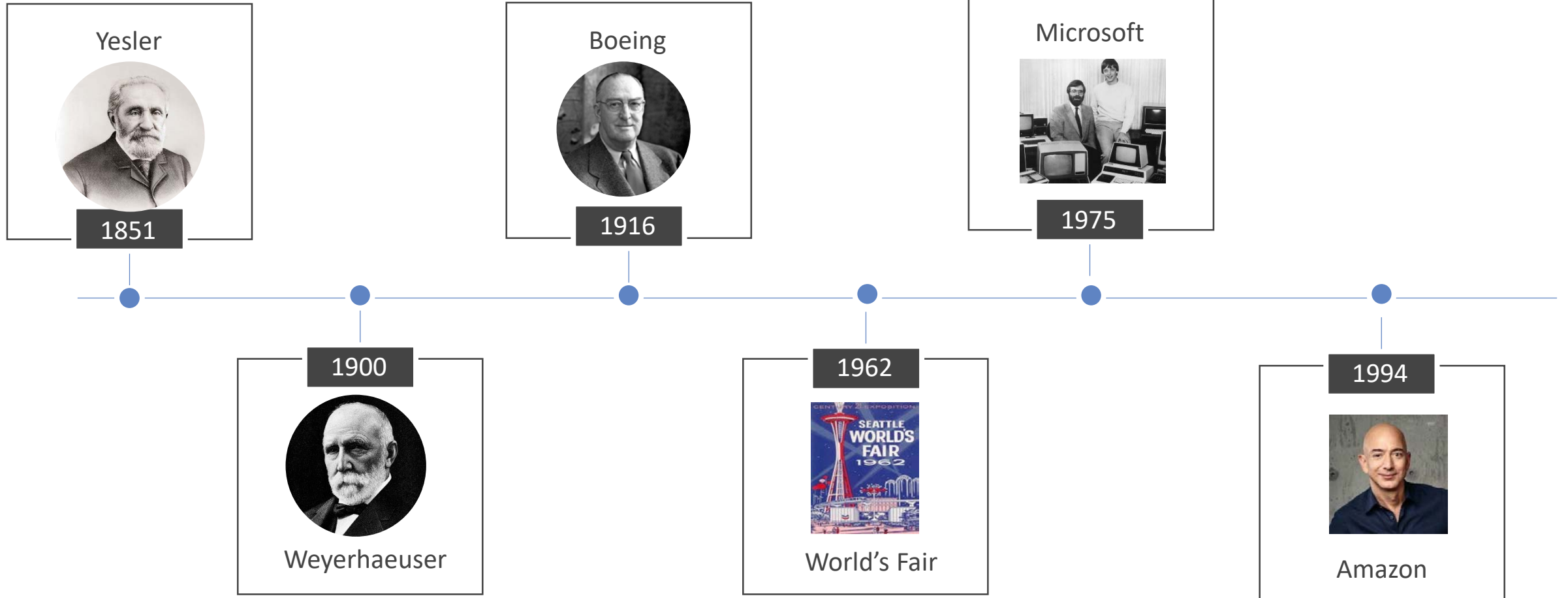
Jessica Partnow and Ella Stefoglo
*University of Washington Bothell,
School of Business*

February 15, 2019

Greater Seattle's Innovation Economy Facts (Quiz)

- Out of the top 10 office tenants in Greater Seattle how many are Tech?
- What % of tech talent in Greater Seattle comes from outside the State?
- At what rate did tech jobs locally grow versus Silicon Valley in 2018?
- What percentage of tech companies are owned or run by Women?

History Of WA State's Innovation Economy

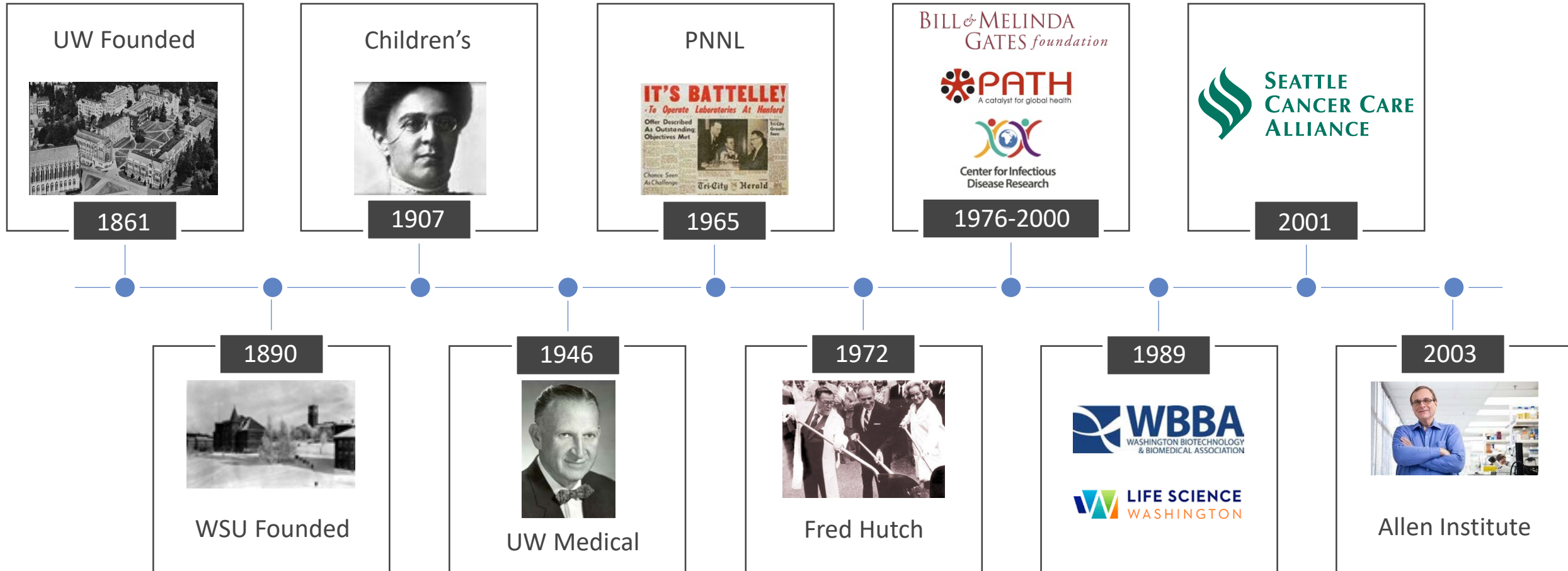




Greater Seattle's Office Market Is Dominated By Tech Companies

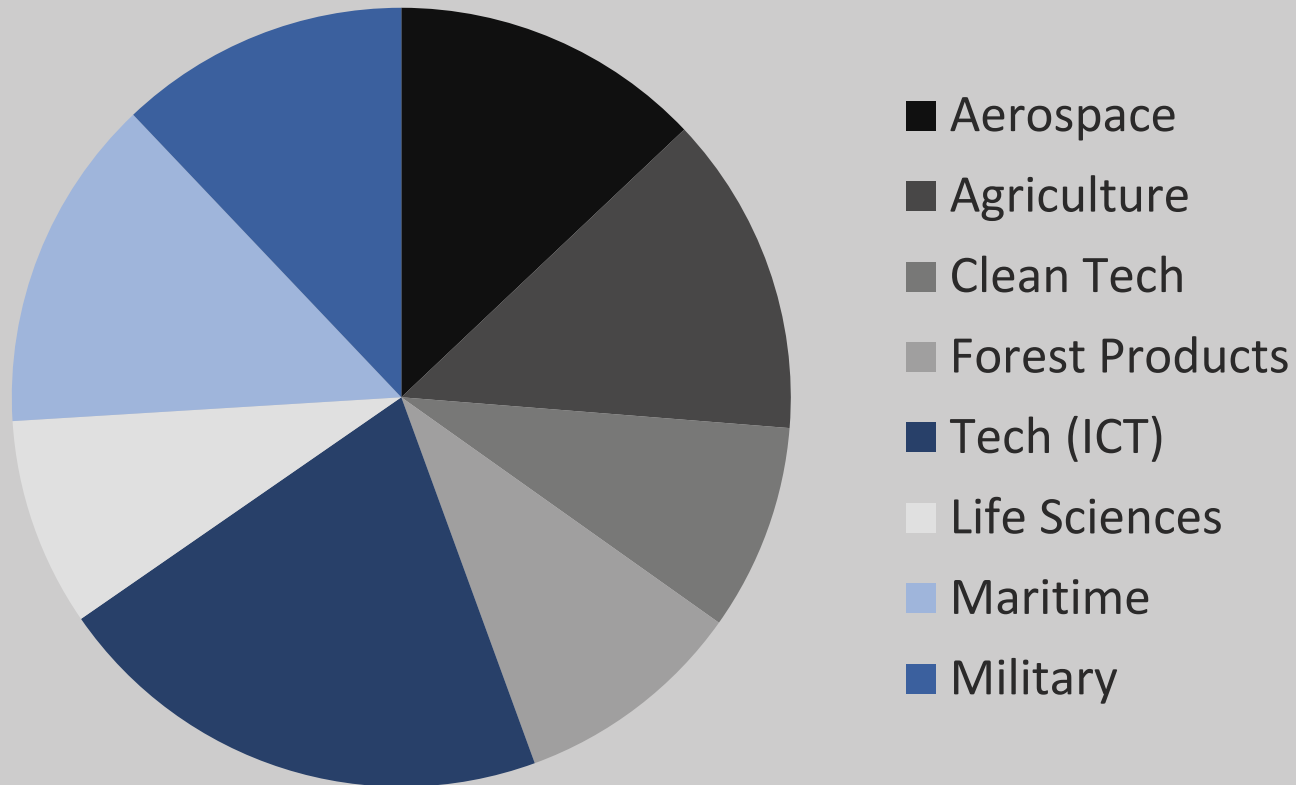
Company	Space Leased (M)
Amazon	13.25
Microsoft	13.09
Boeing	5.82
Starbucks	1.35
Facebook	1.23
Google	1.03
WeWork	0.9
T-Mobile	0.9
F5 Networks	0.8
Gates Foundation	0.8

History Of WA State's Health & Life Sciences Sector



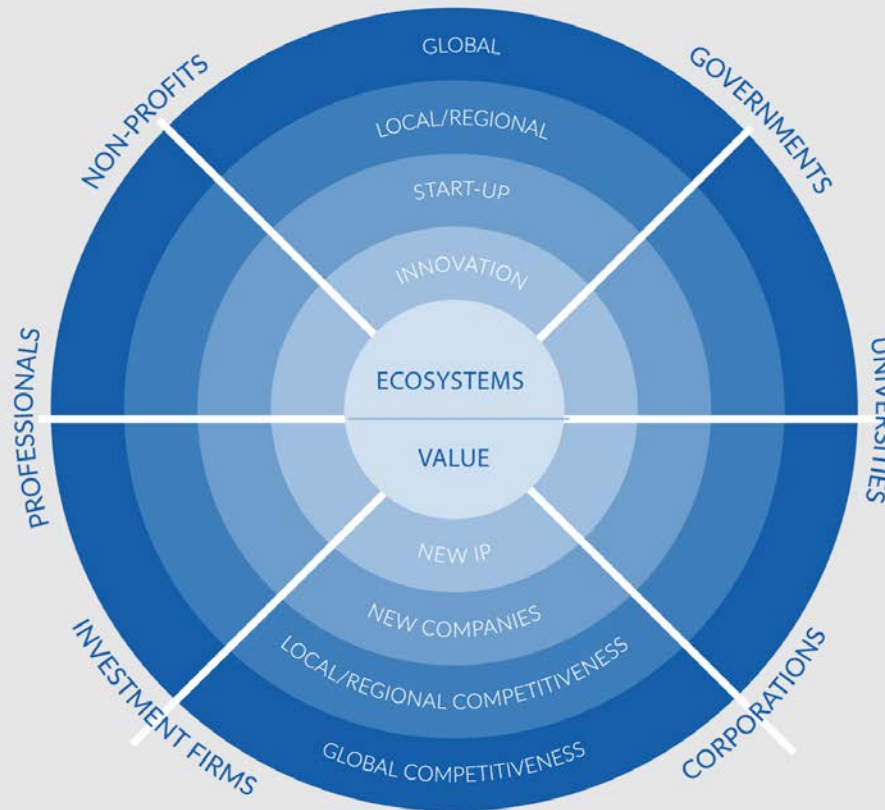
WA State's Top Sectors

Employment



An Ecosystem Model For Evaluating Our Innovation Economy

INNOVATION
ECONOMY
FLYWHEEL



WA State's Innovation Ecosystem Rating: **STRONG**

6

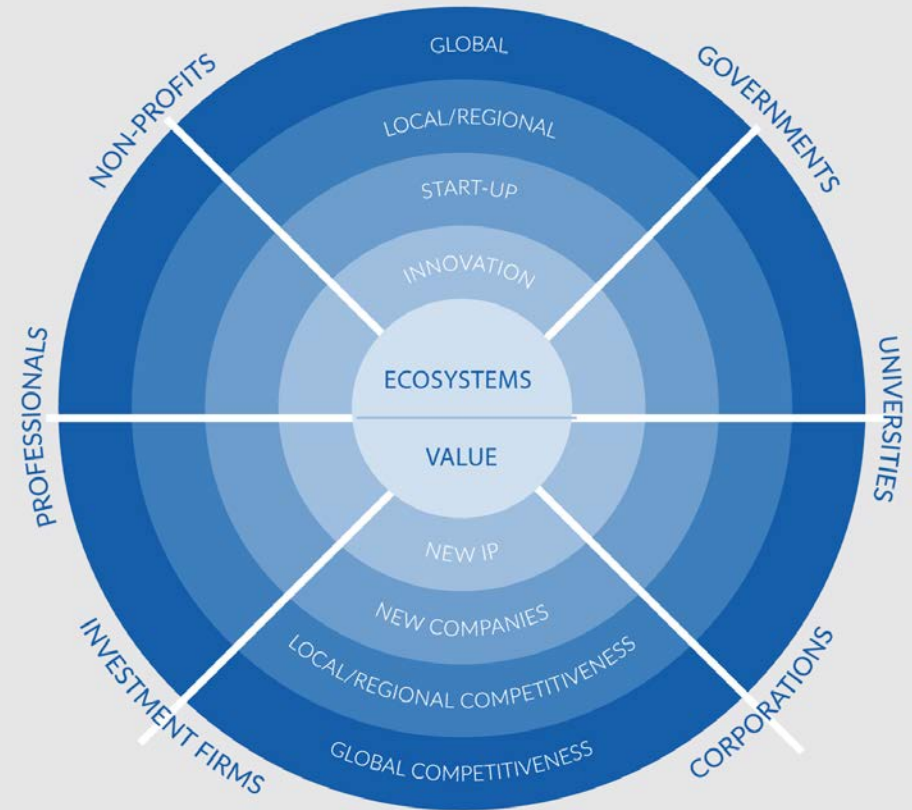
Research Funding

7

IP Creation (Patents)

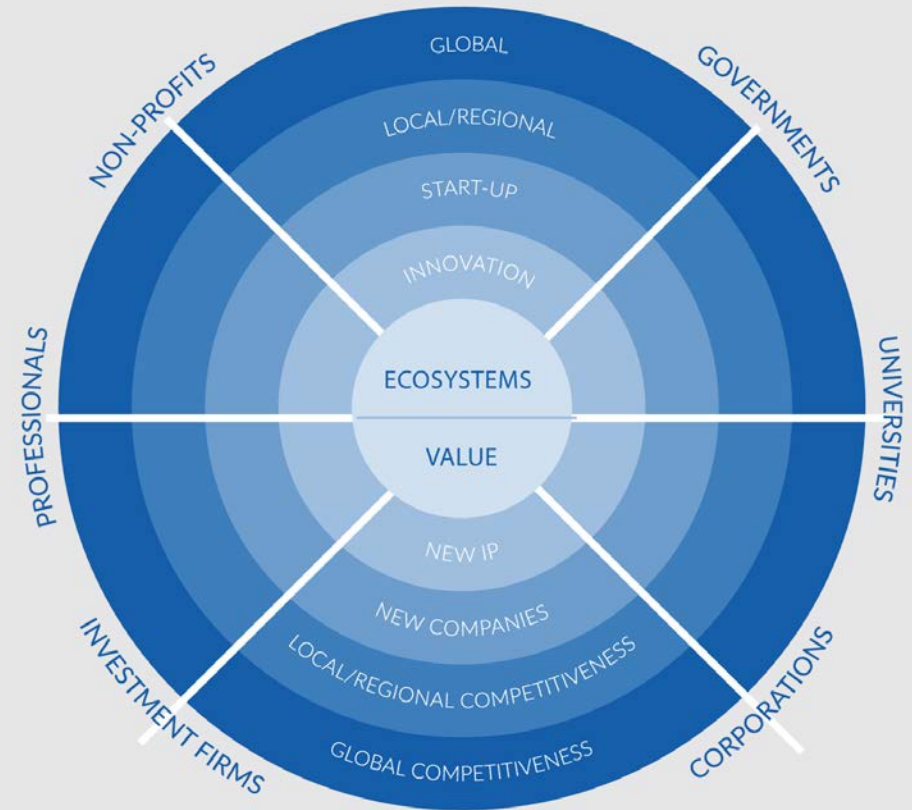
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Population




WA State's Start-Up Ecosystem Rating: **IMPROVING**

- ⑤ VC Dollars Invested
- ⑥ VC # of Investments
- ⑦ Top US Cities For Startups



Measures: New Company Activity & Funding



WA State's VC Investment Significantly Lags Innovation Leaders

State	VC Investment (\$M)
California	77,298
New York	14,312
Massachusetts	11,886
Washington	2,957
Texas	2,687
North Carolina	2,621
Illinois	1,789
Florida	1,735
Colorado	1,636
Pennsylvania	1,497

WA State's Local/Regional Innovation Competitiveness - Rating: **MIXED**

State Ranking (Positives)

- 2 Number of STEM Jobs
- 3 STEM Job Growth
- 3 % Workforce in Tech

State Ranking (Challenges)

- 14 High Speed Broadband Internet penetration
- 19 Higher Education Attainment
- 20 Seattle City Quality of Life

WA State's Global Competitiveness Rating: **IMPROVING**

14

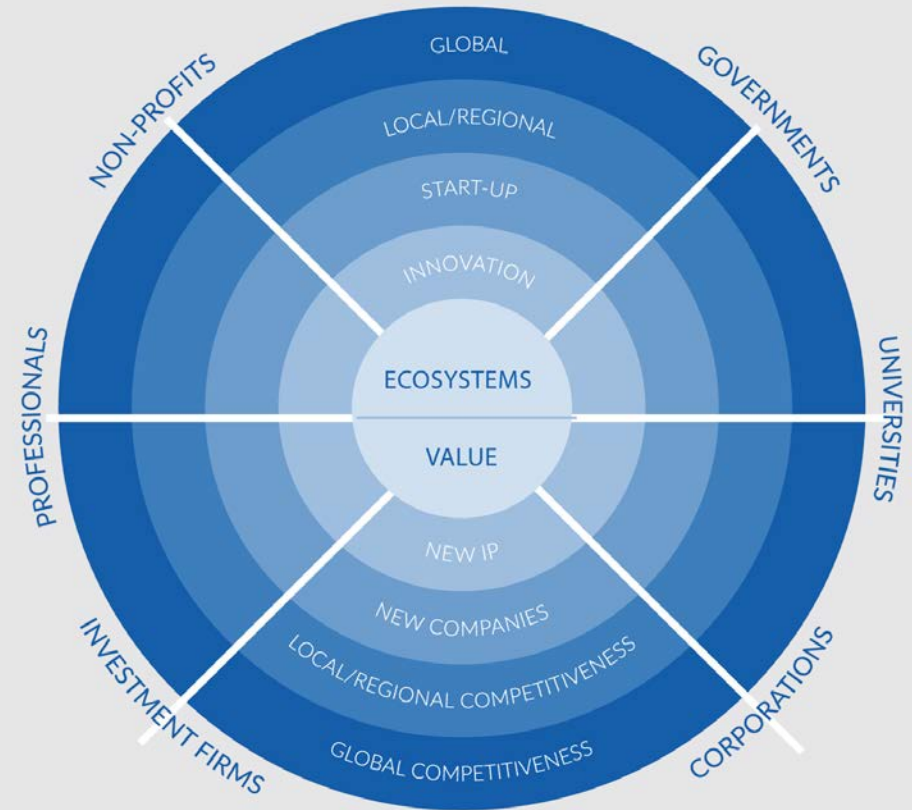
Global Exports (State)

19

Global VC Deals

20

Global Cities Ranking





What The Changes In Greater Seattle Mean To Your Organization

1. Talent War

“If you hire good people, give them good jobs, and pay them good wages, generally something good is going to happen.”

James Sinegal, Co-founder and former CEO of Costco Wholesale Corporation



2. Rapid Change & Disruption

We cannot change what we are not aware of, and once we are aware, we cannot help but change.

Sheryl Sandberg
COO of Facebook



3. Innovation Opportunities

Never before in history has innovation offered the promise of so much to so many in so short a time.

Bill Gates
Microsoft Cofounder



4. New Leadership Capabilities & Mindset

"I learned to always take on things I'd never done before. Growth and comfort do not coexist."

Ginni Rometty, CEO of IBM



Greater Seattle's Innovation Economy Facts (Quiz)

8

Out of the top 10 office tenants in Greater Seattle how many are Tech Companies?

80%<

What % of tech talent in Greater Seattle comes from outside the State?

2X

At what rate did tech jobs in Greater Seattle grow locally compared to Silicon Valley in 2018?

<8%

What percentage of tech companies are owned or run by Women?



Talk To Us About Your Strategic Change

Info@iinnovatenetwork.com