

2015 Report

10WEST

OCTOBER 18-24th, 2015

DOWNTOWN TUCSON

DISCOVER
TECHNOLOGY ENTREPRENEURSHIP
THE NEW CREATIVE CLASS

Brought to you by

**STARTUP
TUCSON**
A VENTURE COMMUNITY

10WEST.CO



The inaugural 10West took participants to the intersection of technology, entrepreneurship and the creative arts. Over 3,000 people experienced, learned and enjoyed 90 events during this week-long festival in downtown Tucson. It was embraced by all corners of the community – the City of Tucson, the University of Arizona, business leaders, entrepreneurs, investors, creatives and, of course, the budding entrepreneurs, inventors and future leaders of southern Arizona.

10West aligns with the mission of Startup Tucson - to promote economic growth through technology and innovation. All of the events during 10West trace back to this mission. The theme of the festival is the confluence of technology, entrepreneurship and the creative class and it was this confluence that was so compelling to the community. Our many supporters understand the synergies that occur when you create an environment of connections and collisions.

We greatly appreciate the sponsors and volunteers that were so instrumental in making this first year a success. The Arizona Commerce Authority was the lead sponsor for the festival. Major sponsors included the Arizona Daily Star, Cox Business, the Research Corporation for Science Advancement and the University of Arizona.

Community support was essential and we wish to acknowledge the contributions of the City of Tucson and, specifically, Mayor Jonathan Rothschild and Councilman Steve Kozachik, the Desert Angels, Sun Corridor as well as the downtown arts and music community.

Finally, we'd like to acknowledge the contributions of Tana Kelch and Billy Kovacs who went above and beyond in so many ways.

Please join us October 21-28, 2016 for the second 10West.



The Numbers

7 days of Technology, Entrepreneurship and the New Creative Class

18 events with over 90 sessions

3,300 people attended

10 Media sponsors yielding 4 million impressions

15 Financial sponsors

23 partner organizations

The Events

Envision Tucson Sustainability Festival

Connected Communities Leadership Conference with the University of Arizona

Meet Me At Maynards Kick-off Event

Technology – 2 days of Talks, Workshops and Panels

Entrepreneurship – 2 days of Talks, Workshops and Panels

Technology Mixer at Playground

KXCI Studio Tour

Wavelab Studio Tour

Tucson Young Professionals Ignite520

IdeaFunding

Southwest Regional Angel Capital Conference

UA Founders Breakfast

Tech Launch Arizona Showcase

Flycatcher with Lisa Landry

Tucson Music Showcase at Hotel Congress

Daft Punk Tribute at the Rialto Theatre

Tucson Pima Arts Council art panel

Toole Ave Art Walk



10West Creative Highlights

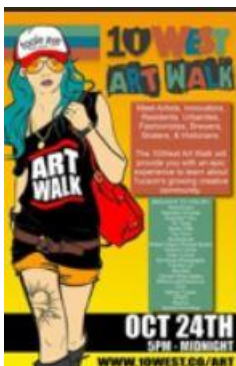
10West Tucson Music Showcase: Tucson's best and brightest performed on two stages at the historic Hotel Congress. Musical Acts included XIXA (formerly Chicha Dust), Giant Sand, Vox Urbana, Keli and the Big Dream, Katterwaul, Katie Haverly, Tom Walbank and Rich Hopkins and the Luminarios.

Lisa Landry at the Flycatcher: Popular comedian Lisa Landry came up through the New York City comedy circuit to become an audience favorite at clubs, colleges and theaters across the country. She brought her act to the Flycatcher in a 10West sponsored event.



One More Time, a Daft Punk Tribute band at the Rialto Theater: 10West teamed up with the Rialto Theater for this electronic music event featuring One More Time, a tribute to Daft Punk, the iconic act that combines elements of house music with funk, techno, disco, rock and synthpop.

Imagination: Creatives, Artists and The Commons Panel Discussion: The Tucson Pima Arts Council and Borderlands Brewery sponsored a panel discussion that explored the nature and characteristics of the New Creative Class and their synergistic and competitive interactions with each other.



10 West Art Walk and Experience: The warehouse arts district on Toole Avenue was the site for a broad collection of artistic works and interactive exhibits presented by Solar Culture, Tucson Pima Arts Council, Warehouse Arts Management Organization and Borderlands Brewing.

10West Entrepreneurship Highlights

IdeaFunding: This 19th annual conference brought together the Tucson entrepreneurial community – from young startups to experienced serial entrepreneurs and investors – to nurture innovation and creativity and showcase those visionary companies that are vital to our region’s growth. Culminated in a Business Pitch competition with four winners splitting \$10,000.



Southwest Regional Angel Conference: Hosted by Tucson’s Desert Angels, the 3rd most active angel investor group in the U.S., this 4th annual conference brought together investors to connect on the best ideas and practices in the world of early



Ignite520: The Tucson Young Professionals’ Alliance came together to connect, grow, and network with the next generation of movers, shakers and change-makers. Ignite520 included breakout sessions on a variety of topics relevant to young professionals in southern Arizona.

Entrepreneurship Sessions: Focused on the ideation and launching of businesses in the southern Arizona. Business leaders and experienced, successful entrepreneurs covered lending practices, digital and email marketing campaigns, legal considerations, developing a business pitch and bootstrapping a new company.



Envision Tucson Sustainability Festival: The motto of the Sustainability Festival, Demonstrating, Educating, Celebrating, expresses how this family event was as much a community expo as it was a celebration of local and regional actions promoting sustainability.

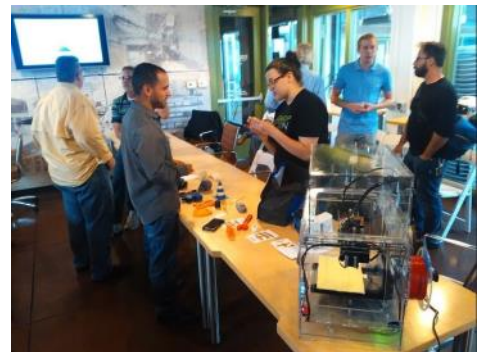
10West Technology Highlights



Connected Communities Forum: Brought together Southern Arizona education, business, and government leaders to discuss urban, economic, social, and digital infrastructure challenges in our region and explore solutions to overcome them through technology, innovation and public private partnership models. Goals: Understand the region's current economic development opportunities and challenges, and well as innovation assets that can be further leveraged to create a more vibrant and connected community. The

one-day event included a series of presentations and facilitated discussions led by subject matter experts and event organizers. Key contributors included Mayor Jonathan Rothschild, Sarah Smallhouse, Michelle Norin (Univ of AZ CIO) and Greg Teesdale (Executive Director of 10West).

Technology Sessions: Featured two full days of programming at Connect Coworking with topics such as Virtual Reality, 3D printing, internet of things and trends in e-commerce and an innovative series of panels, workshops and demonstrations.



Innovation @ UA Day: The Research Corporation for Science Advancement sponsored this celebration of innovation and entrepreneurship that featured speakers, pitches, and demos showcasing the brightest minds across the UA campus. It included the Wildcat Founders (Alumni) Breakfast; a Tech Launch Arizona showcase that features the latest technologies coming out of the University and First Friday Pitch Day featuring students and university faculty pitching their ideas for new technologies to mentors, alumni and executives.

Media Partners



Media Sponsors – 4,000,000 impressions

Arizona Daily Star

KXCI

Clear Channel Communications

Biz Tucson

Zocalo

Edible Baja

Tucson Weekly

KLPX- KFMA

Arizona Public Media

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Community Partners



Community Partners:

City of Tucson – Mayor Jonathan Rothschild

City of Tucson – Steve Kozachik – Ward 6

City of Tucson – Regina Romero – Ward 1

TechLaunch AZ

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Tucson Museum of Art

Envision Tucson

YWCA

Tucson Pima Arts Council

Borderlands Brewery

Startup Tucson

Tucson Young Professionals

Financial Sponsors



Financial Sponsors:



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Cox Communications
Research Corporation for Science Advancement
Tech Launch Arizona
Desert Angels
New York Life
Tango Commercial Real Estate
AZCI
Hecker PLLC
Beach Fleischman
University of Arizona McGuire Center
Universal Aviation
Rusing Lopez Lizardi
Community Renaissance
Marcus Engineering
Nuanced Media
Business Development Finance Corporation (BDFC)
Aztera
Startup AZ
Vantage West Credit Union
Downtown Tucson Partnership
Brent Dusenberry
Nesco Resources
Roche (Ventana Medical Systems)
Lazarus

Special Thanks to our Extended Team

Justin Williams
Tony Ford
Courtney Fey
Tana Kelch
Billy Kovacs
Raven Park
Villette Nolon
Tonya Aiossa
Edward Cruz
Elliot Ledley
Larry Sakin
Howard Bisgeier
Kalena Shoman
Corey Gehrke
David Allen
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Greer Vinall
Kendra Teesdale
Pascal Tang
Sebastian Galvan-Duque



The many volunteers and contributors that I missed
And the thousands of people who attended **this inaugural 10West 2015**