

# Reputation

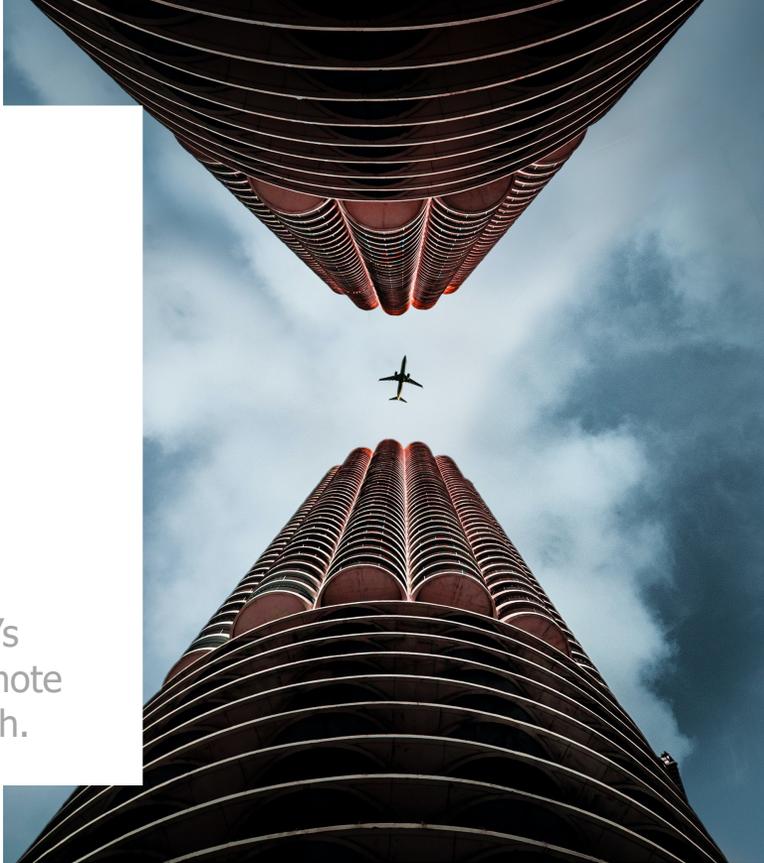
JANUARY 2021



OUR MISSION

# P33 exists to...

turbocharge Chicagoland's  
tech ecosystem and promote  
inclusive economic growth.



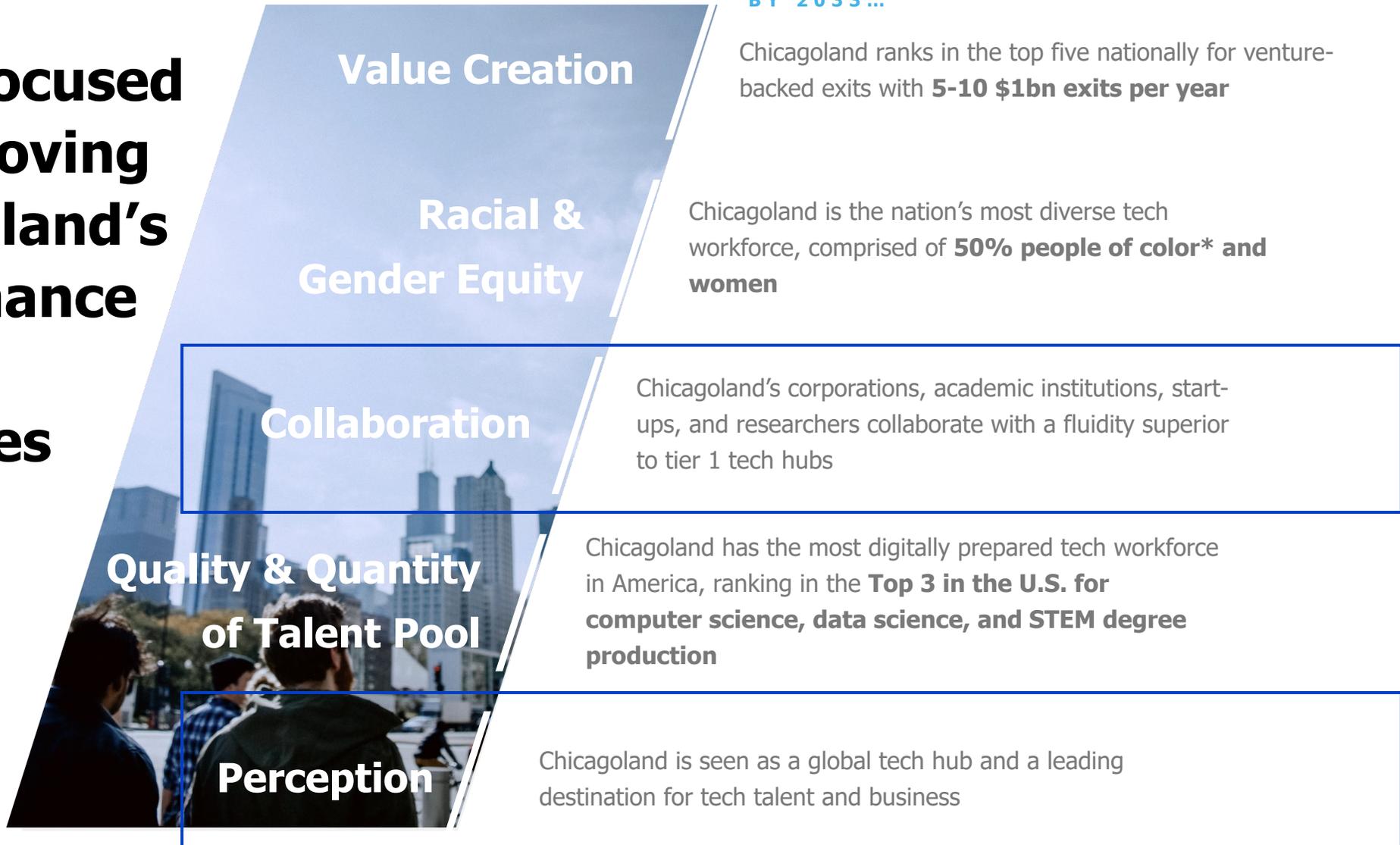
HOW WE WORK

- 1 Follow the Data**  
We examine the data to identify a specific, pressing and solvable challenge in our tech ecosystem
- 2 Go Big**  
We take on the biggest tech-related challenges that show the greatest opportunity for our region
- 3 Break Silos**  
We work across silos to bring together the right mix of diverse players to solve the challenge
- 4 Make it Stick**  
We design a solution that makes our ecosystem work better and can be self-sustaining, so we are ready for the next challenge

How we achieve it



# P33 is focused on improving Chicagoland's performance on five outcomes



# Current state

Chicago is relatively unknown as a tech hub by audiences that can influence the economic development and mobility of our city.

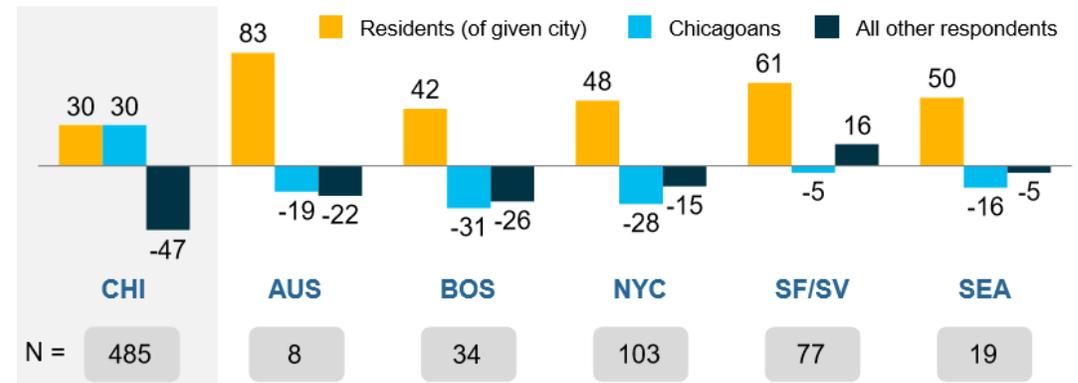
We have a great story to tell. **However...**

- ... we lose top talent to the Coasts
- ... other major tech hubs eclipse our NPS
- ... perception challenges impact multiple tech stakeholders

“ When considering a tech job, relocating or starting a business, investing in tech, or place to live or work, **how likely is it that you would recommend the following cities** to a friend or colleague? (scale of 1-10, higher is better)

**Net Promoter Scores (NPS)** of various tech hub cities, broken down by respondents in Chicago vs. respondents outside Chicago

*NPS = % “promoters” (scoring 9-10) - % “detractors” (scoring 1-6), higher is better*



**Significant difference in Chicago’s Net Promotor Score (NPS) between respondents in and outside the city, compared to other “Tier 1” tech hubs**

# What we learned during the discovery phase

## Chicago must close its perception gap to compete with Tier 1 cities

Despite positive sentiments towards Chicago from its residents (i.e., Chicago NPS = +30%), other major technology hubs maintain a higher level of NPS amongst resident respondents (i.e., Boston NPS = +42%; New York City NPS = +48%; San Francisco/Silicon Valley NPS = +61%; Seattle NPS = +50%)

## A brand can help close the perception gap and increase NPS

Chicago was identified as relatively weak on city brand: Investors, especially, both in and outside the city rate it relatively poorly on this metric.

The survey themes highlight a need for improving the city brand of Chicago to retain and attract young technology talent.

## We should explore the role of “diversity and inclusivity” within a Chicago tech brand

Roughly 25% of engineering and tech startups and 51% of all start-ups valued at \$1B+ have an immigrant founder

Women account for only 30% of the tech industry and <3% of venture funding goes to women led startups. Chicago is an early leader for women in tech (e.g., ~30% of Chicago startups with women founders)



## Chicago is not seen as “cool” and its perceptions challenges impact multiple tech stakeholders

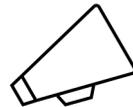
Challenges	Underlying causes/issues	Supporting facts and statistics	Stakeholders most impacted		
			Profess- Students	Entre- pre-neurs	Com- panies
 <b>Quality-of-life issues</b> (including perception issues)	<b>Not cool enough</b>	<ul style="list-style-type: none"> <li>People do not put Chicago in the same league as NYC, SF or Austin</li> </ul>	   		
	<b>Very cold and 'Windy City'</b>	<ul style="list-style-type: none"> <li>Many considered Chicago's <b>cold weather as a big negative factor</b></li> </ul>			
	<b>Unsafe – 'Crime Capital'</b>	<ul style="list-style-type: none"> <li>Chicago ranks 28<sup>th</sup> in violence per capita<sup>5</sup> but is very infamous for crime</li> </ul>			
	<b>Disparity in race &amp; income</b>	<ul style="list-style-type: none"> <li>Chicago is <b>among the most racially disparate cities</b><sup>6</sup></li> </ul>			
	<b>Corruption in government</b>	<ul style="list-style-type: none"> <li>Chicago city government is perceived as inefficient, corrupt and not business friendly</li> </ul>			

# We're taking a three-pronged strategy to achieve one aspiration for Marketing & Communications.

## Our ambition in 2033 is to ...

*...position Chicagoland as a global tech and innovation hub to attract tech talent and business*

## Approach



### Increase national visibility

in Chicagoland's tech strengths and success to attract talent and business



### Brand our tech sector

to take our narrative into our own hands and define our authentic and competitively differentiating story and ultimately close our perception gap



### Launch targeted marketing

to put our story in front of the right audience, at the right time, in the right way

## Core Metrics

- 01 Penetration** of Chicago tech focused stories in top tier national outlets
- 02 Shift in Perception** among national tech talent



**Stories that make  
us proud**

STORIES THAT MAKE US PROUD

## How Chicago's tech community came together during COVID

Despite COVID-19 having devastating effects around the world, Chicago tech startups have found ways to keep developing, resulting in a **passionate** and **productive** 2020.

It was important for us to do our part in helping the community too, resulting in the launch of the **Chicagoland COVID-19 Data Commons**, in partnership with **MATTER** and the **Open Commons Consortium**.

## Stepping It Up

- Using their aggregated deidentified data around the pandemic, **Metopio** has made their data visualization tool available to all registered users at no cost – putting data in the hands of decision-makers to address issues like food insecurity.
- The New York Times profiled the **University of Illinois in Urbana-Champaign's** opening calling it “one of the most comprehensive plans by a major college to keep the virus under control.”
- **Rheaply** CEO, Garry Cooper, pivoted the team's efforts toward developing a free-to-use Emergency Resource Exchange (ERx) to help local small businesses gain easy access to channels for PPE.
- Errand Solutions, a virtual personal assistance platform, launched the To the Rescue app, which supports our brave frontline workers with their day-to-day errands so they can focus on fighting the virus.

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STORIES THAT MAKE US PROUD

## Illinois is poised to lead the quantum information science future

At large, Illinois is building the blueprint for the Quantum Internet – one of the most significant technological advances of this decade.

The **U.S. Department of Energy** is establishing five new **National Quantum Information Science Research Centers** - including a center led by Argonne National Laboratory and another led by Fermi National Accelerator Laboratory, both of which are affiliated with the **University of Chicago**.

## The Centers

**Q-NEXT** - Led by Argonne  
22 partners

Will create two national foundries for quantum materials, develop networks of sensors and secure communications systems, establish simulation and network testbeds, and train a next-generation, quantum-ready workforce

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**SQMS** (Superconducting Quantum Materials and Systems Center) - Led by Fermilab  
20 partners

Aims to build and deploy a beyond-state-of-the-art quantum computer and develop new quantum sensors, which could lead to the discovery of the nature of dark matter and more

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STORIES THAT MAKE US PROUD

## Illinois is poised to build the most inclusive tech ecosystem

Led by the University of Illinois System, in partnership with local and global research universities, the **Discovery Partners Institute (DPI)** empowers people to jumpstart their tech careers or companies right here in Chicago.

In conjunction with DPI, we have launched **TechReady Illinois** – an initiative that allows Illinois residents to enroll in computer science certificate programs, at a 50-75 percent discount.

Melinda Gates Leads \$50M Initiative to Boost Women in Tech, Starting in Chicago. This new initiative, **Gender Equality in Tech (GET) Cities**, will accelerate the representation and leadership of women in tech - partnering with local Chicago organizations like P33.

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CONTACT US

# How to get involved

**Share your stories with us!** We would love to hear about more tech 'wins' to increase Chicagoland's national visibility as a tech hub.

**Media friendly,** the P33 team is available for interviews around Chicago's tech landscape and what P33 and its partners are doing.



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