



Annual Report of
The Hub of Human Innovation
Covering 9/1/2018 to 8/31/2019

El Paso City Council
January 21, 2020

Carlos Martínez-Vela, Ph.D.
Executive Director

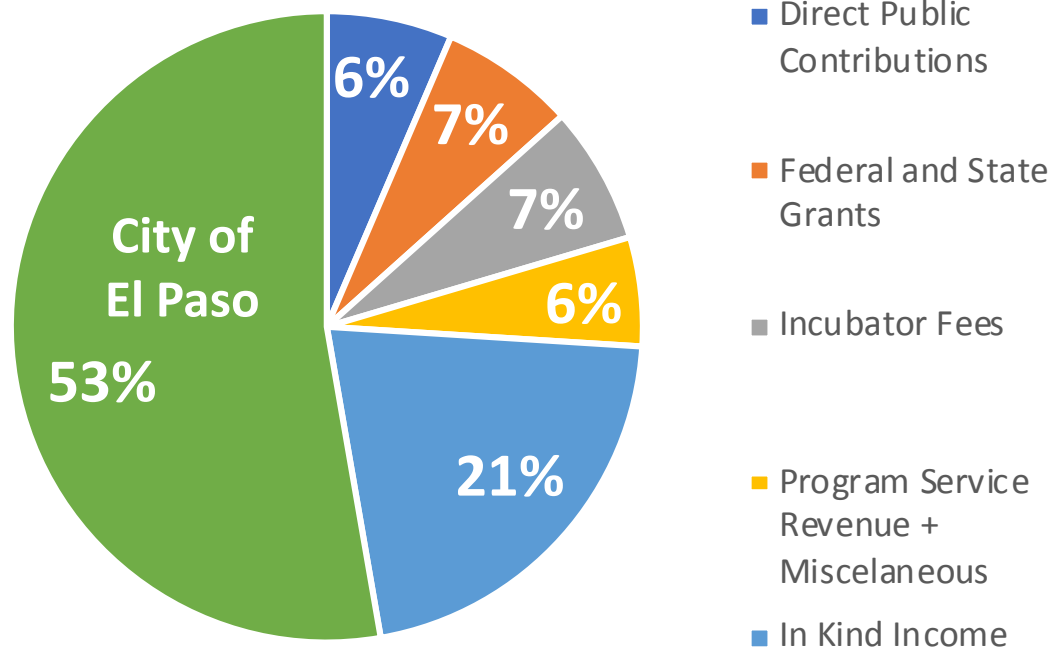
Board of directors

- Laura Butler, Small Business VP, Wells Fargo
- Jaime Farias, VP for Workforce and Continuing Education, El Paso Community College
- Tom Fenton, Founder and Advisor, El Paso Inc.
- Leonard Goodman, President and CEO, Goodman Financial Group (Board Chair)
- David Jerome, President and CEO, El Paso Chamber of Commerce
- Cindy Lyons, CPA / Partner, Lauterbach Borschow & Co. (Treasurer)
- Don Margo, President, Hub International
- Carlos Martinez Vela, President and CEO, The Hub of Human Innovation
- Marina Monsisvais, Principal, Barracuda PR
- Ricardo Mora, Founder and CEO, Technology Hub - Juarez
- Robert Nachtmann, Professor, UTEP College of Business Administration
- Lydia Nesbitt-Arronte, Director, CIITA / Instituto Politécnico Nacional - Juarez
- Melissa Silverstein, Associate General Counsel, Helen of Troy
- Cary Westin, Deputy City Manager, City of El Paso
- Steven Yellen

Thank you.

Funding

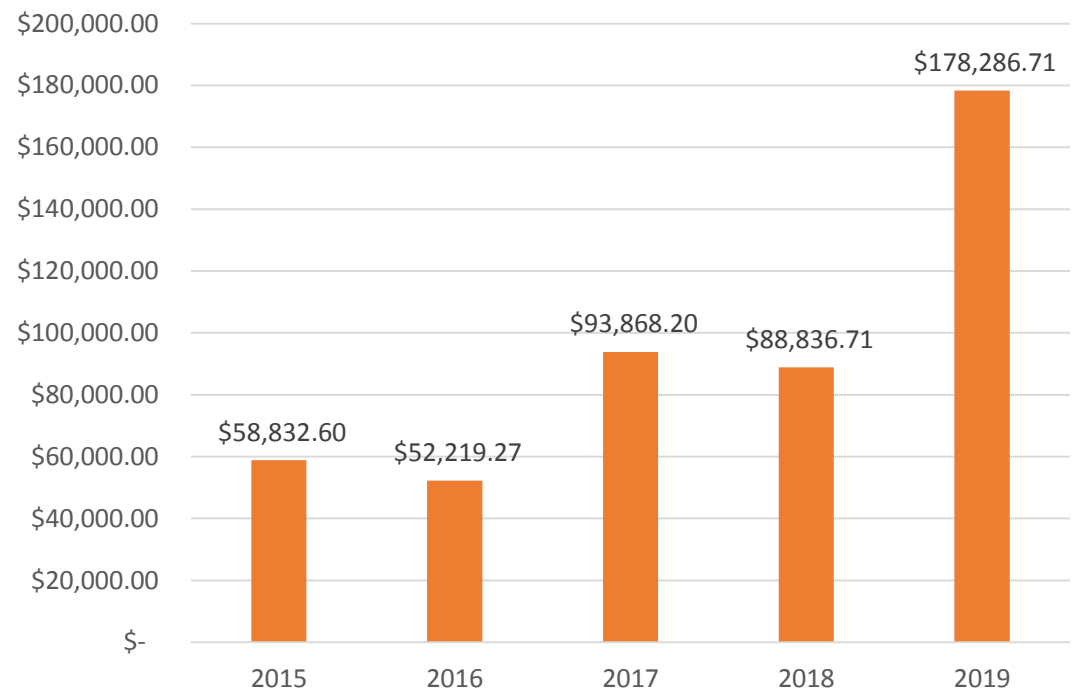
Pioneers 21
(f.k.a. The Hub of Human Innovation)
Total Income by Source
2011-2019



Private Contributions

- El Paso Innovation Awards
- WestStar Bank
- El Paso Electric Company
- Hunt Family Foundation
- Texas Gas Service
- Wells Fargo Foundation
- Patriot Mortgage Company
- Bowling Family Foundation
- United Bank
- Mounce Green Myers
- Western Refining
- Kemp Smith
- Microsoft TechSpark Texas
- The Bridge Accelerator
- MassEconomics
- Transtelco
- Sotoa Realty

The Hub of Human Innovation
Private Contributions 2015-2019 (Corporate and Business)



Metrics for FY8 (to 9/30/19)

	Required	Actual 9/30/19
% Programs Revenue	12-16 %	16 %
# of New Companies	10	13
\$ New Employee Wage	33k-37k	52.5k*
# Workshops + Events	4	17
# Entrepreneur / Innovator @ Workshops + Seminars	400	743
# Entrepreneur / Innovator Trained	90	201

*Annual average for compensated employees (FTE) for reporting members.



A Framework for Our Work:

Border Economies

Articulating a Regional Innovation System in El Paso –
Juárez Binational Metropolitan Region

Project started in 2016 by:

Dr. Carlos Martínez-Vela (MIT at the time)

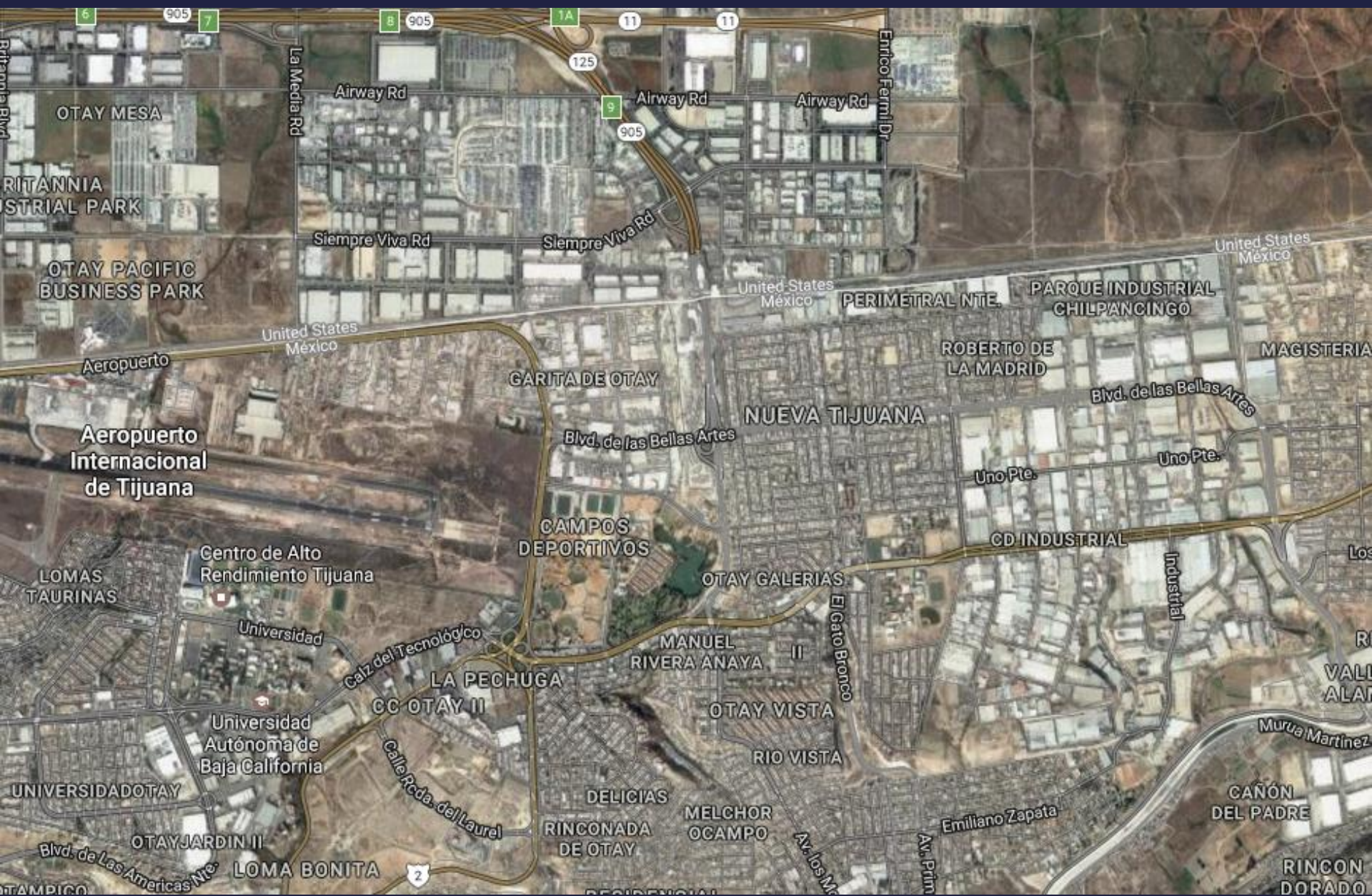
Prof. Michael Piore (MIT)

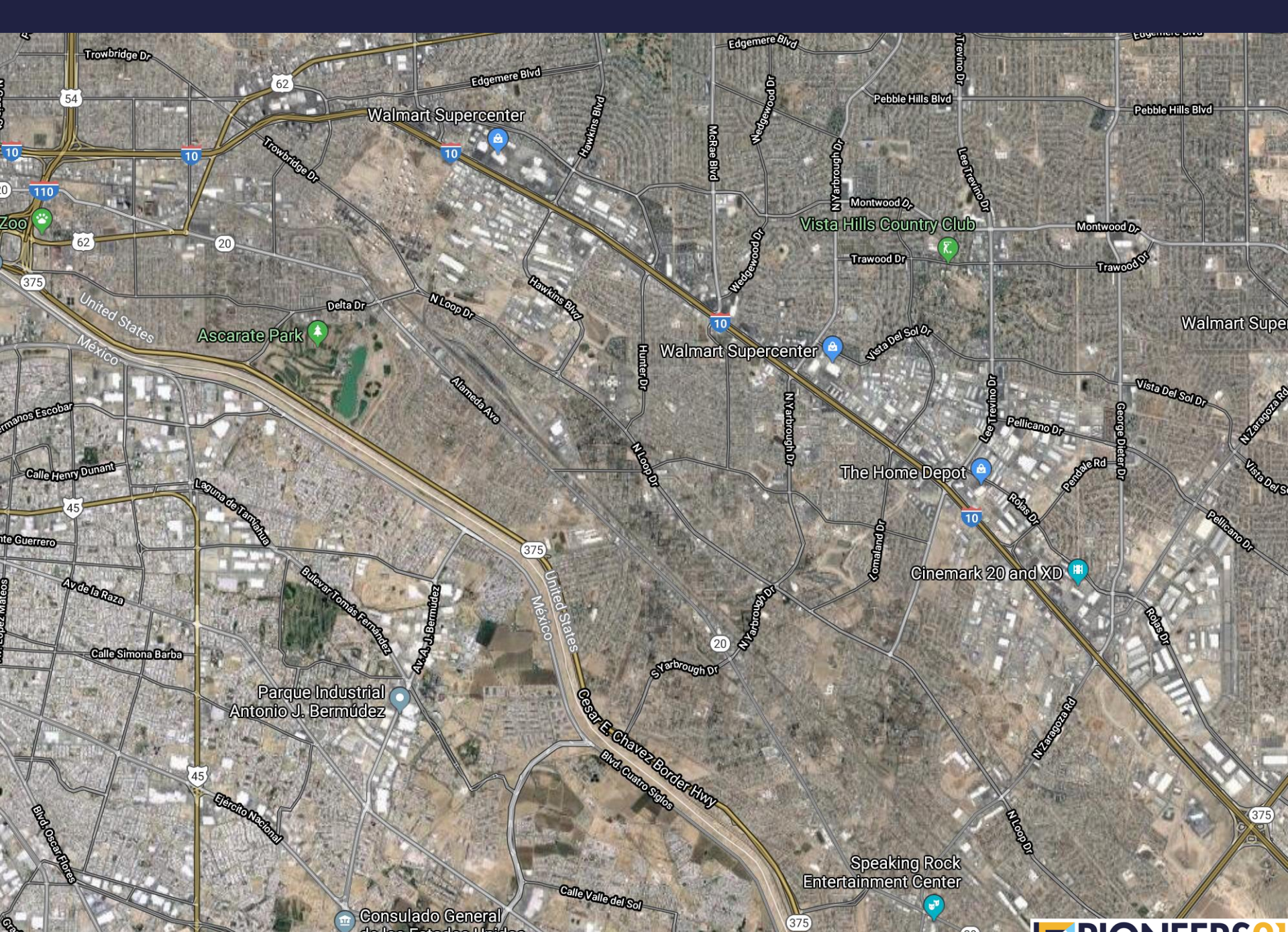
Prof. Jorge Carrillo (COLEF)

With support from:











There is A Dominant Economic
Development Strategy in Border Cities

Attracting Investment

NAFTA / USMCA

Trade

More Boxes

Maquiladoras

Manufacturing

Low Wages

Growth from the Outside

The Border Economy Conversation

It's also about

OPTIMIZING FLOWS

People

Capital

Goods

FAST!

SECURE!



We need to add

A New Conversation:

Unleashing the Creative and
Economic Potential of the
U.S. – México Border

An additional strategy:
Growth from Within

CRAFT & FOLK ART MUSEUM, LOS ANGELES

THE US-MEXICO BORDER PLACE, IMAGINATION, AND POSSIBILITY

US-Mexico border cities, from west to east

Cities are to scale, distances between cities are not to scale.

0 5 10 20 mi
0 10 20 40 km
Sasha Trubetskoy 2016
sashat.me



Visualization: Sasha Trubetskoy



Local entrepreneurship

**Local SME Growth
(Scale-up)**

**Grassroots mobilization for
regional economic change**

Local entrepreneurship

Local SME Growth
(Scale-up)

Grassroots mobilization for
regional economic change

What we do

We foster economic growth and renewal

- We help and support entrepreneurs, startups, and small businesses to start, launch, and grow.

Innovation

Entrepreneurship

Training
Targeted Networking

Education
Coaching &
Mentoring

- ▣ We connect with advisors, investors, business services, and technical assistance.
- ▣ From ideation and business start to acceleration and growth.
- ▣ In all established and emerging industries and sectors.

Our Ambitions

We help entrepreneurs to start, build and grow businesses

We build and connect communities of innovation and entrepreneurs

We discover, articulate and share stories of innovation in our region

We build relationships locally, regionally, statewide, nationally, and internationally

To unleash the innovative and economic potential of our region

To position El Paso as America's Borderland Capital

To change the narrative of the USMX Border

Members (2019)



Ad Appson	Software application - mobile advertising
Alma Matters	Software application - sports
AkuCast	Software application - marketing
Boost Human	Augmented reality
Branding Alliance Media	Marketing
Campus Life	Software application – higher ed.
CellNovation Technology Corporation	Healthcare - wound care
Desert Roling	Wellness
E-Dealer Direct	Software application - vehicle sales
Educational Summit of the Americas	Educational conference
ESSgo Delivry Services	Software application
Equilivry	Software application – food delivery
FocusHR	Business services
Glide Scooters	Mobility
Hippie Girl Natural Products	Consumer products - wellness
My 360 IT	Software application - life sciences
Freudensong (Natural Ear)	Software application - singing
Phidev / Audisatt	Digital services / Auditing software

87 companies incubated | ~ 45 still in business



Join E-DealerDirect and Become Part of the Team!

E-Dealer Direct is a fast growing startup serving the financial and automotive spaces. We have an ever expanding need for talented individuals to add to the team. Our need ranges from vehicle onboarders to software engineers. Feel free to send your resume to victor@edealerdirect.com if you think you could add value to the company in any way.

Javascript Software Engineer

Last Updated: Jan 14th, 2020

[Read More »](#)

Software Engineer Intern

Last Updated: Jan 14th, 2020

[Read More »](#)



TheBridgeaccelerator

BINATIONAL SUPPLIER DEVELOPMENT PROGRAM

Maquiladoras buy \$39 billion annually in goods and services. Only 2% is supplied by local businesses. The Bridge helps local businesses tap into this market.

- 11 companies in the first cohort
- 33 new jobs • +\$1.5 million in sales
- \$250k investment committed
- Microsoft extended support for \$1.5 M for 3 years



TechnologyHUB
Connecting Minds



Microsoft



transtelco



BOSCH



**Global Containers &
Custom Packaging Inc.**

Professional Grade Packaging



**WINNER
2019**



TheBridgeaccelerator

BINATIONAL SUPPLIER DEVELOPMENT PROGRAM



- Next cohort starts in February
- Applications are open!
- <http://tb-xl.com>

Outreach and Civic Engagement

- Established in 2nd Amendment to Economic Development Program Grant Agreement.
- Build public knowledge about:
 - The existence and services of P21.
 - The city of El Paso as a location for technology and industry development.
- Local, regional, national, international.

Building and Maintaining Relationships

Sharing Our Story

SWEET SUCCESS

EL PASO COMPANY DISTRIBUTES 2.4B JARRITOS SODAS A YEAR

■ By Sara Sanchez / El Paso Inc. staff writer

Luis Fernandez remembers the first time he tried Jarritos. It was the mid-80s and he was standing in a Los Angeles warehouse with one of his customers who handed him a room-temperature bottle of the tamarind flavor.

It wasn't quite his favorite.

"I had never seen (Jarritos) in my life," Fernandez said. "He opened up the bottle, I tasted it and said, 'What? You want this? You really want this?' He said to bring him anything I get. I went back to

Mexico and started looking for the product."

A couple of decades later, Fernandez is the CEO of Novamex, an El Paso company that owns the Jarritos brand and distributes the popular Mexican soft drink to 39 countries. Novamex is headquartered in Downtown El Paso and employs about 1,000 people at its facilities in both the United States and Mexico.

Last week, Fernandez sat down with Carlos Martínez-Vela, president and CEO of the Hub of Human Innovation, for a Pioneer Conversation discussion on Novamex, entrepreneurship in the borderland, and market trends for the food and beverage industry.

Jarritos are ubiquitous in El Paso, sometimes seen in colorful

rows in a corner store fridge or accompanied by a plate of barbacoa tacos at taco joints. And

PIONEER CONVERSATION





TOLL ROAD
NO
NO PROBLEM
PAY BY MAIL

EXIT 59
62
Paisano Dr
EXIT ONLY



Techs-Mechs: A Run Through the History of Mexican Technological Culture

by Rafael Lozano-Hemmer [Border Tuner]

Join us tomorrow Tuesday, November 19 at 11:30

A.M. to meet Rafael Lozano-Hemmer, the creator of

Border Tuner / Sintonizador Fronterizo. Rafael will

discuss the rich and surprising history of Mexican technological culture: from poets as radio broadcast pioneers a century ago, the postulation of cybernetics, the invention of colour TV, the first immersive cinema, mechanical pianos creating non-human sounds, the first telematic connection of music recording studios and more.



WEDNESDAY, NOV 20

Activations

6:30 and 8:30 - Bowie High School, Preparatoria Altavista, and COBACH 19 - a selection of programming with youth voices from these historic high schools

Forum

7:30 - Rafael Lozano-Hemmer conference: "Techs-Mechs: A Run Through the History of Mexican Technological Culture"

Community tent

"Augmented Reality is for Everyone", by Pioneers 21 and Boost Human in El Paso. Activities by the Technology Hub in Juárez

AUGMENTED REALITY FOR EVERYONE

Tonight at Bowie High School, starting at 6:30 P.M. join El Paso startup Boost Human to experience augmented reality (AR) at Border Tuner. Bring your kids.

This Year

- Expanded entrepreneurship education
 - Innovation training for small and medium-sized enterprises (SMEs) and microenterprises
 - Targeted audience and sector workshops
 - Roaming(district) workshops
- MIT Venture Mentoring Service
- MassChallenge Texas
- Pioneer Conversations
- 2020 El Paso Innovation Awards
- Strategic initiatives
 - Analysis of Readiness for the Innovation Economy
 - Mixed Reality Lab
 - The Bridge Accelerator
- A few surprises!

CRAFT & FOLK ART MUSEUM, LOS ANGELES

THE US-MEXICO BORDER PLACE, IMAGINATION, AND POSSIBILITY



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