

THE HUB OF HUMAN INNOVATION

Mid-Year Report

Covering 9/1/18 – 6/30/19

EL PASO CITY COUNCIL

September 3, 2019

Carlos Martínez-Vela, Ph.D.

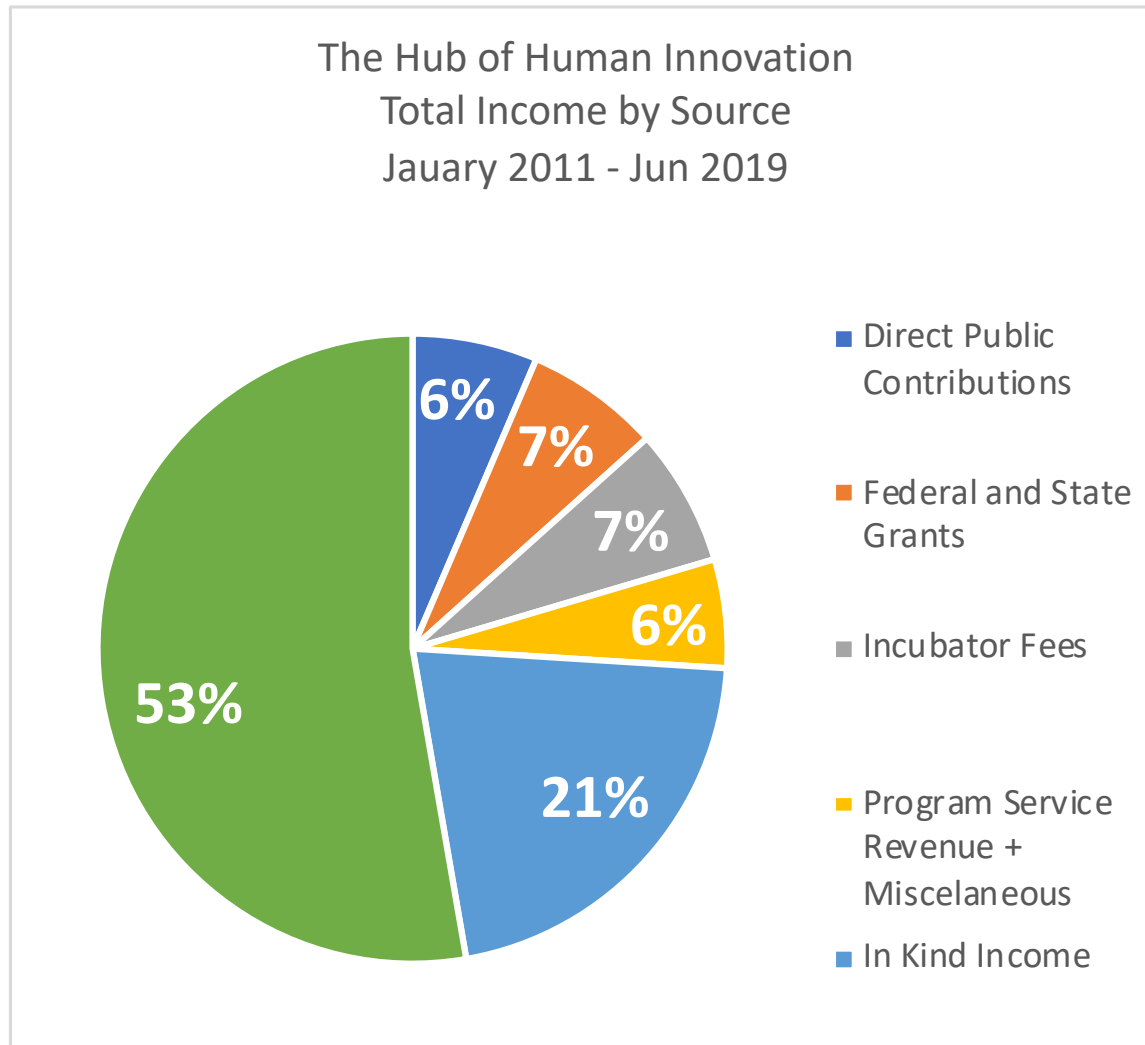
President and CEO

carlos@hubep.org | 915.321.3124

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
- Melissa Silverstein, Associate General Counsel, Helen of Troy
- Cary Westin, Deputy City Manager, City of El Paso
- Steven Yellen

Funding (cum. to 6/30/19)



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
- Miguel Fernández

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



An exciting time

New Name

New Story

Better Space

Expanded Programs

Beyond high-tech

Community Engagement

City-wide Outreach

Strategic Initiatives

PIONEERS 21

**THE USMX BORDER IS
THE LAND OF THE
PIONEERS OF THE
21ST CENTURY**

What we do

We are Infrastructure for Innovation

- We help and support entrepreneurs to start, build, and grow new businesses.

Entrepreneurship Education

Targeted Networking

Coaching & Mentoring

- We connect with advisors, investors, business services, and technical assistance.
- From ideation and business start to acceleration and growth.

Joint Marketing

- 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 Relationships

Outreach and Civic Engagement

Our Ambitions

We help entrepreneurs to start, build and grow businesses (core)

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

We unleash the creative and economic potential of our region

We position El Paso as America's Borderland Capital

We are changing the narrative of the USMX Border

Members (current)

Ad Appsion	Software application - Mobile advertising
Alma Matters	Software application - Sports
Boost Human	Augmented reality
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 Deliery Services	Software application
Equilivory	Software application – food delivery
FocusHR	Business services
Glide Scooters	Mobility
Hippie Girl Natural Products	Consumer products
Idle Fancy Creative	Digital services
Mayan Pigments	Pigments
My 360 IT	Software application - life sciences
Freudensong (Natural Ear)	Software application - singing
NegaWatt Industries	Clean tech - energy management
Phidev / Audisatt	Digital services / Auditing software

82 companies incubated to 6/30/19 | 42 still in business

Finally,

an auto
auction
that
Works for You.

View Inventory *without logging in.*

[View Auctions](#)



Buy with us



Sell with us



Save a deal

Train Guide Support

Boost Human develops enterprise mixed reality and artificial intelligence software for workforce development, productivity, and next-gen telecommunications. Boost productivity, boost efficiency, boost your workforce.



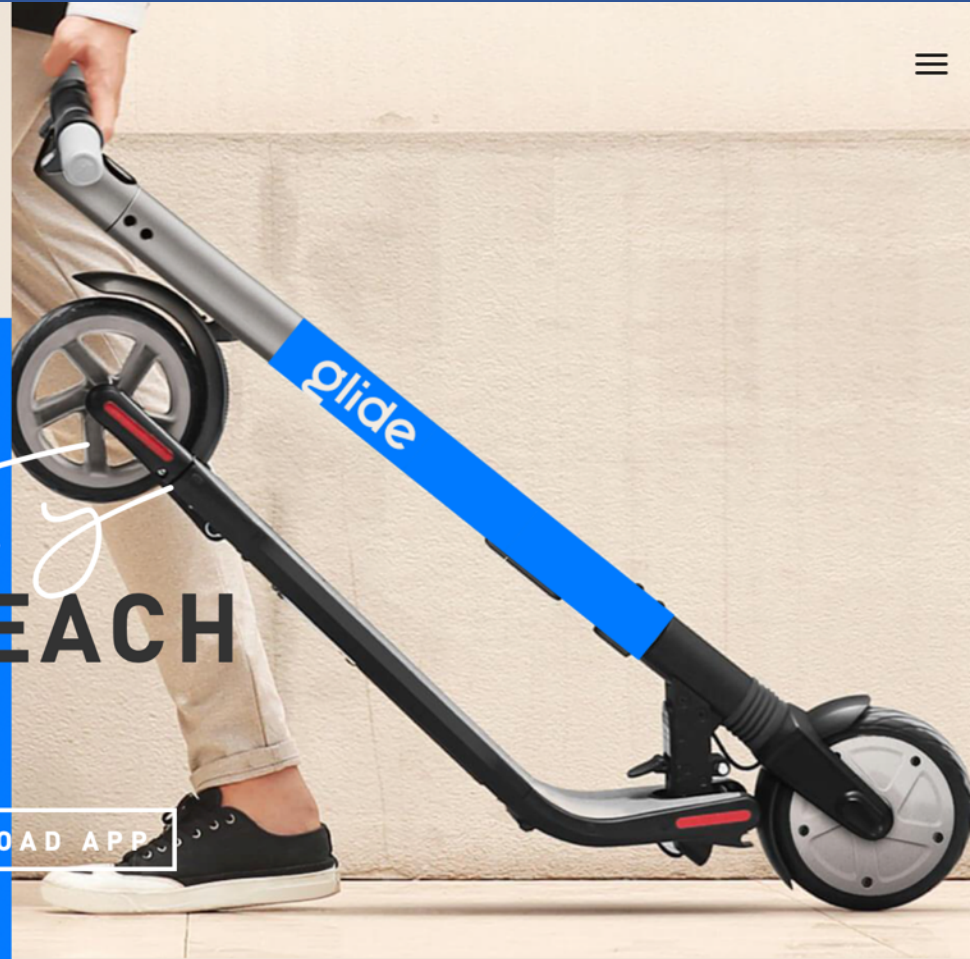
Get Started with Industrial Mixed Reality

glide



DISCOVER YOUR *city* WITHIN REACH

DOWNLOAD APP



Metrics for FY8 (to 6/30/19)

	Required	Actual 6/30/19
% Programs Revenue	12-16 %	15 %
# of New Companies	10	12*
\$ New Employee Wage	33k-37k	68.9k**
# Workshops + Events	4	15
# Entrepreneur / Innovator @ Workshops + Seminars	400	650
# Entrepreneur / Innovator Trained	90	201

*To 7/31/19 **Average of all reporting members



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



**Global Containers &
Custom Packaging Inc.**

Professional Grade Packaging



**WINNER
2019**



TheBridgeaccelerator

BINATIONAL SUPPLIER DEVELOPMENT PROGRAM





**Building our city and region's
innovation community**



RESET



RESET YOUR MIND

The largest binational innovation & entrepreneurship event along the U.S. - Mexico border.

 Nov. 14 - 16, 2018

REGISTER:

JUÁREZ

EL PASO

SXSW 
2019



THE HUB OF HUMAN INNOVATION • PIONEERS 21

2019 EL PASO INNOVATION AWARDS SUNRISE BREAKFAST

The Hub of Human Innovation cordially invites you to celebrate individuals whose vision and leadership have created novel opportunities for growth and prosperity in our region.

This year we honor

Dr. Diana Natalicio
Lifetime Innovation Award

Cathy Chen
Fab Lab El Paso
Innovation Award

Ricardo Mora
Technology Hub
Innovation Award



NEXT STOP : THE HUB • EL PASO, TX



StartupBus
NORTH AMERICA 2019



THE 10TH ANNUAL COMPETITION

7/25 • 7 P.M.

**LIFE BEGINS AT THE END
OF YOUR COMFORT ZONE.**



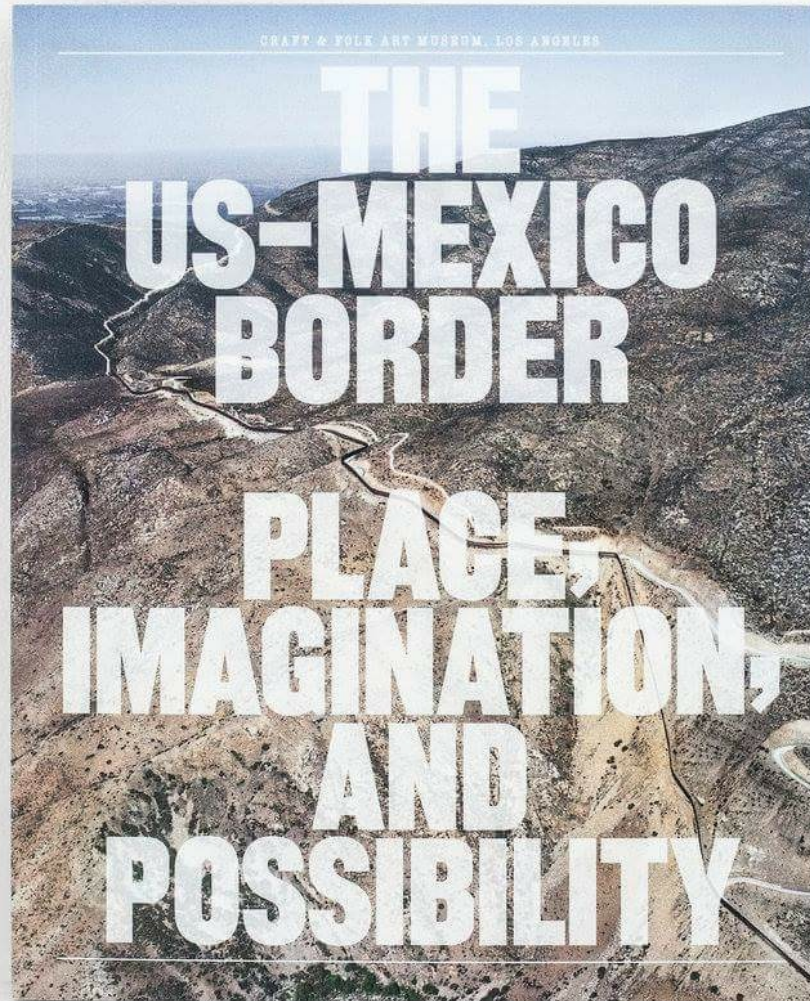
THE HUB OF HUMAN INNOVATION • PIONEERS 21

Building relationships + Outreach and civic engagement

El Paso	UTEP, MCA, Insights, El Paso Inc., Saba Investments, City Accelerator, United Way Young Leaders Society, Veterans Business Association, PDN Veterans Coalition, CoWork Oasis, One Million Cups
Austin	Bunker Labs, Austin Technology Incubator, Texas Comptroller's Office, SXSW, MassChallengeTX
Juárez	Technology HUB, Chihuahua Innova, RESET, UACJ
Las Cruces	NMSU Arrowhead Center
Albuquerque	Creative Startups
Boston	MIT Venture Mentoring Service, MIT-Mexico Program, MIT Industrial Performance Center, CIC, Venture Café, MassEconomics
Denver	Denver Startup Week
Guadalajara, Mex.	Universidad de Guadalajara, Feria Internacional del Libro
Rotterdam, The Netherlands	CIC Rotterdam, Urban Transformation Conference: The How on Innovation Districts

In the works

- Entrepreneurship education
 - Renew MIT Venture Mentoring Service
 - Innovation training for small and medium-sized enterprises (SMEs) and microenterprises
 - Launch of targeted audience and sector workshops
 - Veterans
 - Women and minorities
 - Launch of roaming (district) workshops
- Strategic initiatives
 - Mixed Reality Lab
 - The Bridge Accelerator
 - Readiness for the Innovation Economy
 - EPJ Business Bridge



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