

developed

The App Economy Tour

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Developed | The App Economy Tour is a series of events that brings entrepreneurs, business leaders, industry experts, and local, state, and federal officials together for an eye-opening discussion on next-generation apps, game-changing mobile solutions, and innovations driving the app ecosystem. These events are an opportunity for developers and entrepreneurs, at any stage of the development or business cycle, to get more insight into how to build a brand, what rules and regulations they must be mindful of, how to get into app stores quickly and efficiently, and how to figure out what comes next in terms of funding streams and business opportunities.



Atlanta, Georgia

Thursday, October 10, 2019

The app economy is a \$1.7 trillion ecosystem led by U.S. companies. The app marketplace is growing in areas outside of traditional tech hubs. In the United States, more than 83 percent of app companies are located outside of Silicon Valley, and 13 percent operate in rural or suburban areas.

Our fourth stop on Developed | The App Economy Tour took us to Atlanta, Georgia. Atlanta is home to one of the most diverse entrepreneurship ecosystems in the country. Both in and just surrounding the city are a host of universities, technical institutes, and major corporations all supporting innovation and fostering a community that benefits entrepreneurship. When it comes to tech, Atlanta is also growing into a hub with a vibrant small business center already making important contributions to American ingenuity. The event on October 10th focused on companies that chose Atlanta as the place to grow their business, and included a discussion featuring panelists representing the various components of the app ecosystem.

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OCT. 10
5:00-8:00 P.M.

**Monday Night Brewing
Garage**

ATLANTA
GEORGIA

Developed | Speakers

Atlanta City Councilman Andre Dickens gave introductory remarks at the event. Councilman Dickens is a native Atlantan, a businessman, a deacon, a nonprofit executive, and businessman. He's a leader on the city council in education and transportation. Councilman Dickens is also the community leader for TechBridge, a nonprofit that brings affordable tech and expertise to other nonprofits, and is a co-founder of the Technology Career Program, which helps unemployed and disadvantaged populations find work in the tech field. During his remarks, Councilman Dickens discussed the work he does with the city council to support small business, encourage innovation in Atlanta, and build a diverse and inclusive workforce pool. The councilman also highlighted the work his affiliated nonprofits do to help create an environment where underserved kids have a better set of opportunities before them, especially in tech.

Developed | Panelists



Dr. Kinnis Gosha is the division chair of experiential learning and interdisciplinary studies at Morehouse College. During the panel, Kinnis discussed the work he does at Morehouse, including a partnership with Atlanta Public Schools, to help get kids from underrepresented communities interested and trained in computing. He also shared programs that developers can join to help grow their businesses and programs they can get involved in to help improve inclusivity in Atlanta's workforce.



Lucienne Ide is the founder and chief health innovator of Rimidi, a platform for patients and caregivers to manage chronic conditions like diabetes and heart failure. During the panel, Lucie shared her experiences as a small business founder, discussed funding opportunities for companies in Atlanta, and some of the policy issues Rimidi sees as key for digital health companies.



Chris Adams is partner and COO of SouthernDNA, a web and mobile solutions agency in Atlanta. SouthernDNA helps clients navigate an ever-changing digital landscape with software development, strategy, and marketing services. During the panel, Chris discussed his experiences as a small business owner, shared some tips and considerations for companies looking to expand their marketing, and offered insight into client acquisition for small businesses. Chris also talked about the ways small businesses can get involved in policy advocacy.

Developed | Panel

The panelists shared their experiences as developers or working with developers and answered questions on how increasing attention from policymakers may shape the next 10 years of the app revolution.

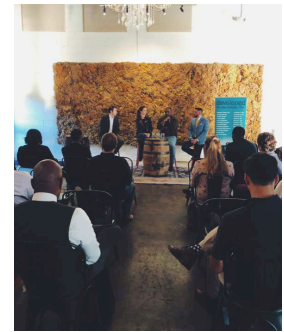
The discussion covered a wide range of topics, including workforce development and Atlanta's emphasis on supporting and encouraging a more diverse tech and entrepreneurship talent pool. The panelists also discussed their experiences with funding, shared advice on how to tap into the resources available to developers and small businesses in Atlanta, and some key policy areas for small tech companies including privacy and access to broadband throughout the state.



When it comes to funding, Lucie advised fellow entrepreneurs to seek funding sources with goals that align with their business. For example, in Atlanta there are a lot of startups focused on social change and empowerment, and there are investors out there looking to invest solely in social change-driven companies – you just have to look for them.



When discussing barriers small businesses face, Chris explained that even in Atlanta, broadband access is still an issue. "Atlanta can be two cities. Not far from where I live, there are kids who can't do their schoolwork because they don't have access to reliable broadband. Solutions like TV white spaces can help close this divide."



When discussing the app economy in five years, each panelist had a different take. For Lucie, the future is in healthcare, Chris sees content development as the growth engine for the app economy, and Kinnis believes partnerships between students and industry will fuel the workforce and therefore the app economy writ large.

"Platforms take the friction out of thinking about data for people with chronic disease."
- Lucienne Ide

Developed | Your Backyard

When considering difficult policy issues, the first question you likely ask is, “how will this affect my constituents?” At Developed | Atlanta, we asked those questions directly to your constituents. During Developed events, Members and their staffs have the opportunity to speak directly with small business constituents about the app ecosystem, their relationships with software platforms, and how regulations affect their ability to grow and create jobs. We are happy to facilitate ongoing dialogue between your office and any of our panelists. Let us know if you would like more information on Developed | The App Economy Tour, the panelists from our Atlanta event, or how you can get more information on policy issues critical to small businesses in Atlanta.

“Atlanta has the talent and the drive to be the next great tech hub in the U.S.”
- Councilman
Andre Dickens



If you have any questions or would like more information, please reach out to the App Association's senior director for public policy, Graham Dufault.

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