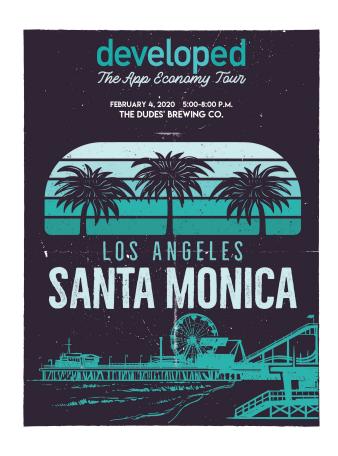# developed
The App Economy Tour

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.

Santa Monica, California
Tuesday, February 4, 2020

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 ninth stop on Developed | The App Economy Tour took us to Santa Monica. Typically associated with Hollywood, the beach, and laid-back culture, Santa Monica is now home to a robust tech ecosystem drawing large companies like Snapchat and ICANN, while fostering an environment that supports and helps to sustain a thriving startup community. The area of Santa Monica known as Silicon Beach made it a point to build out infrastructure, resources, and communal spaces ideal for companies looking to build and grow along the surf. The event on February 4th included a discussion featuring panelists representing the various components of Santa Monica's tech ecosystem who shared their thoughts on how companies can utilize the resources and community in Silicon Beach to help jumpstart and/or grow their businesses.

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The App Economy Tour
FEBRUARY 4, 2020   5:00-8:00 P.M.
THE DUDES' BREWING CO.

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202-331-2130
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Developed | Speakers

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.

Developed | Panelists

Suzanne Border is the CEO and founder of BadVR, the world's first immersive data analytics platform. Suzanne thrives at the intersection of product design, immersive technology, and data. She is also a recipient of a Magic Leap Independent Creator Program grant, is an SBIR Phase 1 grant awardee from the National Science Foundation. During the panel, Suzanne shared her insights on how small businesses can best utilize big data, resources for tech companies in Santa Monica, and the role companies should be playing in data stewardship and privacy. Suzanne also discussed how BadVR approached funding and funding options outside of traditional VCs.
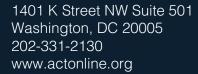
Marc Fischer is the CEO and cofounder of Dogtown Media, a mobile media development company. With more than a decade of experience launching custom software for web and mobile, Marc uses his experience as a front-end developer and UX/UI designer to bring creative design and tailored code into all of Dogtown's products. During the panel, Marc shared his thoughts on privacy, encryption, and the role platform companies have played in accelerating the growth of the app economy. Marc also shared his insights into building a business in Santa Monica and how small companies can best tap into local business resources.

Clayton (CJ) Pasley is the cofounder of Topik and managing partner of the Marcus Graham Project. CJ utilizes creative advertising and brand management to help people and brands realize their potential and sets them on their way to achieving great things. During the panel, CJ shared some tips on how attendees could tap into creative or non-traditional brand building and marketing opportunities, shared his thoughts on improving diversity and diverse hiring in tech, and shared ways that companies could get involved in workforce development projects.

Alex McLeod is a California native and policy counsel for ACT | The App Association. With an expertise in privacy and broadband policy and a passion for helping small businesses navigate regulatory and compliance hurdles, Alex shared her thoughts on how companies should be approaching the California Consumer Privacy Act (CCPA). She also pointed to some resources companies can use to get up to speed on CCPA compliance and next steps. Expanding on the privacy topic, Alex discussed the state of play on potential federal privacy legislation and how companies could stay informed about how Congress is thinking about privacy.

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Developed | Panel

The discussion covered a wide range of topics, including CCPA implementation and compliance as well as the importance of good privacy practices. The panelists also discussed issues related to big data, including encryption, ethical implications, and encryption. Later, the panel talked about the workforce gap while also providing some insight on ways companies can access and support diverse talent. Additionally, the panelists shared insight into resources available to developers and startups in Santa Monica and ways to think creatively about marketing and branding when launching a new company or product.

When discussing issues related to encryption, Marc explained "government asking developers to build a backdoor is a sticky situation. On principle, giving that kind of information can be great, but what developers are doing is opening a Pandora's box. Anyone can get in there."

During a discussion around how to make smarter decisions about marketing and branding, CJ explained that "app developers need to figure out what is tangible. Find your audience. The worst thing about making a million dollars is not knowing how you made that million dollars."

When talking about data stewardship, Suzanne explained that it is important that data becomes accessible, both in terms of how you obtain it, and how you view and understand it. "We use immersive tech so everyone can access data. Data can be accessible."

"Platforms enable developers to build apps faster, cheaper, and better than before."
Marc Fischer

Developed | Your Backyard

When considering difficult policy issues, the first question you likely ask is, "how will this impact my constituents?" At Developed | Santa Monica, we asked those questions directly to your constituents. During Developed events, Members of Congress and their staffs get 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 the 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 Santa Monica event, or how you can get more information on policy issues critical to small businesses in Santa Monica.

"Privacy IS a selling point. The light at the end of the tunnel is that there isn't a federal bill yet. This is where app developers can weigh in and say what works and what doesn't in terms of privacy."
Alex McLeod

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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