

Sustainable Cities Innovation Platform

Background & Context

Boomtown Innovation is an innovation services firm that connects large entities with problems they themselves cannot solve with disruptive technologies. They facilitate the growth of startups holding said technology so they are at the point to enter a contract with the large entities. While Boomtown currently works within the SportsTech, EdTech and HealthTech sectors they see a new challenge and with it a new opportunity. By 2050, more than 68% of the population will live in urban areas. Innovation has the power to solve the problems arising from rapid urbanization.

Timeline

Phase 1 - Spring

- Look through previous team materials
- Conduct literature reviews on market

Phase 2 - Summer

- Identify startups and founders
- Reach out to founders, NGOs, government agencies for interviews.
- Use Fellow to record and track interviews

Phase 3 - Fall

- Create and distribute survey to interviewed founders
- Develop and deliver the value proposition to Boomtown

The Project

Building on the previous capstone team who mapped the landscape, our work aimed to identify key milestones and challenges of the “Innovator's Journey” to understand how Boomtown can support early-stage companies in the urban sustainability sector.

Capstone 1.0

Buildings Energy Transit

Describe the
landscape

Give the “green
light” to pursue
this market

Capstone 2.0

Buildings Energy Mobility Water

Mapping the
Innovator's
Journey

Propose the
Platform's Value
Prop

Give direction
for business
development

Interviews

Buildings - 5 interviews

Primary Barrier: Perception of new materials used

Energy - 11 Interviews

Primary Barrier: Shifting subsidies leading to market and policy uncertainty

Mobility - 13 interviews

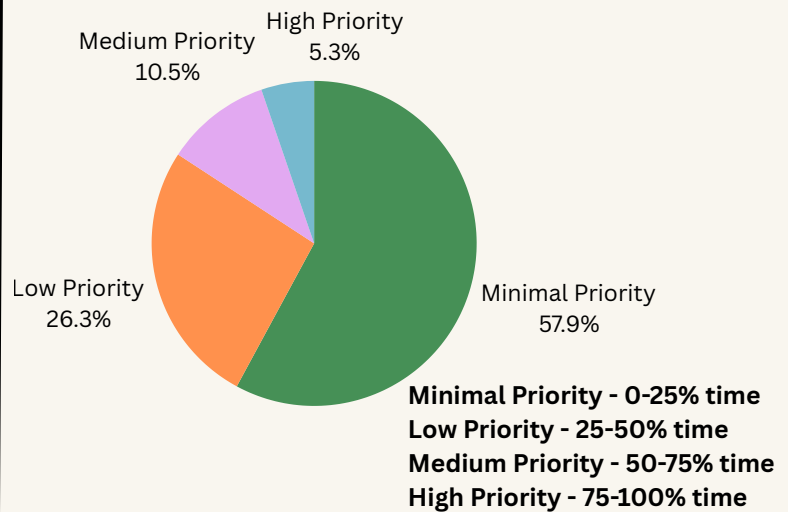
Primary Barrier: High upfront costs of mobility infrastructure

Water - 5 interviews

Primary Barrier: Undervaluation of water in developed countries

Survey Results

Sample question: How much time do you spend looking for funding?



Government Connections

To understand how Boomtown can facilitate effective Public-Private Partnerships (PPPs), we conducted interviews with various government officials & agencies. The quadruple helix to the right is a snapshot of some of the stakeholders we engaged with.

From these interviews, we concluded that many startup companies may not understand how to effectively engage with the public sector do to strict procurement rules, long municipal budget cycles, slow decision making processes, and more. Through these conversations, we are recommending that Boomtown provides robust public sector navigation by considering hiring a government relations liaison.



Recommendations and Next Steps

01

Identify funding sources & adopters

02

Fill staffing gaps- Government expertise

03

Design unique business platform

04

Launch Sustainable Cities Innovation Platform