



ATLANTA
BRIDGECOMMUNITY

A commercialization program for startups. Founded by *Coca-Cola*

Value Generation through Sustainable Innovation



Mission

- 1. Actively support the growth of the Atlanta Startup Ecosystem**
by joining forces with a curated selection of large local corporates, collectively backing a program that nurtures local startups and attracts startups from across North America and beyond to come to Atlanta.
- 2. Provide tangible value to Coca-Cola and its customers** by sourcing startups with solutions that solve core business need.
- 3. Lead the development of future local technology entrepreneurs**
via a comprehensive outreach program targeting 14-24 year old students residing in low-income, distressed areas of the city, through a series of public/private partnerships, providing aspirational opportunities where opportunities are scarce.

Atlanta

Fortune 500 Headquarters in US. **#3**
 Note: Atlanta has more Fortune 500 companies headquartered than Silicon Valley

Corporate Innovation Centers **20+**
 Including Delta, Home Depot, Anthem, Panasonic, Southern Company, NCR

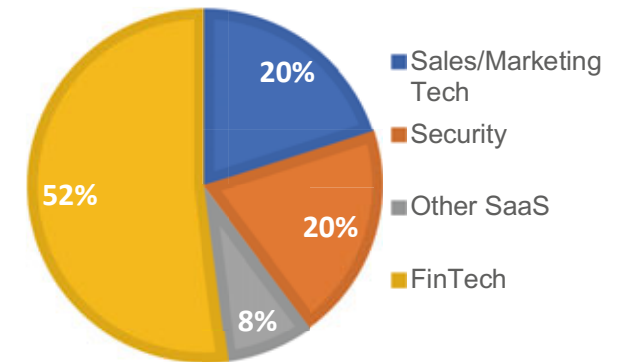
Capacity Building and Support Programs for Startups **25+**

Funds focused on Atlanta-based Companies **34**

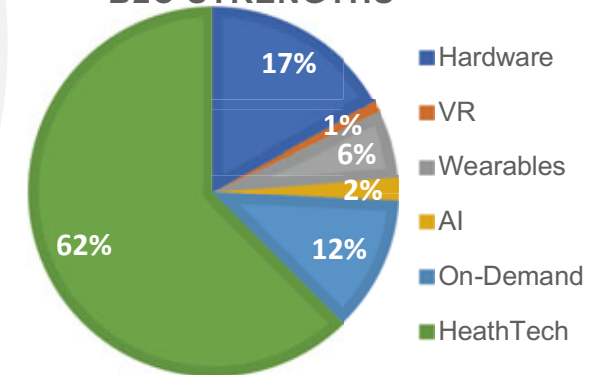
City

- The Atlanta Regional Commission (ARC) predicts the metro area will grow by 2.5 million people by 2040, bringing the metro Atlanta population to more than 8 million.
- Officials say there is a plan to invest \$85 billion in transportation projects and \$12 billion in transit expansion through 2040.
- People are moving to the metro area because of the strong economy and the projected addition of 1.5 million jobs to the area, according to the ARC.
- Atlanta has been one of the fastest-growing metro areas in the nation and was one of three metros over the last decade to add more than 1 million people.
- Metro Atlanta added 90,000 people to its population last year, ranking it fourth in the country for number of new residents behind Dallas, Houston, and Phoenix.
- Metro Atlanta will account for 59% of the new jobs in Georgia in 2017.
- Unemployment trending down since 2010, when it was 10.5% to 4.8% as of 2016

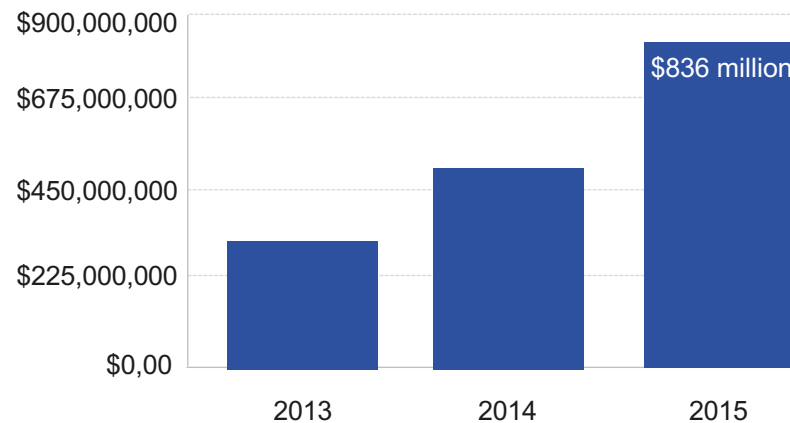
B2B STRENGTHS



B2C STRENGTHS



VC Investment in Atlanta A Top 10 Startup City in USA



Georgia Unicorns



- Greensky
- Kabbage
- Rubicon Global

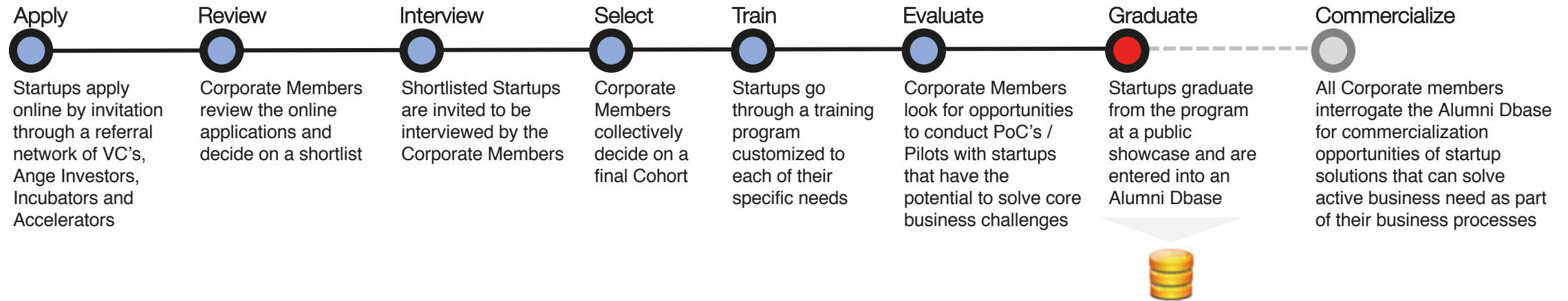
Notable Exits

Company	Buyer	Year	Value
SecureWorks	IPO	2016	\$1.87B
AirWatch	Vmware	2014	\$1.55B
Greenway Health	IPO	2012	\$278M
Greenway Health	Vitera Healthcare Solutions	2015	\$644M
Paymetric	Vantiv	2017	\$550M
Cloud Sherpas	Accenture	2015	\$400M
Silverpop	IBM	2016	\$275M

Connect

with startups that fit core business need and have first mover competitive advantage

“There are accelerators and there are incubators, and there’s BridgeCommunity. The ability to connect our swiftest and most disruptive startups with corporate partners who can actually use their technology has become a hallmark in metro Atlanta, and has helped us shine the light on our technology ecosystem.”
 Grant Wainscott, Senior Director, Technology Ecosystem Expansion, Metro Atlanta Chamber



Themes

Example



Engagement

Engagement, Retail, Supply Chain, Marketing



IOT/Smart Cities

Internet Of Things, Big Data, Predictive Analytics, Geo-Fencing



FinTech/Cyber Security

Security, eCommerce, Crypto-Currency, cashless payment

- Corporate Members decide on the Themes to search for startups
- Aim for 10 – 15 Startups per Cohort
- No equity taken or cash given to startups
- First Mover advantage opportunity
- Focus is on education and relationship building
- Outcomes are pilots, ecosystem growth

Network

with fellow Corporate Members, share insights, collaborate & learn from each other

The workshops and toolkit the BridgeCommunity provided gave us a concrete look into the best way to get into enterprises, build a pilot, work through KPI's and move into an agreement. We finally saw the process in black and white. – Clara de Soto, Co-founder, Reply.ai

Develop a select community of non-competing large corporations in a **Corporate Members Network**

- Collectively decide on startups for the current cohort
- Work together in guiding, training and evaluating startups of interest
- Share commercial knowledge and insights with industry peers
- Explore Business Development opportunities across the network
- Build a network of personal relationships



Support

the local community through targeted entrepreneurial training

"Thank you so very much for including Year Up students in the Young Adult Entrepreneurship Showcase at the Coca-Cola Company Headquarters. The event was absolutely amazing and our young adults learned many valuable lessons through their participation in the program. They are now thinking bigger about their future— not just a career, but possibly launching their own technology business one day in the future! What a great partnership... Year Up gets them started with a career and your program gets them started in business! This is truly a life-changing experience for our young adults and I do hope that the Atlanta BridgeCommunity will continue offering this opportunity for more of our students and young adults." – [Kim Williams](#), Executive Director, Year Up – Atlanta

High-School Future Entrepreneurs Program



4-Week Summer Camp
14-18 Yr Old Students from low-income/disadvantaged sections of the local community are given the opportunity to learn design, online gaming programming, 3D Printing, and coding skills along with weekly field trips to partner companies to learn how these skills translate to careers



App Development Class
High School students are provided App Development as an elective course at chosen High School and take part in a Challenge to create a Community Beneficial App



Parent Technology Nights
Provide Computer Basics sessions to parents

THE BRIDGE COMMUNITY Future Entrepreneurs Program



Business Basics Training
Among many other workshops, students and young adults will go through Brand Management, Finance and Accounting, Target Marketing, Contract Management, and Cultural Intelligence

Young Adults Future Entrepreneurs Program



5-Week Summer Camp
18 – 24 Yr Old Young Adults learn skills necessary to build a Sports and Entertainment focused Amazon Echo and Alexa applications utilizing cloud based services.



Internship experience at a BridgeCommunity startup or Corporate Member



Participate in Corporate Member-backed Hackathons solving real business problems

Sustainable Innovation

Value Generation through Sustainable Innovation



Thank You

