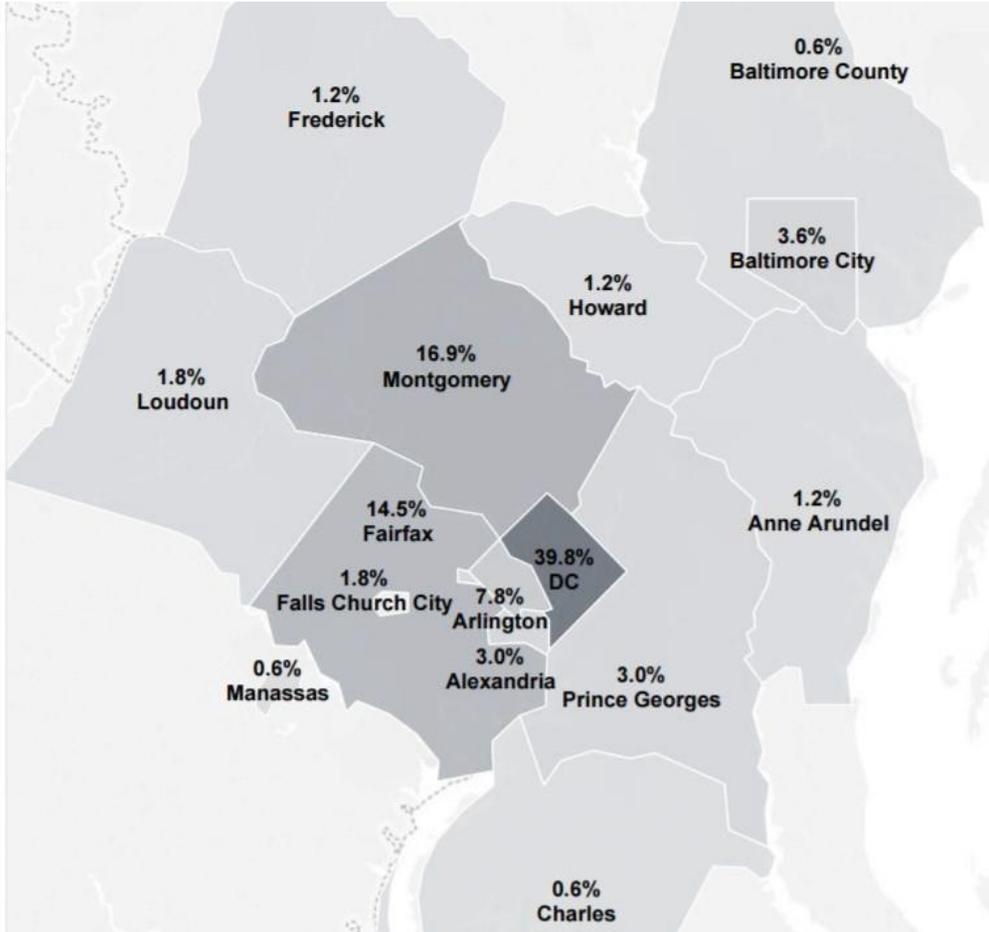


The background of the slide features a blue-tinted image of a space station or satellite component in orbit above Earth. Overlaid on the right side of the image is a bar chart with seven vertical bars of varying heights and shades of blue, ranging from dark to light. The text is positioned on the left side of the image.

GREATER WASHINGTON, D.C. REGION

2017 INNOVATION INDEX

INTRODUCTION



PROBLEM

Through conversations with key stakeholders and jurisdictional partners, Fosterly has identified a clear need for more accurate, up-to-date information about the startup ecosystem and the innovation economy on a local level.

Without easy access to this information, it is difficult to deliver effective programs and policies designed to support innovation. Even more difficult, is measuring the impact of past efforts to grow specific parts of the innovation economy.

SOLUTION

With a successful 2016 Startup Census, Fosterly demonstrated the capacity to lead a regional data collection effort of unprecedented scale and granularity. Fosterly's influence and long standing position in the community is directly responsible for this success.

The 2016 Census surveyed self-identified Startups. Our goal for 2017 was to expand the sample size and scope of the Census throughout the region, building towards a more complete "Innovation Index." The Index will begin to enable predictive, data-driven economic planning.



Available for free download
www.fosterly.com/#census

2016 SUCCESS

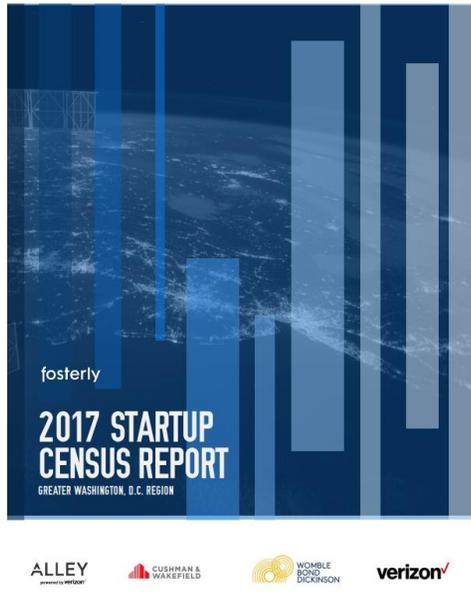
- + 217 companies surveyed
- + 75+ community partners
- + 32,000+ data points collected
- + 60-page summary report
- + 2.5K views / 225 downloads, 1 week

WHAT WE ACCOMPLISHED

- + Expanded census sample size and scope
- + Partner with Virginia Tech to improve scientific rigor
- + Improved data collection process

WHY FOSTERLY?

- + Trusted by the startup community
- + 5 year track record of success
- + Dedicated to the region
- + Deep local expertise

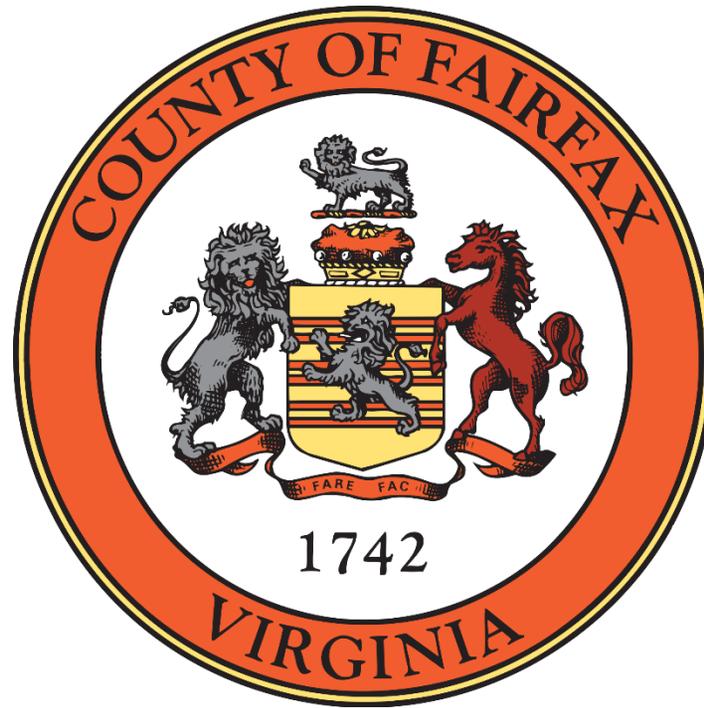


2017 HIGH LEVEL RECAP

- + 377 companies surveyed
(increase = 160/73.7%)
- + 41,644 + data points collected
(increase = 9,644/30.1%)

Available for free download
www.fosterly.com/#census

2017 FAIRFAX COUNTY RECAP



48 companies from **Fairfax County**, the most of any Northern Virginia jurisdiction, participated in the 2016-17 Startup Census (34 companies in 2017 alone)

- **Northern Virginia:** 123 active companies (85 in 2017 alone)
- **Entire Region:** 494 active companies (290 in 2017 alone)

Fairfax County startups participating in the census billed **\$28 Million** in 2017 revenue and were forecasting **194% growth** in 2018

- **Northern Virginia:** \$108 Million, 166% Growth
- **Entire Region:** \$193 Million, 217% Growth

Fairfax County startups participating in the census derive **66%** of their revenue from **Private Sector** customers

- **Northern Virginia: 89%**
- **Entire Region: 89% (coincidentally)**

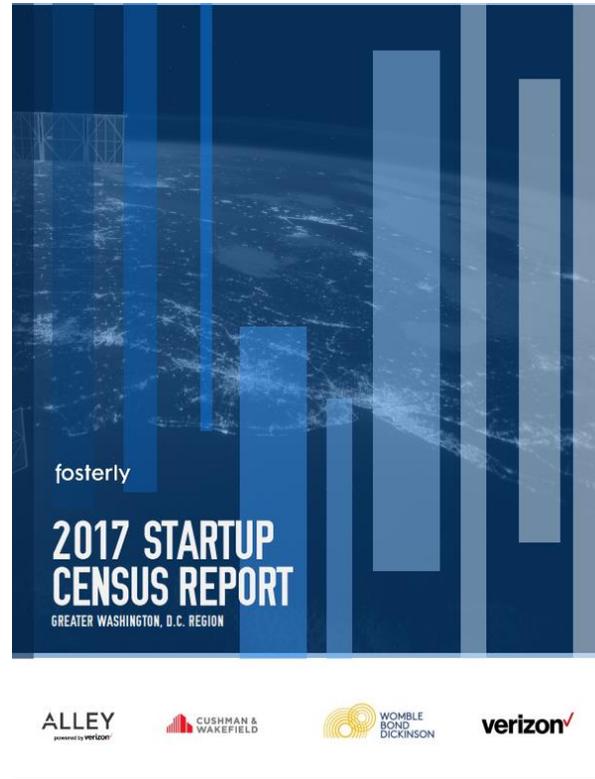
76% of Fairfax County startups participating in the 2017 Startup Census were founded **within the last five years**

- **Northern Virginia: 76%** (coincidentally)
- **Entire Region: 64%**

The **top five industries** represented by Fairfax County startups in the 2017 census are Information Technology and Services, Computer Software, Real Estate, Financial Services, and Management Consulting

- **Northern Virginia:** Information Technology and Services, Computer Software, Marketing and Advertising, Management Consulting, Financial Services
- **Entire Region:** Computer Software, Marketing and Advertising, Information Technology and Services, Food and Beverages, Health Wellness and Fitness

Finally, the 2017 initiative
also powered Fosterly's
2018 Intern match



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