

Tomorrowland: Building on Innovation

Ray Corpuz, City Manager, City of Salinas
John Hartnett, CEO, SVG Partners



Our big idea

Salinas is poised to become the world's next
agriculture technology hub.



\$4.49 billion



76,054 workers

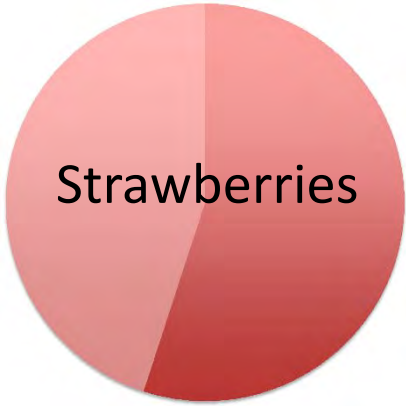


Demographics

Population	152,340
Media Age	28.8
Med. HH Income	\$49,264
Education	60.6% high school or higher
Ethnicity	76% Hispanic/Latino
Foreign-born	37%

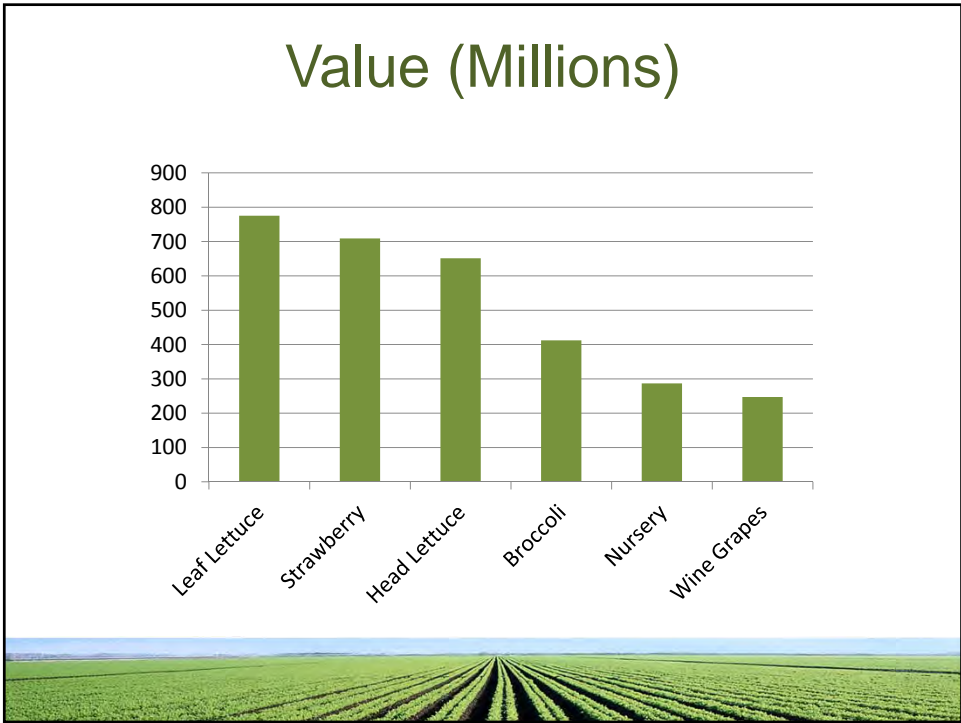
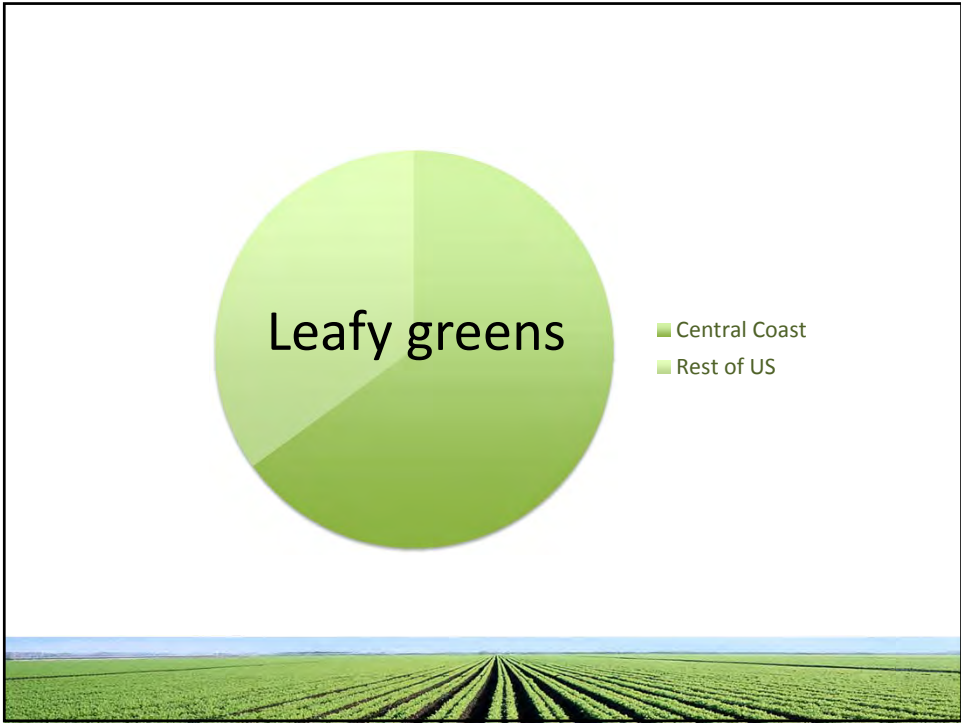


Strawberries



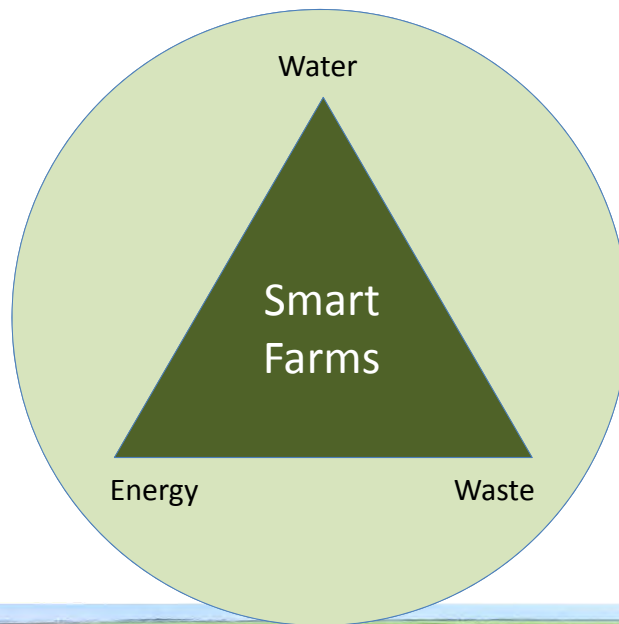
- Central Coast
- Rest of US



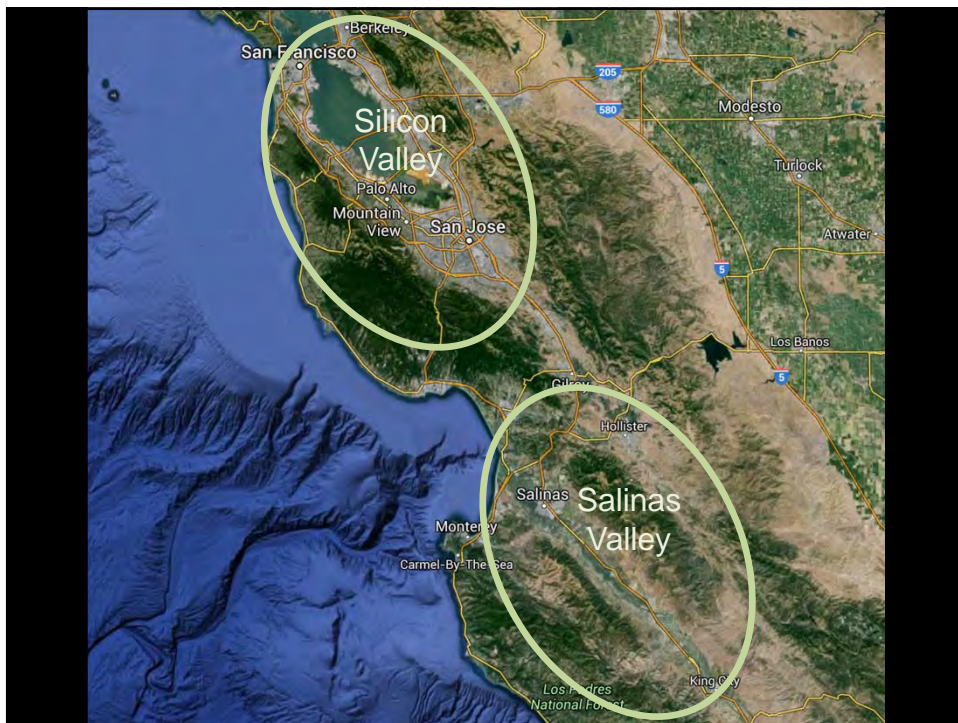


“In the next 40 years, farmers will have to grow as much food as they have in the last 10,000 years — combined.”

— Norman Borlaug



Why the Salinas Valley?





STEINBECK INNOVATION CLUSTER

INNOVATION



ACCELERATION



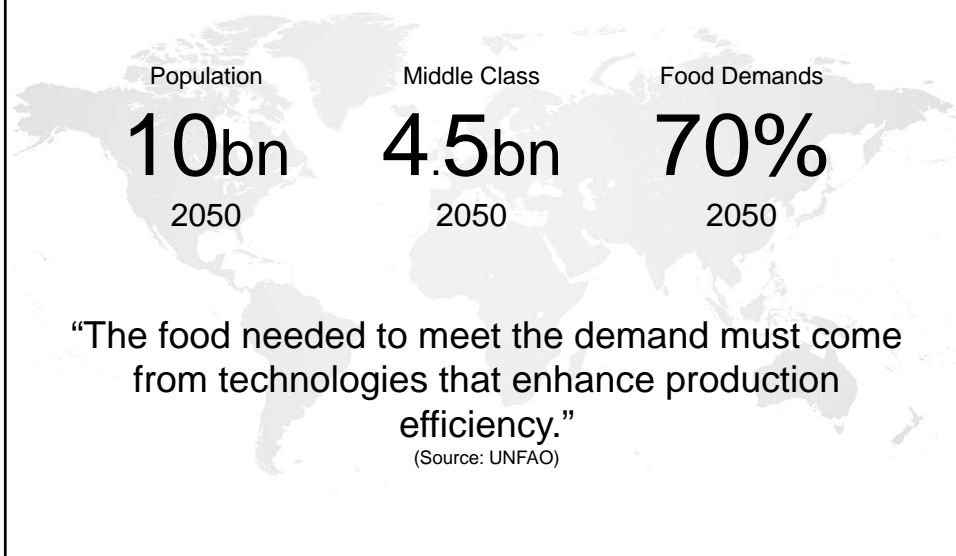
INVESTMENT



CORPORATE



The Challenge



The Solution

Steinbeck Innovation Cluster

An ecosystem driving collaboration and innovation in agriculture.

Leverages the strengths of Silicon Valley and top Agricultural leadership to drive the next generation of farming.



Steinbeck Innovation Cluster



INNOVATION

Building Innovative Capacity
Youth Programs
Tech Education
Entrepreneurial Training
Advanced Research



ACCELERATION

Startup Incubation
Infrastructure
Professional Services
Networking
Mentorship



INVESTMENT

Innovation Fund
Venture Capital
Financing
Angel Investing



CORPORATE

Strategic Corporate Engagement
Innovation
Investment
Partnership

1

Slide 16

- 1 Deleted bottom text: An ecosystem driving collaboration and innovation in agriculture. - move it to notes

Spencer Critchley, 9/16/2015

Collaboration

Silicon Valley links with Salinas Valley to make farming 'smart'



Connecting the Valley's
70% of the food needed to meet the demand must come from technologies that enhance production efficiency. (Source: UNFAO)

FT Graphic

Leading Agriculture Companies



Research & Entrepreneurial Talent



Graduating Entrepreneurs



Salinas Valley – The Fresh Agriculture Capital of the World



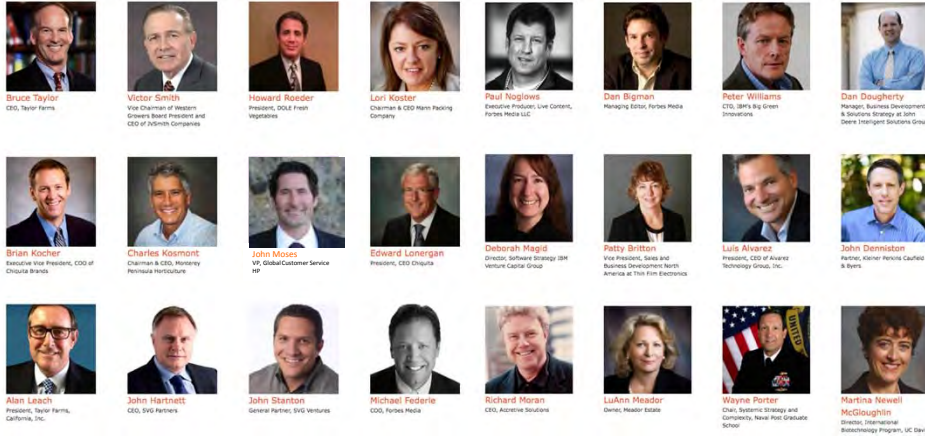
"In the next 40 years, farmers will have to grow as much food as they have in the last 10,000 years - combined."

Norman Borlaug

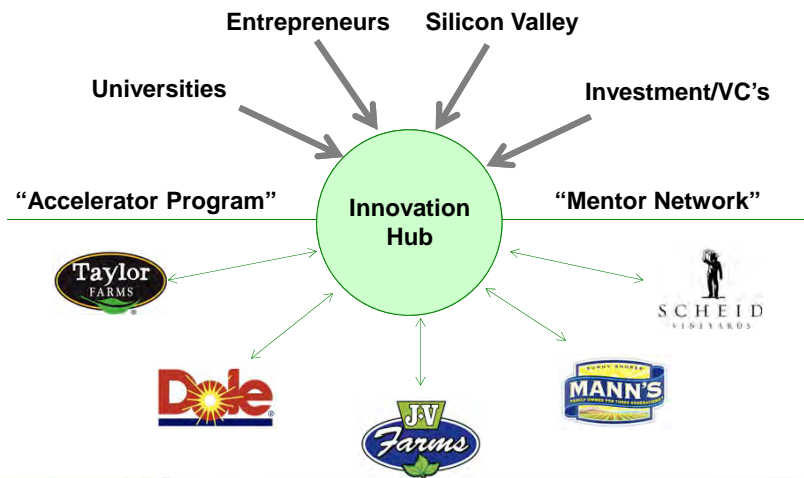
SVG Partners present **THRIVE ACCELERATOR** - with Forbes

Working with participation from the world's leading fresh agriculture companies and Silicon Valley tech companies to make farming 'smart.' This program is designed to help today's top innovators turn their dreams of revolutionizing agriculture into reality.

Thrive Mentors



Innovation Hub



WGA Partnership



A Strategic partnership to identify and deploy the next generation of technology solutions for the agriculture industry.



WGA Partnership



- Create a joint strategic focus
- Partner with the Thrive
- Forbes summit and future summits
- Support, participate in the innovation center
- Investment in the AgTech Fund



SVG Partners Technology Growth Fund II

The Fund will invest in innovative technology solutions to accelerate sustainable agriculture.



Forbes Partnership



BUSINESS 7/09/2014 @ 10:23AM | 3,481 views

Forbes And SVG Partners Will Host "Forbes Reinventing America: The AgTech Summit," July 2015, In Salinas Valley



THERE IS REASON FOR OPTIMISM IN AMERICA

Forbes, in partnership with SVG Partners and The Steinbeck Innovation Cluster will host "Reinventing America: The AgTech Summit" in Salinas Valley, California, in July 2015.

This invitation-only event will bring together the smartest minds in Silicon Valley with the smartest minds in global agriculture from Salinas Valley to tackle the world's most critical challenges.

From biotech and precision farming to big data's role in feeding a planet of eight billion people, "Reinventing America: The AgTech Summit" will explore topics at the core of this vital trend, and promises to be the definitive gathering for leaders at the intersection of technology and agriculture.



Why The World's Salad Bowl Wants To Go High Tech
Salinas, California, wants to be a tech hub for the farming world.
JESSICA LEBER January 21, 2017



FTWEEKEND

Silicon Valley meets Salinas Valley in partnership to make farming 'smart'



San Francisco Chronicle



Planting seeds of technology
Initiative raising capital for startups linking Silicon, Salinas valleys



AgTech Summit



Summary

- Vision & focus – build on core competency & assets
- Market opportunity – think big!
- Strategic framework/ecosystem – with execution track
- Collaboration – partner with best in class
- Communication & marketing – tell your story!



Salinas is poised to become the world's next
agriculture technology hub.



Salinas is poised to become the world's next
agriculture technology hub.

Thank you

Ray Corpuz, City Manager, City of Salinas
John Hartnett, CEO, SVG Partners

