



Economic-Development-in-a-Box (EDiaB)

Creating Jobs. Building Communities.

Presenting the Features & Benefits of EDiaB

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THE EDIAB ECONOMIC ACCELERATOR

illuminomics is launching a new "Community Development Appliance" (Economic-Development-in-a-Box), a "Swiss-Army-Knife" for economic development professionals. It offers a pre-configured, open-source bundle of essential technology applications, information services and social networking features necessary to promote higher-wage economic growth, foster better leadership, build brand awareness, increase community collaboration and accelerate the growth of a higher-quality entrepreneurial eco-system.

THE PROBLEM TO SOLVE

The economic development efforts of communities across the globe are increasingly being outpaced by the rates of technological, economic, cultural and demographic change. Even as the private business sector becomes more connected and increases their collaborative capabilities, small to medium size communities are falling behind in their ability to compete on a level-playing field with larger, better funded and more focused development efforts.

This competition is being fueled by newer technologies that allow better global visibility and better communication and collaboration within the community itself. In many cases, smaller communities are particularly ill-equipped to offer the wide array of focused technical tools necessary to support the entrepreneurs and attract the SMBE's needed to build and grow a smart economy.

Part of this technology and capability gap in economic development efforts is a result of high costs and low funding; some of it is the difficulty organizations have had in shifting from more traditional, less technology-driven economic development approaches to less well understood and an often intimidating array of complicated technology choices; some of it is the difficulty

leadership has had adjusting to, and keeping pace with, knowing just which tools are needed and how to build them.

A competitive modern approach to economic development requires an array of tools beyond just a simple website. In our data-driven world, a number of interrelated applications are necessary to foster the climate of collaboration and sense of community awareness needed to keep up with the rest of the world.

The basic toolbox for any modern community development effort, as a minimum, needs to include: a brand-building website, a job board, a resume board, a local product directory, a local business directory, a community discussion forum, an entrepreneurs resource guide, a real estate space locator, a community benchmark dashboard, basic economic trend analysis tracking, community project sign-up sheet, survey and feedback channels, and a comprehensive community activity and event calendar.

Even communities with ample funding and technical know-how often fail in implementing even a few of these tools well, and often when they do, they rarely manage the tight integration necessary to make them convenient or easily accessible. For smaller communities without major resources or a dedicated full-time technology development staff, the projects to create these types of basic collaboration and awareness tools either never get off the ground or if they do, seem to go on forever and even after great expense, and never seem to deliver on their initial promise.

The results of this increasing competitive disparity between what is needed by communities for a modern economy and what is delivered by existing infrastructure can dramatically inhibit the potential of a community in a number of undesirable ways resulting in:

- Lower economic growth

- Increased dependence on lower-wage jobs
- Declining levels of community engagement
- Limited community collaboration
- Unfocused leadership efforts
- Weak decision analysis tools
- Incomplete information about the community.
- Scattered and hard to find essential information.
- Weak community identity & branding
- Limited metric analysis
- Low community awareness of resources and opportunities

THE SOLUTION

illuminomics proposes to solve this basic technology "tool-gap" problem. We believe every community should have the basic tools to tell the world who they are and what they offer, as well as offer the means for the community to know more, and communicate about itself.

The solution to these common problems is to deliver a simple, easy use, set of tightly integrated applications that offer a complete array of the essential economic development technologies. This toolbox comes already setup and pre-configured, using open-source software and standard, widely used, secure technology platforms. The intention is to provide an easy to use, quick stand-up technology kit that can quickly boost any community's competitiveness.

With 20+ years of both technology and economic development experience, illuminomics is uniquely positioned to define, build and deliver such a product. We believe it should be as easy as plugging it in and connecting to the Internet. Adding content is a snap and the user

interface encourages wide community participation to build out the information base that drives greater economic potential.

THE EdiaB PRODUCT

The ability to house all the necessary technology tools in one place offer several advantages over the do-nothing or ad hoc approach basic website:

- Centralizes tools for easier control and maintenance
- Provides an on-line showcase that establishes a community brand
- Reduces friction for community collaborations and social interactions.
- Provides a ready means for tech savvy youth to access services.
- Allows better governance via survey and feedback channels
- Encourages citizen engagement by lowering the cost & complexity of getting involved.
- Engages young people and supports smart entrepreneurs with tools they can use.
- Allows for recognition of citizen's efforts by the community.
- Provides a one-stop clearing house of information about the community.
- Allows for data collection and benchmarking for easy comparison to other communities
- Enhances job creation and attraction prospects.
- Democratizes economic development efforts in ways that allow smaller communities to punch above their weight on the global stage.

THE EdiaB BENEFITS

- Tells your community story.
- Connects people together.
- Sells your products.
- Encourages your makers.
- Establishes a clear identity for your community.
- Creates a compelling branding platform.
- Provides the means to connect your local economy to the world.
- Makes it easy for citizens get involved and engaged in their community.
- Reduces the frictions of doing business.
- Engages the community in common goals.
- Creates a common collaboration hub.
- Enables entrepreneurs.
- Communicates your community values.
- Allows you to out-pace your peer city competition.
- Establishes a center for the entrepreneurial ecosystem.
- Accelerates the knowledge economy.
- Starts the conversations that causes great things to happen.
- Reduces the frictions for making things happen.

The ability to reduce the cost and complexity of delivering collaborative community services is a game changer for communities that have been stymied by the high costs and technical complexity of developing and deploying their own services. This product is a low-cost/high-return technology platform that is easy to start and inexpensive to run.

All of the technical management and upkeep is performed as part of the service, allowing the

development organizations to focus on what they do best: telling their story and supporting entrepreneurs.

Additionally, the product offers a wide variety of extensions and additional features which can easily be added as needed by individual communities. To ensure a good fit for each community, we can also provide specific customizations, as well as in-depth community assessments and other development services as needed.

THE EdiaB FEATURE SET

ATTRACTION (Phase-I)

- Relocation Assistance Info
- Neighborhood Locator & Branding

BRANDING (Phase-I)

- Photo Gallery
- Captive Portal Page
- Featured Communities
- Community Branding Portal
- Success Story Documentation

ENTREPRENEUR (Phase-I)

- Maker-Space Project Display Board
- Comprehensive Community Activity Calendar
- Real Estate & Work Space Database

BUSINESS (Phase-I)

- Job board
- Resume board
- Biz directory
- Local Product Directory

COLLABORATIONS (Phase-II)

- Neighborhood Chat Groups
- Community Forum
- Community Wiki & Knowledge-base
- Volunteer & Personal Project Sign-up
- Meet-Your-Neighbor Community Profiles

INFO (Phase-II)

- Community Classified Ads
- Community polling, surveys and analytics
- Info Library and Knowledge-bases
- Govt Feedback Portal
- Lending Library Tracker
- Sharing economy portal
- Shopping Cart For Local Products
 - local food delivered
 - arts & crafts
 - classes & training
 - farm stays

MANAGEMENT(Phase-II)

- Project Management
- Wiki site for Community Documentation

GOVERNANCE (Phase-III)

- Leadership and Policy Forum
- Help Requests and Ticket Tracker
- Econ Analysis Reporting & Graphs
- Community Metrics, KPI Tracker and Benchmarking

SERVICES (Phase-III)

- Community email server
- Community web hosting service

SOCIAL (Phase-III)

- Dating and Social Exchange App
- CouchSurfing, Air B&B and Woofing Portal

THE DELIVERY

The illuminomics “Economic Development-in-a-Box” concept has been used successfully as a beta product in various configurations. It is now in development to complete the full set of features and the commercial version is expected to be ready for by June 2016. The product will be made available with a low-cost, one-time setup deposit and a minimal sliding-scale monthly service fee to qualified economic development organizations or communities.

illuminomics is also willing to perform a more in-depth economic needs analysis to assist communities with a comprehensive smart-city economic development strategy.

HOW IT WORKS

EdiaB acts as a community catalyst to connect, activate and engage the community by stimulating and accelerating the growth of the small business and entrepreneurial ecosystem. In many case, a community already has the talent and resources to grow a vibrant knowledge economy but for lack of awareness both inside and outside the community, this potential goes unnoticed and untapped.

EdiaB acts to unlock this potential by connecting entrepreneurs what they need to be successful. Its engages the community in an awareness and education campaign that raises the profile of existing businesses and while making the community more visible and attractive to companies outside the community that may be looking to relocate to a smaller, more friendly, lower cost area.

By creating a central hub of information useful to entrepreneurs, EdiaB raises internal and external awareness, all while expanding the market for products and services smart companies offer. This connection to resources, information, products and markets acts as a

growth accelerator that fuels economic growth allows smaller communities to “punch above their weight” in the global competition for talent and markets.

HOW YOU CAN GET STARTED

The first step in the EdiaB implementation process is to meet with the illuminomics team to explore the specifics of a community situation so a program can be designed to tap into community specific needs that can make an EdiaB more effective.

We would be happy to setup a demo for you to show you details of the technology behind EdiaB and the beauty of this low-cost, powerful solution to grow the economy you want.

Read our online EdiaB FAQ for more detailed information and answers to your questions.

We are passionate about our new product and using it to supercharge your community.

Please contact us today for information on how you can get started.

Visit our website for more detailed information and to setup a demo

Company information -----> www.illuminomics.com

Product information -----> www.illuminomics.com/ediab

EdiaB FAQ information -----> www.illuminomics.com/ediab-faq