



SKYSONG THE ASU SCOTTSDALE INNOVATION CENTER

GENERAL INFORMATION

Experience: Skysong the Asu Scottsdale Innovation Center

Country: United States of America

Coordinating Institution: ASU Foundation for a New American University

Other institutions involved: City of Scottsdale, Arizona State University, Plaza Companies

Duration of the experience: March 2009 – present day

Webpage: www.skysong.com; www.skysong.asu.edu

Social networks: Twitter: @ASUSkysong

Area of the successful experience: SMEs, innovation and high impact entrepreneurship;

DETAILED INFORMATION

1) Description

SkySong, the ASU Scottsdale Innovation Center, is home to a global business community that links technology, research,



education, and entrepreneurship to position ASU and Greater Phoenix as global leaders of the knowledge economy. SkySong is one of the premier economic engines in the Phoenix metropolitan area. The project's success is a direct result of a focus on innovation and technology that attracts companies ranging from some of the world's best known brands to one or two person startups. These companies come to SkySong because of its strong connection to ASU, including its entrepreneurship programs, as well as the exceptional facilities and ideal location. SkySong and its 75 partner companies have generated more than \$460 million in economic impact for the Greater

Phoenix area, with a projection of more than \$9.9 billion in total economic output for the market over the next 30 years.

2) Beneficiaries

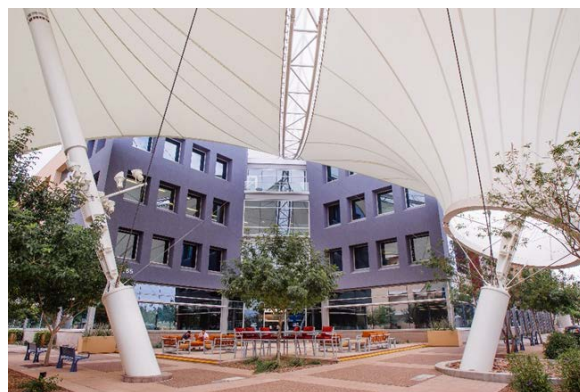


There are a variety of beneficiaries of SkySong including the university, private companies located at SkySong and the City of Scottsdale. The university benefits by connecting more closely with businesses located both at SkySong and throughout the metropolitan area. Students and faculty collaborate with SkySong companies through internships and projects. The private companies enjoy facilitated access to the university and its faculty, staff and students, as well as use of exceptional conference facilities. Through

SkySong the City of Scottsdale has an opportunity to promote itself as a home to technology companies both large and small.

3) Implementation

The partners of SkySong have a significant role in the success of the development. The ASU Foundation and the Plaza Companies lead the physical development of the site, including the design and construction of technology appropriate buildings. They and the brokers, with assistance from the university, recruit tenants and offer site amenities that make SkySong an attractive location for businesses. The City of Scottsdale provided the basic infrastructure to create the site and retains ownership of the land. It encourages use of the site by community organizations and as a business attraction tool. The university provides the glue for SkySong. It offers a home to small businesses provides entrepreneurial programs and services and encourages the interaction among all the SkySong companies. By building a community, all the partners at SkySong as well as the companies located onsite benefit from the proximity and services available.



4) Accomplishments and Results

- 75 partner companies are housed at SkySong ranging from one person startups to brand name companies such as Groupon, Theranos and Recruiting.com
- Over 70 spin out companies from the university that have collectively raised over US\$400 million in venture capital
- Over 100 student launched startups, the most recent of which have received numerous national awards

- Support of over 500 community meetings and 6,000 visitors each month

5) Offers of cooperation with the region to exchange good practices

Modalities of Cooperation	Modalities of cooperation offered by the coordinating institution	Possible dates for cooperation
Sharing of information via e-mail	x	Present
Teleconferences	x	Present
Videoconferences	x	Present
Workshops	x	Present
Mentoring	x	Present
Technical tours and visits of experts	x	Present
Others – Please describe		

6) Main contact information:

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The collection of succesful experiences is one of the most important tasks of the **Inter-American Competitiveness Network (RIAC)**. As of now, more than 200 projects implemented by countries of the

Americas are accesible in the **Signs of Competitiveness in the Americas Report 2012 -2015:** www.riacreport.org. The Organization of American States (OAS) operates as the RIAC Technical Secretariat and serves as liason between countries and multilateral/academic institucions. In 2015, the collected experiences and intellectual contributions will guide the panel discussions during the IX Americas Competitiveness Forum (ACF) – Guatemala City, November 16-18, 2015.

For the latest information on the RIAC and the Signs Report follow us in Twitter [@riacnet.org](https://twitter.com/riacnet.org) #RIACreport