



Our Mission is to accelerate
the success of creative
entrepreneurs and economies.

Tom Aageson, MBA

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US Bureau of Economic Analysis

THE CREATIVE INDUSTRIES

3d Printing (of creative products)

Advertising

Animation

Architecture

Apps (for creative industries)

Craft & Artisanhip

Creative Sector R&D

Culinary

Education Tech

Fashion

Film

Design (graphic, industrial, etc.)

Museums

Music

Performing Arts

Photography

Publishing

Software (for creative industries)

Toys and Games

TV & Radio

Video Games



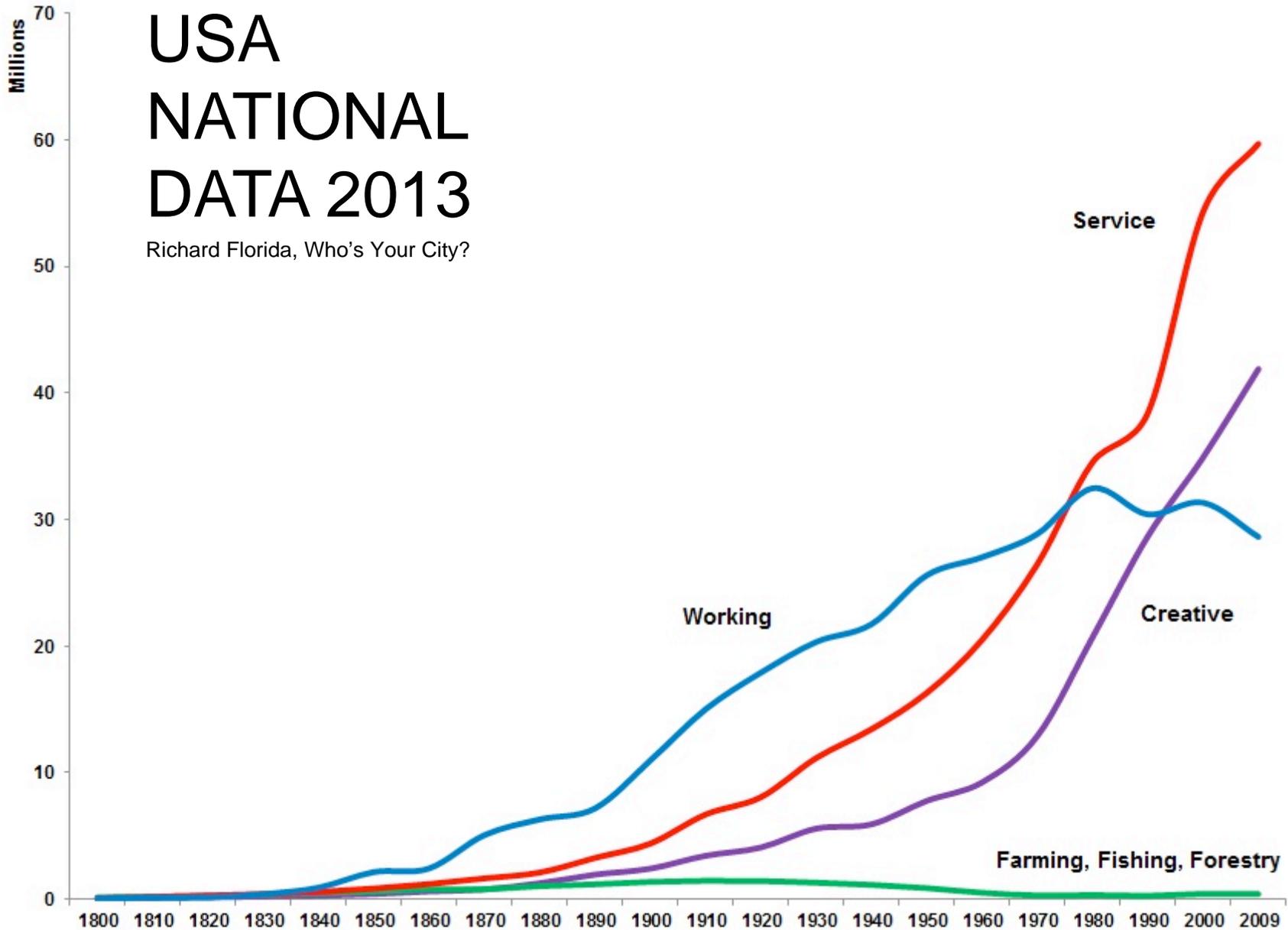
Global Growth

- **\$646 billion** in annual global exports
- **\$600 billion** to European economy
- **10%** of European exports stem from creative industries.
- **\$97 billion** spending in China



USA NATIONAL DATA 2013

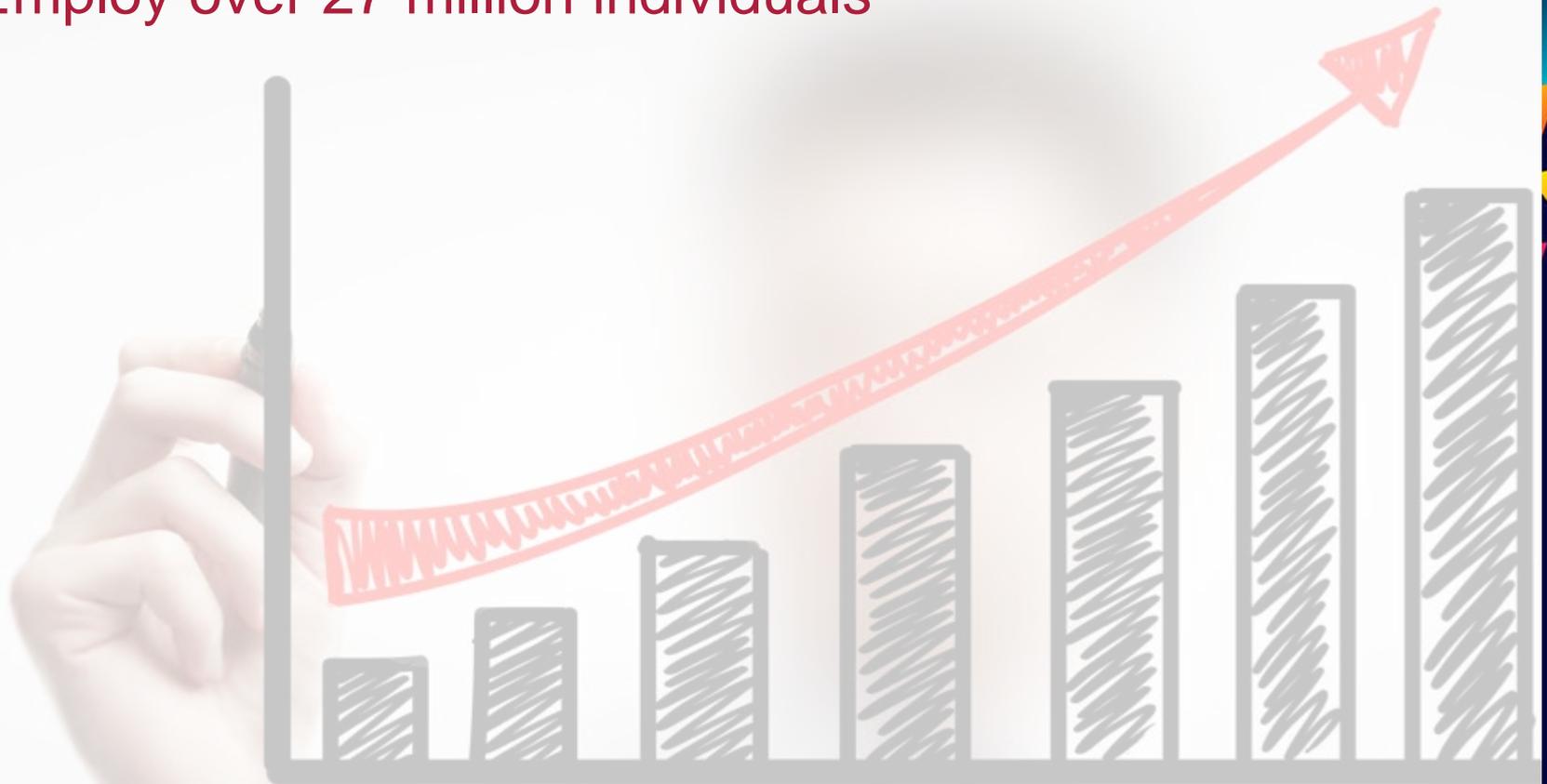
Richard Florida, Who's Your City?



US Bureau of Economic Analysis (2012)

The creative industries:

- Contribute \$700 billion to GDP
- Employ over 27 million individuals*

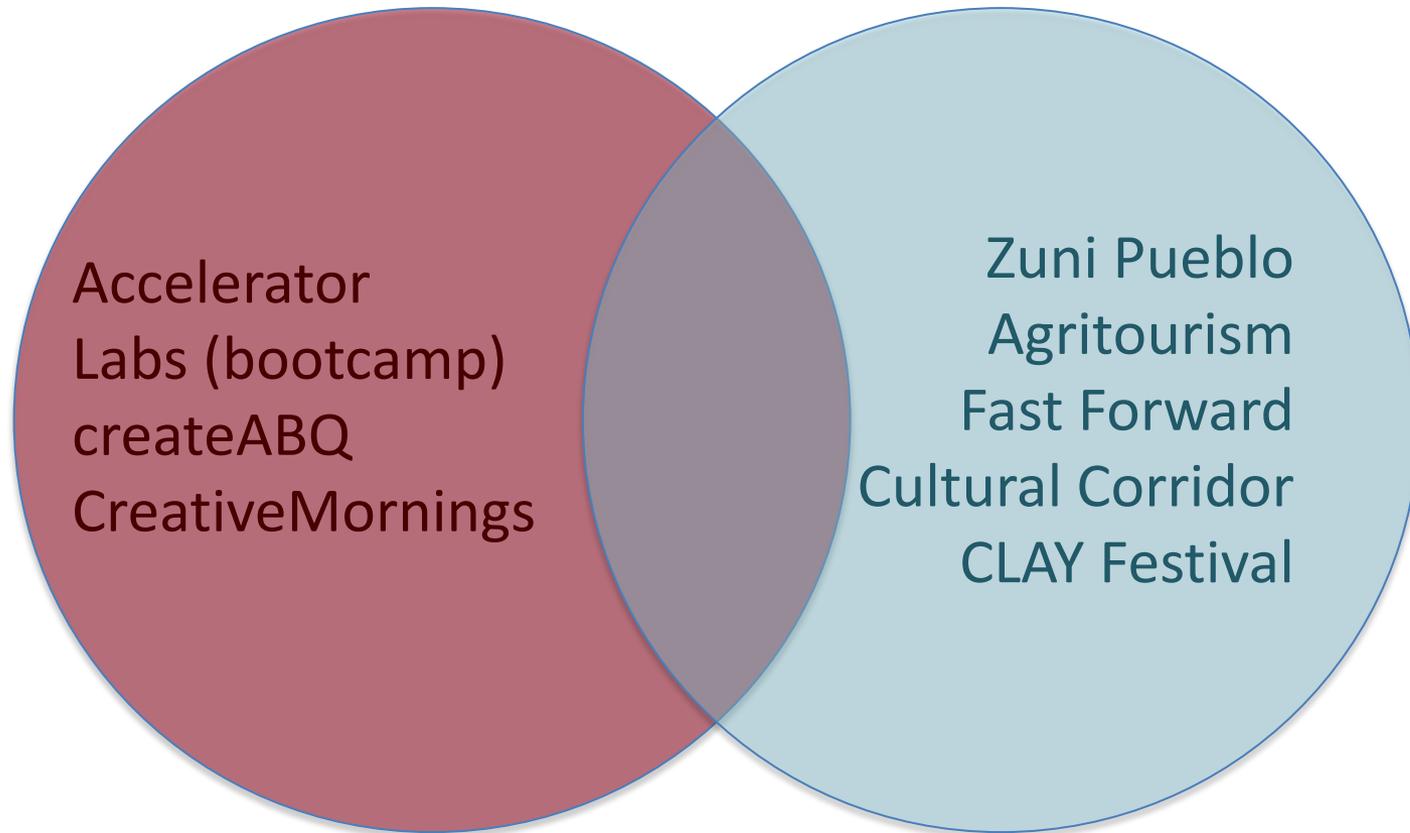


Creative Economy Initiatives

- Colorado
- Vermont
- Illinois
- Georgia
- Massachusetts
- Hawai'i
- UK
- Portugal
- Philadelphia
- Minneapolis
- Chicago
- San Antonio
- Glasgow
- Hong Kong



Our Work



Creative Startups Accelerator

Curriculum

6 weeks
12 Modules
Interactive & online
Guest faculty
Stanford “backbone”

Deep Dive

5 days
Content Experts
Mentor Sessions
Demo Day
Pitch Day

Mentors

50 +
Founders of creative co's
Investors
Market Leaders

Investment

15 + accredited investors
Angels, vc's
\$50,000 pool

Evaluation





Participant Feedback

**“It transformed
the way I think
about my
business, really,
my life.”**

“The Creative Startups
accelerator made it practical and
accessible to see and understand
the entire life of a startup, and
what it takes to build one
successfully.”

“The amount I
learned was
incredible.”

On Target



Accelerator Outcomes 2014

Measureable	Before CS Accelerator	After CS Accelerator
Jobs Created	Full Time = 25 Part Time = 40	Full Time = 58 Part Time = 70
Investment Capital Raised	\$22,000	\$1.8million
CS Mentor Time		1200+ hours
Companies Launched		9



New Mexico's Creative Entrepreneurs

TANGERINE CAFE
DESIGN GROUP /



Bright Bot
Cloud Platform for Education Apps

MCKEE
WALLWORK
& COMPANY



12FPS

Interest in Creative Startups

U.S.

- Winston-Salem
- Baltimore
- Burlington
- Los Angeles
- Cleveland
- Louisville

International

- Ottawa
- Nairobi
- Portugal
- Singapore



New Mexico Office of Creative Economy

- Cultivate entrepreneurial ecosystem
- Lead creative economy development initiatives
- Advise on policy and practice
- Convene leaders, practitioners
- Lead, collect, disseminate research
- Host national creative economy events
- Host local creative/cultural events

