

PTW2016

PHILLY TECH WEEK

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A WEEKLONG CELEBRATION OF TECHNOLOGY AND INNOVATION IN PHILADELPHIA #PTW16

GOING NATIONAL

Organized by
Technically

How Philly's tech community is fighting to stand out.

>> PAGE 27

FULL CALENDAR
INSIDE FEATURING
MORE THAN

100

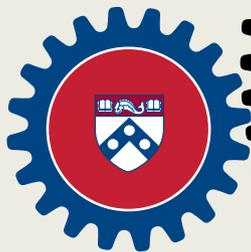
TECH EVENTS

PHILLY'S 3 MAIN STRENGTHS / P. 5

LESSONS FROM THE TOMORROW TOUR / P.6

#PTW16 HIGHLIGHTS Arcade @ Dilworth Kickoff Event • Mayoral Tech Town Hall at the Free Library • Signature Event Closing Party at URBN and more!

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MORE THAN 100 EVENTS!

COVER STORY

WELCOME



phillytechweek.com

Philly Tech Week 2016 presented by Comcast is the sixth annual celebration of technology and innovation in the Philadelphia region. The week is organized by local technology news organization Technical.ly Philly, in partnership with more than 300 organizations. This magazine serves as the program for this event series and also includes Technical.ly Philly reporting.

technical.ly/philly

Technical.ly is a leading local technology news and events organization. It publishes daily content that covers entrepreneurship, access, policy, development and creative trends, issues and people who are making cities better through technology.

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A NOTE FROM #PTW16 ORGANIZERS

We hear it often: It's all about the narrative. But this year felt different. People were actually doing something about it.

You had big institutional players working to put Philly on the map as a destination for health-tech and healthcare IT. You had a visit from a prominent investor on a profile-raising tour of non-traditional tech scenes (i.e., not Silicon Valley and New York). You had an organized contingent of Philly tech folk representing at South by Southwest in a major way.

Thing is, other regions seemed to be doing the same thing.

That's the preface for the PTW Print Mag cover story this year. Technical.ly Philly Lead Reporter Juliana Reyes looks at local efforts to advertise this region's tech-related strengths. And, really, it's also a challenge to you, beloved Philly Tech Week attendee: How does your city stand out? How should it?

Those questions were at the heart of an exciting project we undertook this spring in partnership with Comcast NBCUniversal. The first leg of the Tomorrow Tour was a six-city exploration of how next-generation local economies fit into a national context.

Because even if Des Moines is trying to impress the same SXSW-loving technologists that we are, it's not a zero-sum game. Everyone will have their own tech community and that is good and fine. The Tomorrow Tour was a way to convene key players in each region for an honest discussion about Denver's strengths and Atlanta's shortcomings and Detroit's next steps for becoming a better version of itself.

And really, that's what Philly Tech Week is, too: A group exercise rooted in the optimistic belief that we can hack together a more perfect Philadelphia.

Let this magazine serve as a guide for making it happen.

Sincerely,
Zack Seward, Editor-in-Chief, and the entire Technical.ly Philly team

Your Technical.ly Philly Staff, left to right: Events Coordinator Alexandria Leggett, Marketing Manager Jeanette Lloyd, Events Director Molly Rose, Client Success Manager Alisha Miranda, Business Manager Peter Erickson, Events Manager Catherine Sontag, Editor-in-Chief Zack Seward, Lead Reporter Juliana Reyes, Cofounder and Editorial Director Christopher Wink, Culture Coordinator Justin Malone, Senior Business Manager Vincent Better. (Not pictured: Cofounder and Business Director Brian James Kirk, Product Manager Cary Betagole.)



HOW PHILLY SEES ITSELF

Three areas where Philadelphia stands out // by JULIANA REYES

The flagship program of a top-down campaign to grow Philadelphia's healthcare IT scene launched on a cool fall morning on the 44th floor of the iconic Independence Blue Cross tower in Center City.

That's when **RoseAnn B. Rosenthal** said it.

"I don't want to be the Silicon Valley of anything," said the longtime, esteemed CEO of state-backed investment firm **Ben Franklin Technology Partners**, sitting on a panel next to other healthcare and tech bigwigs who were part of the so-called **Health Care Innovation Collaborative**.

Ahh, shots fired.

Her comment was a clear, albeit playful, dig at Independence Blue Cross CEO **Dan Hilferty**, seated just to the left of her, who has been known to say that Philadelphia should become the "Silicon Valley of health IT."

Hilferty picked it up immediately, and with grace: "From now on," he said, "I will never use the term 'Silicon Valley of healthcare innovation.'"

It was a quiet, throwaway moment, easily overshadowed by the bigger announcement of the morning

— that the Health Care Innovation Collaborative was looking for fresh health IT ideas to incubate at local institutions. But it was a complete gem, a look at how a young tech scene is working to identify itself and how conversations that have started on the ground level ("We shouldn't try to be like Silicon Valley, let's do our own thing") have worked their way up to people in power, like Rosenthal and Hilferty, and were making their way into more traditional business circles. Even former Mayor **Michael Nutter** knows the drill.

1. HEALTH IT

The health IT campaign taps into Philadelphia's long-established strength in "eds and meds." The tech scene, the thinking goes, should grow around heavy hitters like the **Children's Hospital of Philadelphia**, Independence Blue Cross and **Jefferson and Penn**, with their hospital systems and med schools. **Dreamit** launched its first health IT-focused accelerator in Philadelphia three years ago and has been attracting health IT startup across the country to the city (though Philly is still working on how to retain all of them). Now, the health IT push is more focused than ever, with the \$2.4 million effort of the Health Care Innovation Collaborative.

Another class of Philly technologists that have found national acclaim?

2. CIVIC HACKERS

You can find Philadelphia's civic hackers inside and outside of City Hall — they live in both worlds, building apps to improve the city on and off the clock. The city's civic hackers propelled the open data movement within City Hall, which officially launched when Mayor Nutter signed an open data executive order in 2012. A civic hacker named **Mark Headd**, formerly of **Code for America**, became the city's first Chief Data Officer.

"Philly is to civic technology what Nashville is to country music," Headd once said.

Naturally, it was **Tim Wisniewski**, another hackathon regular, who took over for him when he left his post.

The city's civic hacking group, **Code for Philly**, appointed leaders last year and is working on growing from a meetup to a fully-fledged nonprofit.

And, last but not least:

3. DIVERSITY

Philadelphia, as **AOL** founder **Steve Case** put it dur-



The Independence Blue Cross building in Center City Philadelphia.

ing his **Rise of the Rest** tour stop here, could show the rest of the country what a diverse tech entrepreneurship community looks like. This is a nascent strength, for sure. Philadelphia's tech scene still has a lot of work to do around making its tech scene more inclusive, but early efforts have been promising.

The local chapter of **Girl Develop It**, the national coding education nonprofit for women, is the most active in the country, hosting the most classes and events of any chapter — not to mention that its executive director (a Technically Media alum, full disclosure) is based in Philadelphia. Workforce development groups are working with city government and corporations to pilot coding bootcamp for low-income adults and youth. Entrepreneurs and technologists of color have launched meetup groups to create a stronger community.

There are other regional strengths, too, like the way that one founder of a sales startup said that Philadelphia has the best salespeople in the world. (We're scrappy, OK?) But, now that we've gotten that whole Silicon Valley thing out the way, the Philadelphia tech scene would do good to choose a focus or two and get to work on organizing around it.



Left to right: Metropolis Farms' John Paul Ramos, Jack Griffin and Lee Weingrad.

Our 5 most popular stories since #PTW15

Since last year, here are the stories you clicked on the most.

Find these stories at ph.ly/ptw15top

1. DUCKDUCKGO ON CNBC: WE'VE GROWN 600% SINCE NSA SURVEILLANCE NEWS BROKE

This story about the Paoli-based privacy-minded search engine's growth exploded on Reddit, reaching the top of the taste-making r/technology subreddit.

2. THE FARM OF THE FUTURE IS RIGHT HERE IN PHILADELPHIA

The inside scoop on South Philly's Metropolis Farms was a big-time fan favorite showing how threads of urbanism and sustainability sneak their way into local technology communities..

3. THESE TWO GUYS PROVE THAT YOU ARE DOING TINDER ALL WRONG

In which we go on a Tinder double date in the name of journalism.

4. WHY THIS WOMAN DROPPED OUT OF TEMPLE'S COMPUTER SCIENCE PROGRAM

While not everyone agreed with the sentiment, Becca Refford's story struck a chord with readers.

5. APPRENNET JUST HIRED A NEW CEO. HERE'S WHY THAT'S A BIG DEAL

A month after Rachel Jacobs was named the edtech startup's CEO, she was tragically killed in last spring's Amtrak derailment. An outpouring of praise for her promise as a local tech executive followed.



Becca Refford



Mayor Jim Kenney

MAYOR KENNEY'S DREAM APP

A tool for reporting street harassment. Who wants to build it? // by JULIANA REYES

We were sitting in the mayor's office earlier this year and talking about civic apps when Mayor **Jim Kenney** said, "You know what I really want?"

Do tell, Mayor.

"I am so sick of street harassment," he said. "I see it and I scold it and I hate it."

That's why Kenney's dream app is one that lets women map and report street harassment.

Here's what he envisions: the app could allow users to "surreptitiously take that creep's picture" and put him on blast. Maybe cops could use the data to deploy enforcement to corners that have particularly high incidences of the practice.

"It would be really empowering for women," he said.

We didn't have a chance to tell the Mayor (his press secretary **Lauren Hitt** had invited us to talk to the Mayor and Chief Data Officer **Tim Wisniewski** about the administration's dedication to open data, so we had other questions to attend to), but at one time, Philly had a

startup that was working on exactly that. They were called **Safecity** and were here from India, as part of the city's **FastFWD** social enterprise accelerator. The two women behind the company have since left the city, unfortunately.

Another local group working on street harassment prevention and awareness is **Feminist Public Works**, which has its roots as a local chapter of international anti-street harassment movement **Hollaback!** (Feminist Public Works split from Hollaback! last year.) We reached out to the crew to see what the latest with them was. We loved the 2014 **Ignite Philly** talk from Feminist Public Works' leaders **Rochelle Keyhan** and **Anna Kegler**, a content marketer at **RJMetrics**.

So, any other takers to build Kenney's dream app?

Because, as he put it, "you should be able to ride your bike down the street without having some guy take his hand out the window and smack you in the butt. That's inappropriate."

"Eloquently put," Hitt said.

TOMORROW TOUR'S LESSONS TODAY

Six cities, six big ideas. // by CHRISTOPHER WINK

Startup communities are booming. But what does it take to turn them into actual engines of a city's future?

That question was at the heart of the Tomorrow Tour, a six-city event and reporting series that Technical.ly produced in partnership with Comcast NBCUniversal.

Each place is different, but similarities abound. Here are key takeaways from each of our stops.

PHILADELPHIA (JAN. 27)

On what qualifies as true economic change: "We have to do more for more residents of this city," said **Commerce Department** Director of Entrepreneurial Investment **Archna Sahay**.

DENVER (FEB. 3)

On the support network between Denver, Boulder and beyond: "Really, it's a Colorado story," said **SendGrid** CFO **Yancey Spruill**.

MIAMI (MARCH 2)

On building a more inclusive tech scene: "We need more people going into the community and finding new great minds," said **Felicia Hatcher**, the **Code Fever** cofounder and **Black Tech Week** co-organizer.

CHICAGO (MARCH 8)

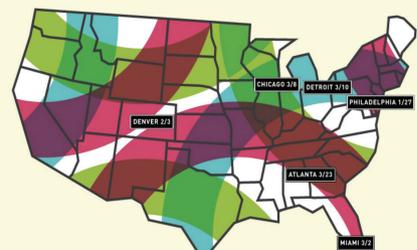
On growing bigger, longer-lasting tech businesses: "We need to do more and more to connect startups to [our big corporate community] to help them both grow," said **Illinois Technology Association** CEO **Fred Hoch**.

DETROIT (MARCH 10)

On small-scale entrepreneurship: "Detroit isn't going to be saved by one big thing; it's going to be saved by a million little things," said **Build Institute** Executive Director **April Boyle**.

ATLANTA (MARCH 23)

On balancing the needs of new city residents with those of longtime residents: "Your natural ingredient is your youth from the soil," said **Center for Civic Innovation** community manager **Bem Joiner**.



How was NET/WORK?

We hold a career fair every year that's meant to not suck. Here's what a few of this year's attendees had to say about it. // by JEANETTE LLOYD



02 Dawn McDougall : Executive Director of Code for Philly

"The event this year was especially awesome in the new location. I thought the setup was great and there was a little more space to move around. The resume review opportunity is incredibly useful for those on the hunt to hear how real reviewers read a resume, which can often make the difference in getting an interview. Professional headshots are still my favorite perks of this event. One of the most outward-facing pieces of the job hunt is a person's image, and most don't have professional-looking profile pictures so I think this is great in removing that barrier."



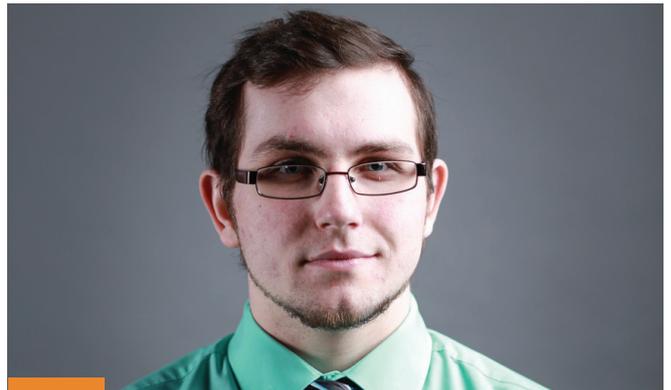
04 JASON FOX : Owner/Principal Engineer of Never Stop Building LLC

"This was our first year attending NET/WORK, and I found the seminar I attended on personal branding to be very inspirational, and was glad to have had a few memorable conversations with the participants."



01 NATHANIEL BILLUPS : Senior Storage Test/Solution Specialist

"I had no expectations for the NET/WORK event as I had not been before and heard about this event through a colleague. Once I attended, it was a fantastic opportunity to network for new opportunities, to learn what others are doing or working on in the field, and I was able to initiate some potentially long-lasting relationships."



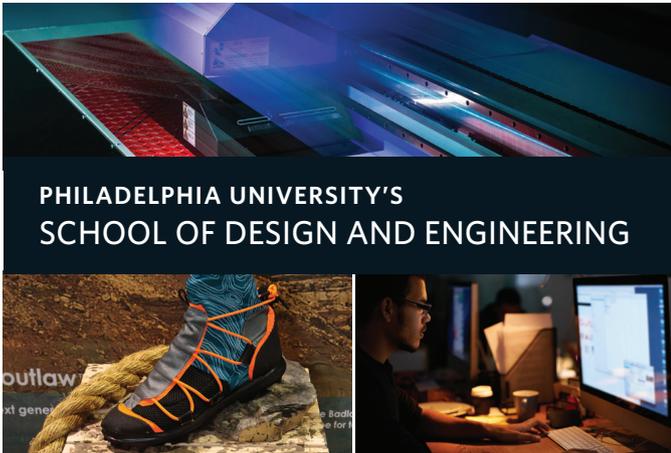
03 ANTHONY KELLY : Helpdesk Support Manager at La Salle ResNet

"I went into the event admittedly nervous. Being a junior in undergrad and looking to pursue internships vs. full-time employment had me a little frazzled when I first entered. But the environment, the companies that were at NET/WORK 2016 and even some features of the event, like resume review and headshots, proved successful in creating a relaxed and



05 KAYSEY WICKINS : Client Project Coordinator

"A company I had applied to a week before online had a table at the event (I was unaware they'd be there) I started chatting to the human resource coordinator and gave her my resume in person. She sent me an email a few days later and we set up a phone interview. After the whole interview process they made an offer! I start in two weeks!"



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REFER TO PHILLYTECHWEEK.COM FOR THE MOST UP-TO-DATE DETAILS, including accurate locations and timing for each event. You can also book-mark events and RSVP via the website.

Thursday, April 28

THE ACCESSIBLE WORLD CONFERENCE 2016

April 28-29 @ Free Library of Philadelphia, 1901 Vine St-\$85 (EvoXLabs)

The Accessible World is the first and one of its kind conference being hosted in Philadelphia, PA that will provide a platform to several students, professionals and researchers to share their work on making this world a more accessible place.

TRACKS ▶

THROUGH A PRISM : WHY DIVERSITY MATTERS IN DESIGN AND TECH

6:00 P.M. - 9:00 P.M. @ Franklin Square Capital Partners, 201 Rouse Boulevard - \$5-20 (AIGA Philadelphia)

Join AIGA Philadelphia for an evening to discuss why diversity and inclusion matter so vitally in the fields of design and technology. Our distinguished panel includes innovators, creatives, business owners, cultural activists, and academics.

TRACKS ▶

OUT OF FRAME

April 28-May 7 @ Online - Free (Heit & Haikes)

OUT OF FRAME is a curated online exhibition showcasing work defined as Disruptive Tech.

*dis-rup-tive (adj.) troublesome, unruly, badly behaved, rowdy, disorderly, undisciplined, wild.

The ten participating artists showcase technology-based works that disrupt systems, such as websites, software, apps and twitter feeds. These tech-based works disrupt with tech, through tech or in contrast to tech.

TRACKS ▶

VIRTUAL REALITY, BIKING, AND THE EVOLUTION OF TRANSPORTATION

6:00 P.M. - 9:00 P.M. @ Location TBA - Free (VRphilly)

Love going for a bike ride, but want to explore worlds unknown? Choosing between ranking up your favorite characters or exercising? WORRY NO MORE. We've got you covered with "VirZoom" the VR biking company, Cyclephilly enabling IRL stat-tracking, and the Indego bikes sharing system to get you here!

TRACKS ▶

SECOND ANNUAL PHILLY STARTUP CRAWL

5:00 P.M. - 10:00 P.M. @ Various Locations in Center City - Free (Startup Hangout)

Get your stumble on and visit Center City Philadelphia's finest tech companies at our second annual Startup Crawl. Each of them will open their doors (and their kegs!) for anyone interested in learning more about local entrepreneurship and tech. [See the last page of the print magazine for a crawl map!]

TRACKS ▶

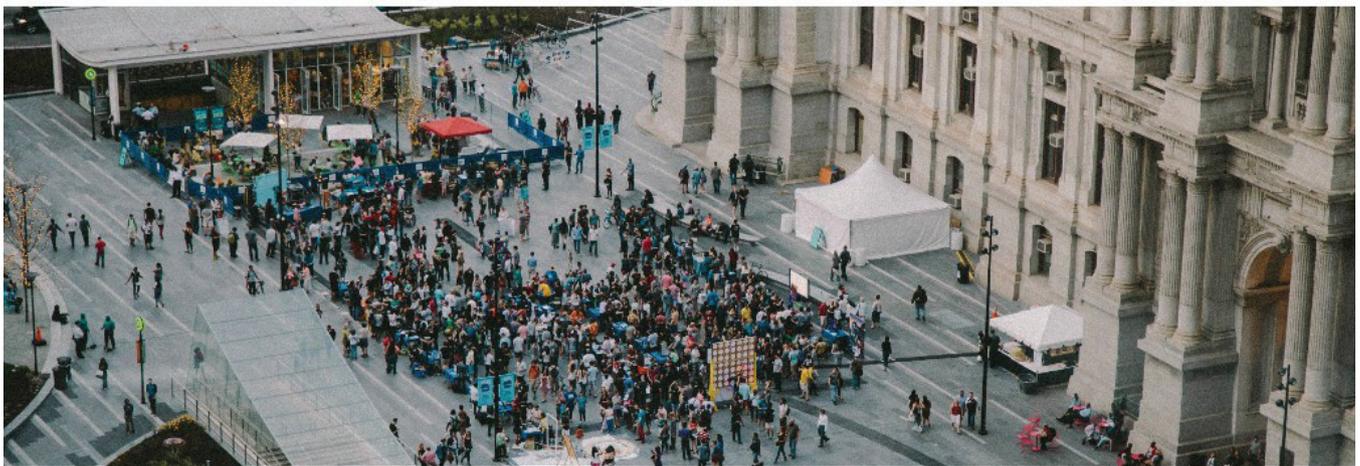
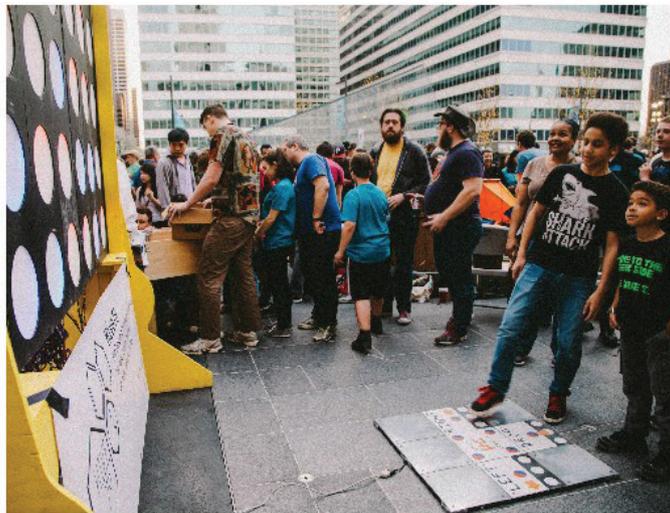
Friday, April 29

CODED BY KIDS COMMUNITY TECH WEEK EVENTS

April 29 - May 2 @ Location TBA - Free (Coded By Kids)

Coded by Kids will hold interactive Intro to Coding and Intro to the Philly Tech scene sessions for residents in recreation centers across the city.

TRACKS ▶



PTW 16 KICKOFF FESTIVAL - ARCADE @ DILWORTH

Saturday, April 30, 5:00 P.M. - 10:00 P.M. @ Dilworth Park, Broad & Market Streets, West Side of City Hall - Free (Technical.ly)

We're back at Dilworth Park! Celebrate technology and innovation at the Philly Tech Week 2016 Kickoff Festival. Check out the App Arcade and Maker Corner. Play with locally designed games, interact with 3D printers, enjoy live performances and so much more!

TRACKS ▶

ONLINE APPLICATIONS WORKSHOP

April 29 - May 6 @ Various Locations - Free (PA Careerlink)

Each online application is different. If you know what to expect, however, you'll be prepared for almost anything. This workshop provides insight on how to search and apply for jobs online.

TRACKS ▶

TECHNICULTURE

9:00 A.M. - 12:00 P.M. @ Drexel University, 3140 Market Street, Mitchell Auditorium - Free (Greater Philadelphia Cultural Alliance)

The goals of TechniCulture are to build deeper relationships between the cultural and tech communities, to encourage and inspire cultural organizations to think more innovatively and entrepreneurially and to celebrate the burgeoning resources that are here today.

TRACKS ▶

GOBABL NETWORKING PARTY

5:00 P.M. - 7:30 P.M. @ Indy Hall 22 N. 3rd Street - Free (GoBabl)

GoBabl -- a location-based social media monitoring platform -- is calling on business owners, marketers and advertisers, and members of the press to hang out, get to know each other, and try out the app.

TRACKS ▶

PYRAMID STEM SHOWCASE

April 29 - 30 @ The View, 800 Broad Street, Top Floor "Free" (DHEX Enterprises)

The 5th Annual Pyramid STEM Showcase is a high-powered family event. Our mission is to educate and inform about science, technology, engineering and math (STEM) using both historic references and exposure to current technologies.

TRACKS ▶

Saturday, April 30

EXPLICIT FEMALE - INTERACTIVE MULTIMEDIA PERFORMANCE EVENT

April 29 - April 30 @ fidget, 1714 N Mascher Street - \$25 (fidget)

Artist in Residence and mother, Zornitsa Stoyanova has spent the last three years primarily working with photography and film. As an extension of her visual art, she is creating a performance called "Explicit Female".

TRACKS ▶

INNOVATION IN THE CANNABIS INDUSTRY: TECHNOLOGY, MEDICAL & INVESTMENT

9:00 A.M. - 5:30 P.M. @ Chemical Heritage Foundation, 315 Chestnut Street - \$150-250 (Greenhouse Ventures)

The event will feature panel discussions from industry leaders on topics such as canna-tech, medicinal cannabis, and investment for both sectors, with a specific focus on expected trends in the East Coast market.

TRACKS ▶

EVOHAX - HACK TO CHANGE LIVES

April 30 - May 1 @ Philadelphia University, 4201 Henry Avenue - Free (EvoXLabs)

evoHaX is the third Hackathon in the series of Hackathons focused on developing accessible technologies. Teams from schools, local tech firms as well as individual participants are welcome to participate. The event will also target a broader range of disabilities through collaboration between professional developers, students, therapists, and people with disabilities.

TRACKS ▶



MONDAY
MAY 2
CIVIC
CONFERENCE

Business leaders, politicians, bureaucrats and citizens will meet to discuss social enterprise, the creative class and technology's economic impact.



HEALTH AND SCIENCES ROUNDTABLE

1:00PM - 3:30PM @ Public Health Management Corp, Centre Square East, 1500 Market Street- Invite Only (Technical.ly)

How do we work together to ensure Philadelphia's vibrant health and sciences community continues to grow, innovate and thrive? Participate in an intimate lunch with a curated group of entrepreneurs, investors, policy makers, academics and leaders to discuss plans for the future and steps to get there.

PHILADELPHIA'S HEALTH AND SCIENCES FUTURE

3:00 P.M. - 5:00 P.M. @ PHMC, 1500 Market Street, Suite 1500- Free (Technical.ly)

A panel discussion on what comes next in efforts to brand and develop Philadelphia's reputation as a health IT, sciences and commercialized technology leader.



MAYORAL TECH TOWN HALL

6:30 P.M. - 8:30 P.M. @ Free Library of Philadelphia, 1901 Vine St - Free (Technical.ly)

Hear Mayor Jim Kenney speak with a handful of Philadelphia tech and entrepreneurship community leaders on stage about his priorities and theirs. Audience members will have the chance to contribute their own questions via Twitter. Don't miss this opportunity to hear how this administration approaches innovation policy and economic development alongside many of this city's most prominent leaders.

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CREATE JAVA SIMULATIONS AND GAMES

1:00 P.M. - 4:00 P.M. @ Bucks County Community College, 275 Swamp Rd, Newtown, PA - Free [TechGirlz]

For middle school girls: create simulations and games using Java computer programming!

TRACKS ▶  

INTRO TO VIDEO PRODUCTION (FOR GIRLS)

1:00 P.M. - 4:00 P.M. @ La Salle University, 1863 Lindley Avenue - Free [TechGirlz]

A free technology workshop for girls in grades 6, 7, 8. Do you want to learn the tips and tricks of an on camera personality? Or maybe you want to call the shots behind the scenes? La Salle's Communication Department will host a workshop on video production, everything from storyboarding, script writing, and filming. This workshop is open to all levels of experience with video production from those who have never used a camera to the pros.

TRACKS ▶  

MATLAB MOTION TRACKING

1:00 P.M. - 4:00 P.M. @ University of Pennsylvania, 210 S 33rd St, Skirkanich Hall - Free [TechGirlz]

Human vision is an amazing system! It is able to detect motion, color, depth, distance, shapes, and more. Today, computer science is trying to replicate these properties using motion capture and machine learning. How can we begin to understand and replicate the complexities of the human eye and brain using only a cell phone camera and MATLAB?

TRACKS ▶  

PHILADELPHIA MUSEUM OF ART TECH TOUR

2:00 P.M. - 4:30 P.M. @ Philadelphia Museum of Art, 2600 Benjamin Franklin Parkway - Free [Philadelphia Museum of Art]

Join the Philadelphia Museum of Art for our

second annual PTW Tech Tour. Staff from the Museum's Information and Interpretive Technology department, including William Weinstein, Laura Webb, Ariel Schwartz, Ashley Scrivener, Jessica Milby, and Peter Alt will guide you through the museum on a walking tour of the technologies which have been put into use over the last year and speak about our ongoing initiatives. We have many new updates, including our successful "A is for Art" app and our first hackathon, Power of Art. Come and join the conversation about how art and technology can come together in creative ways.

TRACKS ▶ 

ELECTRIC PHILLY

April 30 - May 1 @ Devnuts, 908 N. 3rd St - Free [Electric Philly]

Electric Philly blends LIVE original electronic music with classic videogames. Come test your skills on some old school gaming while listening to musicians from the area and beyond performing live music with gameboys, laptops, and synths.

TRACKS ▶ 

Sunday, May 1

PHILADELPHIA PODCASTING SOCIETY MEETUP

1:00 P.M. - 5:00 P.M. @ Tattooed Mom, 530 South St - Free [The Philadelphia Podcasting Society]

The Philadelphia Podcasting Society is working to build community among local podcasters. This meetup is designed as an opportunity for locally produced shows to meet their current listeners, entice new ones face to face and network via a comic con style tabling event.

TRACKS ▶ 

Monday, May 2

PROSPECTS TO PROFITS IN SALES & MARKETING: HOW CAN TECHNOLOGY HELP YOU GET THERE?

10:30 A.M. - 11:30 A.M. @ Greater Philadelphia Chamber of Commerce, 200 S. Broad Street, Suite 700 - Free [MLeads]

MLeads team invites you to join Manish Gora-wala, award-winning Philadelphia based IT entrepreneur turned innovator, as he introduces you to the possibilities and demonstrates how to use mobile technology to overcome the challenges related to lead collection, lead research, lead follow-ups, statistics, ROI and team management to set your business on a path to success and more opportunities.

TRACKS ▶ 

HOW LONG DOES IT TAKE TO SLICE AND EAT A WATERMELON? A HANDS-ON INTRO TO AGILE

11:00 A.M. - 12:00 P.M. @ Dorado Systems, 234 Market St, 4th Floor - Free [Dorado Systems]

An overview of the Agile mindset and frameworks will be presented. A discussion of when Agile should be considered and some of the advantages of Agile. A hands-on approach will be used to help the class understand Scrum, one of the more popular Agile frameworks.

TRACKS ▶ 

BEEP, BLOPS AND BLOOPS - MUSIC TECH CONCERT AND DEMO

2:00 P.M. - 4:00 P.M. @ Temple University, SERC, 1899 N 12th Street - Free [Boyer Electroacoustic Ensemble Project]

Want to hear music that uses the cutting-edge of digital music technology? Want to play and learn about modular analog synthesizers? Want to play video games on a giant multi-screen array using sensor-embedded gestural glove controllers—collaboratively working with six other people to control one player? Want to hear music by some of the most innovative and ex-

citing Philadelphia composers? Join the Boyer Electroacoustic Ensemble Project (BEEP) and the Center for the Performing and Cinematic Arts at Temple University for a hands-on afternoon of innovative music, dance, and video games!

TRACKS ▶ 

LET'S TALK ABOUT TECH, BABY!

5:00 P.M. - 8:00 P.M. @ Slice Communications, 111 South Independence Mall East, Suite 340 - \$10 [Slice Communications]

Executives at technology companies often have a hard time communicating with their targeted audiences. You're bogged down in jargon, technical language, and acronyms. In this workshop, you will create a simple and differentiated message and practice communicating it in different forms.

TRACKS ▶ 

TRENDS IN FREELANCE DEVELOPMENT

5:00 P.M. - 7:30 P.M. @ Location TBA - Free [Eager To]

Panel Discussion and Q&A discussing the strategies and struggles of freelancing as a developer in 2016

TRACKS ▶  

ADVANCED TECHNOLOGY CENTER INFORMATION SESSION AND TOUR

6:00 P.M. - 6:45 P.M. @ Delaware County Community College, 901 S. Media Line Road, Media, PA - Free [Delaware County Community College, AT&T, Delaware County Chamber of Commerce]

During this session, the related employment outlook for the programs offered will also be provided, and attendees will have the opportunity to ask questions and tour the state-of-the-art Advanced Technology Center's hands-on labs and classrooms.

TRACKS ▶ 

PHILLY MEETS ISREAL: A PANEL DISCUSSION ON ISRAELI INNOVATION IN AMERICA

6:00 P.M. - 9:00 P.M. @ Franky Bradley's (upstairs), 1320 Chancellor St - \$10 [Tribe12, Philadelphia Israel Chamber of Commerce]

Hear from an impressive panel of Israeli companies that will speak about the technology and innovation happening right now, and how you are



TUESDAY
MAY 3
MEDIA
CONFERENCE

Marketing, media and public relations have changed dramatically in the digital age. Hear from leading experts who are not only responding to the change, but helping to shape it.

MEDIA CONFERENCE

10:00 A.M. - 7:00 P.M. @ FringeArts, 140 North Columbus Blvd. - \$150 [Technical.ly]

This full day conference will touch on a variety of trends, best practices, case studies and more surrounding the wide umbrella that is 'media'. The day will be split into three different sections - The State of Digital, The Evolution of Traditional and The Future of Media. End the event with a Twitter Q&A panel discussion where you can get your questions answered and leave with actionable advice for your personal brand, company, organization, etc. After the conference, network with attendees and enjoy some snacks and beverages at our closing happy hour.

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PHILADELPHIA UNIVERSITY

benefiting from it all right here in Philadelphia!

TRACKS ▶  

LEVERAGING IBM WATSON ANALYTICS FOR SALES

6:30 P.M. - 8:00 P.M. @ IBM Offices, 30 S 17th St - Free [Philadelphia Analytics Meetup]

Easy analytics for sales. With Watson Analytics, you simply upload your sales data to get the answers you need. Guided analytics and visualizations show you patterns and trends you might not have seen in a sales and revenue report table.

TRACKS ▶ 

Tuesday, May 3

BOOTSTRAPPERS BREAKFAST WITH ADAM STOKAR OF CLUB OS

8:00 A.M. - 9:30 A.M. @ Morris Cafe, 13 S. 17th St, 1st Floor - Free [Bootstrappers Breakfast, Trajectory LLC]

This is FIFTH year in Philly! Come join entrepreneurs who eat problems for breakfast. At a Bootstrappers Breakfast we have serious conversations about growing a business based on internal cashflow and organic profit. Guest speaker, Adam Stokar of Club OS.

TRACKS ▶ 

PLANNING & IMPLEMENTING ACTIVE LEARNING SPACES

8:30 A.M. - 11:30 A.M. @ Philadelphia University, 3839 Vaux Street, Tuttleman Center - \$25 (Pennsylvania Distance Learning Association)

As part of Philly Tech Week, the PA/DE/NJ Distance Learning Association cordially invites you to hear a compelling case study and tour the concrete results involved in implementing active learning spaces within Philadelphia University. Active learning spaces combine a variety of enabling technologies that foster an evolving pedagogy which is the future of academic education and corporate training.

TRACKS ▶ 

SENIOR SENIOR DEVELOPER AND LEADERSHIP DAY: MORNING SESSIONS

9:30 A.M. - 1:00 P.M. @ PromptWorks 1211 Chestnut St. Suite 400 Free (PromptWorks)

Join PromptWorks for a morning of talks and panels including: HTTP/2, Continuous Deployment, Cultivating the Craft of Software Engineering, and How Design Fits in the Development Process.

TRACKS ▶  

STARTUPS & SPACES: TECH'S IMPACT ON PHILLY'S REAL ESTATE MARKET

10:00 A.M. - 11:00 A.M. @ Benjamin's Desk Washington Square, 601 Walnut St., 11th Floor - Free (2820 Radio, 2820 Press, Benjamin's Desk)

From coworking spaces to entire property developments, Philadelphia's real estate market has responded to a wave of interest from growing technology companies. Our panel of experts examines the trends and offers insight into what founders can do now to ensure their teams have the right space to grow and thrive.

TRACKS ▶ 

REDEFINING EVENT MANAGEMENT AND COLLABORATION

10:30 A.M. - 11:30 A.M. @ Greater Philadelphia Chamber of Commerce, 200 South Broad Street, Suite 700 Engagement Room - Free (MLeads)

MLeads team invites you to join Manish Gorawala, award-winning Philadelphia based IT entrepreneur turned innovator, as he introduces you to the possibilities and demonstrates how to use mobile technology to overcome the challenges related to organizing events, giving value-add to attendees,



WEDNESDAY
MAY 4
DEV
CONFERENCE

Whether you're new to programming or wanting to sharpen your skills, this full day conference will include beginner workshops on popular programming languages, a dev-focused conference with over 15 high level developers and an inclusive after party.

DEV INTRO WORKSHOPS

8:30 A.M. - 12:00 P.M. @ International House Philadelphia, 3701 Chestnut St, Philadelphia, PA \$60 (Technical.ly)

Whether you're new to programming or wanting to sharpen your skills, the Dev Intro Workshops are perfect for you. Workshops will be focused around today's most used languages and programs.

DEV TALKS

12:30 P.M. - 5:30 P.M. @ International House Philadelphia, 3701 Chestnut St - \$45 (Technical.ly)

Join us for an afternoon of high-level dev talks focused around problem solving and innovative solutions. You'll hear from over 10+ dev experts talking about real world scenarios and the tools they're using. There will be a mix of 10 minute lightning presentations and 20 minute in-depth talks.

PRESENTED BY



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exhibitors and speakers for your events.

TRACKS ▶ 

THE SOCIAL + MOBILE EQUATION

12:30 P.M. - 2:00 P.M. @ Newtown Public Library, 201 Bishop Hollow Road Newtown Square, PA - Free (Newtown Public Library, Score, Delaware County Chamber of Commerce, AT&T)

The new and most powerful force is mobile marketing. Why? Because consumers have embraced mobile technology and its usage truly is sweeping the globe.

TRACKS ▶  

SENIOR SENIOR DEVELOPER AND LEADERSHIP DAY: AFTERNOON SESSIONS

1:00 P.M. - 5:00 P.M. @ PromptWorks 1211 Chestnut St. Suite 400 "Free" (PromptWorks)

Pick up where the morning left off with talks on The Soft Side of Software Development; Project Inception - Who, What, How, and Why; What To Do With Your Data in 2016; Rethinking "Soft" Skills: What Makes Them So Hard?, as well as panels on Pair Programming Like a Boss and What Good Technical Leaders Do Differently.

TRACKS ▶  

TRANSFORMING TOMORROW TODAY: HOW EMERGING TECHNOLOGIES AND TRENDS ARE RESHAPING GREATER PHILADELPHIA

2:00 P.M. - 5:00 P.M. @ Delaware Valley Regional Planning Commission, 190 N. Independence Mall West, 8th Floor - Free (Delaware Valley Regional Planning Commission)

The Delaware Valley Regional Planning Commission worked with an interdisciplinary Futures Group, which identified a set of "Future Forces" that are driving change in the Greater Philadelphia region. Future Forces can arise from social, technological, economic, environmental, or political trends. Come learn and discuss the key forces driving change, how data and new tech-

nologies are shifting how we get around, where we work, what we do; along with actions we can take to better prepare the region for the future.

TRACKS ▶   

WHAT'S IT WORTH: KNOWING THE VALUE OF YOUR MVP

3:00 P.M. - 5:00 P.M. @ 1040 North 2nd Street, Suite 301 - \$25 (Webjuno)

Join us for an open and collaborative discussion about software development pricing, the do's and don'ts, and how your preparation during the initial planning can drastically reduce your startup costs.

Come ready to listen, learn, and share as industry experts and fellow founders talk about Mobile App development costs, successes, horror stories, and everything else that could go wrong while building your startup's application.

This will be an intimate group discussion with local startup founders.

TRACKS ▶ 

GETTING MORE DONE WITH LESS

5:00 P.M. - 6:00 P.M. @ Life.io Office, 1223 Sansom St - Free (Life.io)

As an early stage company with big company clients, come learn how Life.io has focused on embedding a process mindset in the company culture to work efficiently and effectively in delivering our platform and service.

TRACKS ▶ 

PROMPTWORKS HAPPY HOUR

5:00 P.M. - 7:00 P.M. @ PromptWorks 1211 Chestnut St. Suite 400 Free (PromptWorks)

After a full day of talks, unwind with speakers, panelists, and PromptWorks staff for drinks, networking, and socializing.

TRACKS ▶  

STARTUPMASHUP

5:00 P.M. - 8:00 P.M. @ 3401 Market Street, Suite 200 - Free (ic@3401, Drexel University)

Imagine Philly in 2021. This lightning competition brings together the do-ers of today to pitch the Philly of tomorrow.

TRACKS ▶  

CURALATE OPEN HOUSE

6:00 P.M. - 8:00 P.M. @ Curalate HQ 2401 Walnut Street 19103 Suite 502 - Free (Curalate)

Dev, Creative, Civic, Business, Media
Come and check out one of Philadelphia's most exciting startups for an evening of cheap beer, expensive pizza, and a fascinating chat between our CEO Apu Gupta and First Round Capital's Josh Kopelman - a Curalate investor and one of the world's leading venture capitalists. To keep this lively conversation flowing, we'll have our good friend (oh, and former Mayor of Philadelphia) Michael Nutter moderating.

TRACKS ▶     

TURNING GROWING PAINS INTO GROWING GAINS

6:00 P.M. - 8:00 P.M. @ Industrious, 230 S. Broad Street, 17th Floor (entrance on Locust between Estia & Tuscany Cafe) - Free (ApprenNet)

Join ApprenNet for Happy Hour and a discussion about managing the physical and logistical challenges that come with organizational growth, plus a chance to explore one of the fastest growing co-working spaces in the country.

TRACKS ▶ 

SECURE DEVOPS TRENDS

6:00 P.M. - 9:00 P.M. @ Venture0rth, 417 N 8th St, #201 - Free (Philadelphia Information Security Meetup)

Agile, DevOps, Moore's Law, and Security. An accounting of where Agile and DevOps has left us as an industry, what to expect in the future, and how security can, and should fit into that picture.

TRACKS ▶ 

PHILLYCHI 10TH ANNUAL DESIGN SLAM
6:00 P.M. – 9:00 P.M. @ TBA - Free PhillyCHI]

Dev, Creative, Civic

The 2016 PhillyCHI Design Slam is a collaborative event in user experience design where participants compete in teams to develop the best design solution for a given challenge.

TRACKS ▶   

LEVERAGING IBM WATSON ANALYTICS FOR GOVERNMENT AND NON-PROFITS

6:30 P.M. – 8:00 P.M. @ IBM Offices 30 S 17th St, Philadelphia, PA/IBM Offices, 14th Floor- Free [Philadelphia Analytics Meetup]

Easy analytics for government and non-profits. Providing citizens and constituents with services while keeping them safe is your main focus. Better serving them while delivering on your mission involves understanding needs, identifying threats and taking quick action to make things right. Precision and accuracy are imperative. With Watson Analytics, you can better understand trends and patterns in data so you are prepared for almost any contingency.

TRACKS ▶ 

DIY PHILLY LOVE BOT WORKSHOP

7:00 P.M. – 9:00 P.M. @ The Hacktory, 3645 Lancaster Ave, Fl 1 - \$10+ [The Hacktory]

Build your own Philly Love Bot, a creative response to the destruction of the HitchBOT in our city in 2016. Love Bots can take many forms and sizes, and we have a basic kit of parts for participants. Some experience with coding is a plus, but not required to build your own working Love Bot.

TRACKS ▶ 

HIVE76'S RETRO GAMING NIGHT

7:00 P.M. – 11:00 P.M. @ Hive76, 1901 S 9th Street, entrance in the middle of Dudley St. - Free [Hive76]

Your favorite retro games are brought back to life on their mostly original hardware. Featuring Commodore 64, Atari 400, NES, SNES, N64,

Game Gear, Panasonic 3DO, MAME cabinets, Dreamcast, Gamecube, Game Boy, Atari Lynx, and more (or less)!

TRACKS ▶ 

DATA MANAGEMENT FOR NONPROFITS: TURNING INFORMATION INTO SHAREABLE KNOWLEDGE

9:30 A.M. - 11:30 A.M. @ Delaware County Chamber of Commerce, 1001 Baltimore Pike Springfield PA - Free [Tech Impact, Delaware County Chamber of Commerce]

Join Tech Impact for morning presentation on the best practices and tools for data management for nonprofits.

TRACKS ▶ 

CONNECTING THE DOTS: MATCHING YOUR SKILLS TO A CAREER IN TECH

6:30 P.M. - 8:30 P.M. @ Pipeline Philly, 30 S. 15th Street, 15th floor - Free [The Item]

Technology is such an increasingly broad field that people who are trying to get into the sector or get ahead in the sector simply just don't know how. This panel is supposed to help break it all down.

TRACKS ▶ 

THE WOKE-TECHIE

6:00 P.M. - 8:00 P.M. @ Camden Co-Lab, 200 Federal St Suite 300, Camden, NJ 08103 - Free [Cooper's Ferry Partnership]

"Woke" means to be aware- to know what's going on in your community, and to become a catalyst for change in response. At this session, Cooper's Ferry Partnership will highlight leaders in the tech community who are using their powers for social and economic growth. Come to discuss, network and get "woke."

TRACKS ▶    

TELL YOUR STORY: CRAFTING AN AUTHENTIC ELEVATOR PITCH THAT WORKS

5:00 P.M. - 6:30 P.M. @ CultureWorks Greater

Philadelphia, 1315 Walnut Street, Suite 320 - \$25 [Tell Me a Story]

Use storytelling and humor to create an authentic elevator pitch that you're actually comfortable pitching.

TRACKS ▶ 

THE RAD AWARDS

7:00 P.M. - 11:00 P.M. @ Stratus Rooftop Lounge, 433 Chestnut Street - \$15 [Rad Girls]

All Tracks

The Rad Awards are back by popular demand! Rad-Girls.com, a digital platform that celebrates innovative and inspiring women, is hosting its second annual awards ceremony and celebration during Philly Tech Week, which will honor local inspiring women who lead in the fields of technology, media, culture and business.

TRACKS ▶      

CHOOSING THE BEST IOT PLATFORM FOR YOUR DEVICE

6:00 P.M. - 8:00 P.M. @ Bresslergroup, 1216 Arch St, 7th Floor - Free [Bresslergroup]

Your IoT platform is integral to the success of your IoT device. But there seem to be as many platforms out there as there are devices — and both are expanding. How do you choose the one that's right for your product?

TRACKS ▶  

CREATING CULTURE WITH PURPOSE (THE MARSHMALLOW CHALLENGE)

5:00 P.M. - 6:30 P.M. @ Leadnomics/Margo Offices, 3020 Market Street, Ste 535 - Free [Leadnomics & Margo]

In the tech world, sometimes attempts at explaining company culture read too much like Skymall catalog—nap pods, foosball, hoverboards! But perks don't build culture, people do. Join Leadnomics & Margo for an event about creating purposeful company culture. We'll kick things off with a hands-on Marshmallow Challenge and end with a panel discussion.



THURSDAY
MAY 5
BUSINESS
CONFERENCE

ALL EVENTS @ Seer Interactive, 1033 N 2nd Street, 7th Floor

Get hands-on advice from experts in breakout discussions, apply for the chance to meet purchasing representatives from local large business and end the day at #Failfest where you can enjoy a beer and hear from successful entrepreneurs about their past failures and lessons learned."

LUNCH&LEARN: WORKSHOP YOUR BUSINESS

12:30 P.M. – 4:00 P.M. - \$50 (Technical.ly)

In these hands-on, interactive workshops, learn from professionals how to better your business with feedback that is specific to you. Get help with the formal language of your business plan. Receive real time feedback on your VC pitch, before you're in front of potential investors. Create a solid marketing statement and brand for your particular product, service, etc...and more!

TECHNICAL.LY INTRODUCED: A CURATED B2B EVENT

4:00 P.M. – 6:00 P.M.; \$25 (Technical.ly)

There are a surplus of opportunities in Philadelphia to meet local startups. The real challenge for some of these successful entrepreneurs is meeting their next client, the decision makers at large corporations. Join us and get the opportunity to meet some of these large businesses and pitch your product or service to members of their purchasing departments.

#FAILFEST

6:00 P.M. – 8:00 P.M.; \$25 (Technical.ly)

In this off-the-cuff, unfiltered and unapologetic event, hear from a variety of speakers as they share stories of their past failure(s) and what they've learned along the way. Sometimes it takes a lot of failed attempts before you get to that one-in-a-million idea that will launch you to success.

PRESENTED BY



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Morgan Lewis

TRACKS ▶

Wednesday, May 4

2 DAY SKETCHUP WORKSHOP

May 4-5 @ TUCC, 1515 Market Street, Room 205 (Temple Entrance) 1 Day \$350 | 2 Days \$595 (Sketchuptrainer.com)

Become a SketchUp expert in just 2 days of training. The first day begins with the basics and sets you up for success to model quickly and effectively. The second day goes through CAD to SketchUp workflows as well as techniques for creating presentations and photorealistic renderings.

TRACKS ▶

ACCESSING OPPORTUNITIES AND TALENT IN THE DIGITAL AGE

8:00 A.M. - 11:00 A.M. @ Delaware County Chamber of Commerce, 1001 Baltimore Pike, Springfield, PA - Free (Philadelphia International Airport, AT&T, Delaware County Chamber of Commerce, Widener University and eRose Web)

The methods used to identify business opportunities and employee candidates are rapidly changing with technology. This session will provide participants with information about online tools and strategies for identifying business opportunities and job candidates.

TRACKS ▶

TECH ACCELERATOR PROGRAM

8:30 A.M. - 10:30 A.M. @ Greater Philadelphia Chamber of Commerce, 200 South Broad Street, Suite 700 - Free (Tri-Force Consulting Services)

When you have an amazing idea, but lack the technical know-how and the guidance to turn that great idea into a reality with limited capital resources. The other scenarios is where the person has the idea or an investor who has invested in an idea with the capital resources but does not want to spend lot of money to get the idea off the ground. Based on the personal observations and experience the Tri-Force's CEO Manish Gorawala feels that good, reliable and affordable technical guidance to founders is missing in the Philadelphia startup community and ecosystem.

TRACKS ▶

4TH ANNUAL PHILLYFORCE CONFERENCE

9:30 A.M. - 6:00 P.M. @ Quorum at the Science Center, 3711 Market Street, Floor 8 - Free (PhillyForce)

PhillyForce is the Philadelphia-area salesforce.com and force.com developer user group. This year marks our 4th annual full day conference that will feature great presentations, swag, networking, food, and discussions about the platform and its future.

TRACKS ▶ 

PHILLY TECH WEEK AT GREENBERG TRAUIG, LLP

10:00 A.M. - 6:30 P.M. @ GreenbergTraurig, LLP Two Commerce Square 2001 Market Street - Free (GreenbergTraurig, LLP)

Multiple sessions: In the morning Greenberg Traurig and Bellevue Strategies will present on crises in the tech start-up industry. The afternoon session will discuss investment structures designed to achieve a desired investment return without reliance upon a traditional exit known as "structured exits." The evening session features MUCHOMAS Chocolate and Greenberg Traurig sharing the story of an eCommerce food startup leveraging an international supply chain and a web-based marketing program.

TRACKS ▶ 

TECHNOLOGY AND SOCIAL CHANGE: THE NEW DIGITAL CIVIL RIGHTS MOVEMENTS

12:00 P.M. - 1:30 P.M. @ Philadelphia Free Library, Parkway Central, 1901 Vine Street - Free (Wilco, Wurd)

Contemporary protest movements from Occupy Wall Street to #BlackLivesMatter use the internet and social media in ways that have broad implications for democracy and political movements. The internet and social media are no longer simply means to communicate about the activities or goals of the movement. These networks are now the digital battlefields upon which these movements fight for social change.

This Philly Tech Week WILCO / WURD panel will explore this new digital civil rights movement and how technology is shaping social activism and particularly giving a voice for minority and underserved communities.

TRACKS ▶ 

MAP IT OUT

1:30 P.M. - 5:00 P.M. @ Venturef0rth, 417 N. 8th Street, Suite 201 - \$20 (American Planning Association Pennsylvania Chapter & Venturef0rth)

Have you ever wanted to learn a new way to produce maps for reports or the web? This lab style class offers an introduction to Quantum GIS, CartoDB and Geoda, three open source mapping platforms.

TRACKS ▶  

PENN I-CORPS SHOWCASE

3:00 P.M. - 6:00 P.M. @ PwC Office, 2001 Market St - Free (Penn Center for Innovation & PwC)

Celebrate the conclusion of the Spring 2016 Penn I-Corps Site Accelerator with success stories from past graduates, pitches from current teams, and an opportunity to network with the entrepreneurs.

TRACKS ▶ 

INTRO TO CAREERS IN DIGITAL ANALYTICS

4:00 P.M. - 7:00 P.M. @ MaassMedia, LLC, 1880 JFK Blvd., Suite 201 - Free (Digital Analytics Association & MaassMedia)

Get your questions answered at this two-hour meet-and-greet sponsored by the Philadelphia chapter of the Digital Analytics Association (DAA), which will feature presentations by some of the world's leading experts in digital analytics.

TRACKS ▶ 

THE FUTURE OF TECHNOLOGY IN BUSINESS

4:00 P.M. - 7:00 P.M. @ Callowhill Center, 421 N 7th Street, 5th Floor - \$20 (Brolik)

Join us for an afternoon of discussions with Urban Outfitters, Jaguar Land Rover and a panel of tech agency experts to learn how mature brands are strategically incorporating technology into their core business.

TRACKS ▶  

BEYOND THE BLOG: SOCIAL MEDIA AND THE VISUAL ARTS

5:30 P.M. - 7:30 P.M. @ Location TBA - Free (lowefactor)

Media, Creative

The panel will feature a mix of artists, digital influencers and art administrators in an interactive discussion on how social media effects art organizations and contemporary art in Philadelphia.

TRACKS ▶  

DIGITAL AGENCY QUIZZO

5:30 P.M. - 8:30 P.M. @ The Tactile Group, 109 South 13th Street, Suite 3S - Free (Tactile)

Join us for a twist on a classic. Team up and put your collective knowledge to the test in three lightning rounds focusing on Design, Development, and Project Management, with some random stuff thrown in. Light refreshments and moderate hilarity will be served.

TRACKS ▶  

ESRI GEODEV MEETUP

5:30 P.M. - 9:00 P.M. @ Ladder 15, 1528 Sansom St - Free (Esri)

The GeoDev Meetup event is a social gathering for developers to discuss the latest in mapping, geo technology, geo services, web and mobile

mapping apps, app design, cloud solutions, map data or anything else related to solving real-world “geo” problems. Developers of all levels of experience are welcome, from seasoned GIS professionals to those new to geospatial development.

TRACKS ▶ 

PSL ENTREPRENEUR EXPO

6:00 P.M. - 9:00 P.M. @ 23rd Street Armory, 22 South 23rd St - Free (Philly Startup Leaders)

Join Philly Startup Leaders at the 8th annual Entrepreneur Expo presented by Baer Crossley. Expo is a great way to see what is happening in the Philly startup scene. Check out the current feats and future plans of more than 50 local startups. Meet new friends and join over 500 colleagues and peers for what we like to call a “trade show party”.

TRACKS ▶ 

THE 2ND ANNUAL WOMEN IN TECH SOIREE

6:00 P.M. - 9:00 P.M. @ Industrious Office, 230 S. Broad Street, 17th Floor - \$10 (Mogulette, Girl Develop It Philly, CandiDate Philly, Philly Tech Sistas)

Girl Develop It Philly and Mogulette, in partnership with CandiDate Philly, are joining forces again for the 2nd Annual Women in Tech Soiree! The Women in Tech Soiree will serve the purpose of highlighting the supportive programs of technology, innovation, and education within women and diverse groups in Philadelphia.

TRACKS ▶   

DEV TRACK HAPPY HOUR

6:00 P.M. - 8:00 P.M. @ William Street Commons, 3900 Chestnut Street, Philadelphia, PA Free (Technical.ly)

Grab a drink and mingle with Philadelphia’s thriving Dev Community!

TRACKS ▶ 

WE’RE HACKING YOUR HEARTS AND MINDS

6:00 P.M. - 8:00 P.M. @ BTB Security, 3 Bala Plaza East, Suite 701, Bala Cynwyd, PA - Free (BTB Security)

The story of how a few space cadet cyber security geeks turned into full-fledged business people.

TRACKS ▶ 

LEVERAGING IBM WATSON ANALYTICS FOR SOCIAL MEDIA MARKETING

6:30 P.M. - 8:00 P.M. @ IBM Offices, 30 S 17th Street, 14th Floor - Free (Philadelphia Analytics Meetup)

Gain relevant insights from social media data – quickly and easily—with Watson Analytics for Social Media.

TRACKS ▶  

GOOGLE ANALYTICS 101

6:30 P.M. - 8:00 P.M. @ Parkway Central Library, 1901 Vine Street, Skyline Room - Free (Business Resource & Innovation Center)

Join us for an introduction to Google Analytics! This workshop will cover the basics of Google Analytics and will show you how to understand and measure customer behavior on your site. Instructors will demonstrate how to set up measurement goals and use the data to make better business decisions so that you can grow your business online.

TRACKS ▶ 

CREATIVE PARTNERSHIPS: IMMIGRATION LAW, BUSINESS, STEM & THE FOREIGN NATIONAL

6:30 P.M. - 8:30 P.M. @ Christ Lutheran Church, 7240 Walnut Street, Upper Darby, PA - Free (Delaware County Chamber of Commerce, Thomson Law Offices, Upper Darby Community Outreach Corporation)

Packed with practical advice, participants will

learn the available paths for potential foreign national employees – what are the classifications and requirements – and what employers can do to attract, petition for, and keep this talent.

TRACKS ▶  

OPEN SOURCE SOFTWARE LICENSES

7:00 P.M. - 8:30 P.M. @ Benjamin’s Desk, 1701 Walnut Street - Free (Drexel University)

There are many different open source licenses. Do you know the important distinctions among them? Join us to learn about them.

TRACKS ▶  

HIVE76’S WEEKLY OPEN HOUSE

7:00 P.M. - 11:00 P.M. @ Hive76, 1901 S 9th Street - Free (Hive76)

Every Wednesday, Hive76 opens our doors to the general public. Swing by to meet our members, see what everyone is working on, talk shop, have a tour, or inquire about membership!

TRACKS ▶ 

Thursday, May 5

#HACKTHEVOTEPA

9:00 A.M. - 5:00 P.M. @ Philadelphia Media Network, 801 Market Street, Philadelphia - \$10 (Philadelphia Media Network)

Join us! Philadelphia area news media, community groups and anyone interested in voter education and engagement are encouraged to contribute and participate in the Pennsylvania NewsMedia Association’s #HacktheVotePA Hackathon on May 5, at Philadelphia Media Network in Philadelphia.

TRACKS ▶

NAVIGATING TODAY'S DIGITAL LANDSCAPE

9:00 A.M. – 11:00 A.M. @ Delaware County Chamber of Commerce, 1001 Baltimore Pike, Springfield, PA - Free (Delaware County Chamber of Commerce, AT&T, AdTaxi)

This seminar is designed to teach business owners and marketers how to understand today's digital media landscape in order to make better decisions for their businesses.

TRACKS ▶ 

TECH WAVES TRANSFORMING HEALTHCARE

10:30 A.M. – 12:00 P.M. @ Picwell Philadelphia, 2200 Archer Street - Free (Garfield)

Technology is transforming the \$2 trillion healthcare industry in profound and dramatic ways. Every aspect of the healthcare market - from patient experience to finances and the workforce - is being shaped through advances in the use of data, analytics, and UX with a goal to improve care, reduce costs, and deliver higher value to patients. In this panel discussion, featuring leaders from some of the Philadelphia region's top healthcare tech companies, we will identify and discuss these important "tech waves."

TRACKS ▶  

HYBRID MOBILE APPS WITH IONIC

9:30 A.M. – 1:00 P.M. @ Chariot Solutions, 515 Pennsylvania Ave, Fort Washington, PA - Free (Chariot Solutions)

Are you interested in building mobile apps that target both iOS and Android from a single codebase? Yet you want a native package you can deploy to the App Store? This workshop will introduce you to the Ionic framework and tools for building hybrid mobile apps that can be deployed to multiple app stores.

TRACKS ▶ 

WEBSITE USER EXPERIENCE FOR NONPROFITS

2:00 P.M. – 5:00 P.M. @ Interactive Mechanics, 1315 Walnut Street, Suite 320, CultureWorks Conference Room - \$40 (Interactive Mechanics)

You don't have to be a developer or a designer to integrate UX research and design into your practice. And you don't have to do a full website redesign to make impactful changes now.

TRACKS ▶ 

TRAJECTIFY BUSINESS GROWTH BOOTCAMP

1:00 P.M. – 4:00 P.M. @ MakeOffices, 2001 Market Street, Suite 2500 - \$50 (Trajectory)

An intensive half day session with a small group of like-stage entrepreneurs to share challenges and explore new paths to continued growth. Advanced registration is required.

TRACKS ▶ 

DIGITAL HEALTH EVOLUTION CONFERENCE

12:00P.M. - 6:00P.M. @The Pyramid Club, 1735 Market St, 51st floor - \$100 (Griot Digital)

The theme of this year's half-day conference is "New Frontiers for Building a Community Health Network". The event will be held on Thursday, May 5th, 2016 from 12-6 pm at the Pyramid Club, Philadelphia's premiere business club.

TRACKS ▶  

THE INTERSECTION OF POVERTY AND DATA: HOW BIG AND OPEN DATA HELPS AND HARMS PEOPLE IN POVERTY

1:00pm–7:00pm @ Montgomery McCracken Walker & Rhoads LLP, 123 S. Broad Street, 28th Floor - Free (Community Legal Services of Philadelphia, Philadelphia Legal Assistance)

Big data and open data have immense potential to help the poor by democratizing information,

targeting vital services such as healthcare and public benefits, and helping advocates tackle problems more systemically. Told through the eyes of legal aid lawyers, academics, advocates, and others who regularly see the impact of big and open data, this symposium explores the current ways that big and open data are being used to target and harm the poor, how those in the legal world are using data to have a positive impact on low-income communities, and a vision for the future all are included in the benefits of big and open data, regardless of income.

TRACKS ▶ 

NORTHERN LIBERTIES BLOCK PARTY @ THE PIAZZA!

3:00 P.M. - 8:00 P.M. @ The Piazza, 1040 North 2nd Street - Free (Webjuno)

On Thursday May 5th, we're hosting Philly's first ever Tech Week Block Party at The Piazza! More than 30 carefully curated tech companies, restaurants, businesses, and bars will be showing off some of their goods for the entire community to see. There will be tables and demos throughout the entire day. RSVP for access to drink specials, discounts, and more! Stay tuned for more information, see you there!

TRACKS ▶ 

EAST COAST INNOVATION: BRINGING A LITTLE OF DC TO THE CITY OF BROTHERLY LOVE

4:30 P.M. - 6:30 P.M. @ MakeOffices, 2001 Market Street, #2500 - \$5 (MakeOffices)

Curious about what's happening with tech in Washington DC? What's the intersection between tech and government? What kind of innovation is really happening at the White House? How do they see The City of Brotherly Love? For PTW we're traversing the 95 corridor to bring together leaders from Washington DC - from startups, to city government to the White House - to discuss DC's unique ecosystem and

their place in it. We'll also investigate ways to get involved and how DC startups are expanding to Philadelphia.

TRACKS ▶

#TECHINCOLOR PRESENTS SUCCESS HACKS: PAVING YOUR OWN WAY IN TECH

5:30 P.M. – 8:30 P.M. @ First Round Capital, 4040 Locust Street - Free [#techInColor, HopeWorks, Yikes, Exponent Entertainment, First Round Capital]

The popular free event, now in its 3rd year, is tailored for underrepresented groups in the tech industry: African Americans and technologists of color, women, members of the LGBTQ Community, individuals with disabilities and more diverse groups. This year's #techInColor is presented in partnership with youth non profit organization Hopeworks 'N Camden.

TRACKS ▶

TAO OF CONTENT MARKETING

6:00 P.M. – 8:30 P.M. @ Free Library of Philadelphia - Parkway Central Library, 1901 Vine Street - Free [Business Resource & Innovation Center, IMA]

Customer engagement has evolved beyond merely flooding audiences with unwanted messages. The Tao of Content Marketing is a seminar that urges businesses to relinquish control to the customer ... then use digital media and content to draw them to you in meaningful ways.

TRACKS ▶

N3RD STREET UNPLUGGED PANELISTS

6:00 P.M. – 9:00 P.M. @ Industrious, 230 S Broad St - Free [N3rd Street Unplugged, CandiDate]

Join us for a panelist event where we local business leaders talk about how meditation has augmented their life quality and work ability.

TRACKS ▶

I-SITE AND PHILLYCHI QUIZZO

6:00 P.M. - 9:00 P.M. @ The Trestle Inn, 339 N 11th St - Free [I-Site, PhillyChi]

I-SITE and PhillyCHI are pleased to host a design and technology-themed Quizzo as part of Philly Tech Week 2016 presented by Comcast. Come socialize with design and user experience professionals, try your hand at trivia, and (hopefully) learn a thing or two. Enjoy a few whiskey sours and popcorn.

TRACKS ▶

SERVICE IN PHILLY - HOW DESIGNERS & TECHNOLOGISTS CAN MOBILIZE WITH A MISSION

6:00 P.M. - 8:00 P.M. @ Think Brownstone, 111 South 15th Street, Mezzanine - Free [Think Brownstone]

Join us during Philly Tech Week for a Q&A-style discussion with Jessica Paschke of Broad Street Ministry and Dave Brindley of Not in Philly to learn how they're actively using technology and design thinking at the heart of their work, what their dreams are for using technology to advance their mission in the future, and how YOU can use your valuable tech skills to get involved.

TRACKS ▶

CYBERSECURITY POLICIES AND BEST PRACTICES

6:00 P.M. - 8:00 P.M. @ Morris Cafe at Duane Morris LLP, 30 South 17th Street - Free [Duane Morris & Sherpa Intelligence]

Information is its own currency, and an organization's ability to protect and leverage its information assets is crucial to protecting its brand and reputation. If you are or will be considering and planning against privacy and cybersecurity risks in the workspace this year, this is one event you should make a point of attending.

TRACKS ▶

LEVERAGING IBM WATSON ANALYTICS FOR GROWTH HACKING

6:30 P.M. - 8:30 P.M. @ IBM Offices, 30 S 17th Street, 14th Floor - Free [Philadelphia Analytics Meetup]

Easy growth hacking for developers. Growth hacking is a marketing technique developed by technology startups which use creativity, analytical thinking, and social metrics to sell products and gain exposure.

TRACKS ▶

THE CTC REMIX: CAREERS, TECHNOLOGY & CODING

6:30 P.M. - 9:30 P.M. @ Delaware County Technical High Schools, 100 Crozerville Road, Aston, PA - Free [Delaware County Technical High Schools, AT&T, Delaware County Chamber of Commerce, Springfield Mall, Eastern Business Software, Inc., Sprint]

This event will include the #DelcoGirlsCode middle school mobile app pitch competition and feature an interactive showcase of select career and technical education programs from Delaware County Technical High Schools' School of Engineering & Computer Science, and School of Construction Technology.

TRACKS ▶

STARTUP STORY SLAM

7:00 P.M. - 9:00 P.M. @ Delaware County Bar Association, 335 W. Front Street, Media, PA - Free [Head Room, Delaware County Chamber of Commerce, AT&T, Delaware County Bar Association]

Solopreneur and Small Business owners will be invited to present an informal 5-7 minute story about a challenge they faced in their business and how they overcame that challenge. Stories should be related to how technology was the challenge or solution to the challenge.

TRACKS ▶



PHILLY TECH WEEK SIGNATURE EVENT

6:30 P.M. – 10:00 P.M. @ URBN, 5000 SOUTH BROAD STREET, BUILDING D543 - \$40-50 (TECHNICAL.LY)

Come out to the annual premiere Philly Tech Week Signature Event, a cocktail reception meets an interactive local technology expo and demo party.

TRACKS ▶

HIVE76'S DIY MUSIC NIGHT

7:00 P.M. - 11:00 P.M. @ 1901 S 9th Street - Free (Hive 76)

Create and explore sound using electronics. In a combination workshop and jam session, participants will learn about electronics and sound by building and using simple electronic circuits. Amplifiers, oscillators, and filters will be built from scratch for participants to take home. We will also be teaching attendees how to turn an Arduino into a Midi Controller.

TRACKS ▶

Friday, May 6

PACT STARTUP FUNDRAISING WORKSHOP

8:30 A.M. - 10:30 A.M. @ Quorum at University City Science Center, 3711 Market Street, 8th Floor - Free for Members, \$20-50 for Non-Members (PACT, McCarter & English, Penn Center for Innovation)

Join PACT as we discuss the basics of startup fundraising, from self-help, to crowdfunding, to institutional investors. Sponsored by McCarter & English, University of Pennsylvania.

TRACKS ▶

SOCIAL MEDIA FOR NONPROFITS

8:30 A.M. – 10:30 A.M. @ Delaware County Bar Association, 335 W Front Street, Media, PA - \$12 (Delaware County Community Foundation, Delaware County Chamber of Commerce, AT&T)

Social media is an integral part of communication in the digital age. But, are you using online tools in ways that are meaningful to your constituents? This session considers how to best use social media to engage your key audiences.

TRACKS ▶

PATIENT WORTHY MEDICINE: THE ART AND SCIENCE OF EVIDENCE BASED PRACTICE

May 6-7 @ The Academy of Natural Sciences of Drexel University-Historic Library, 1900 Benjamin Franklin Parkway - \$250 | CME/CE Credits- \$375 [Drexel University's Physician Assistant Department & The Division of Continuing Nursing Education]

Two-day interactive, interprofessional conference on the process of using evidence-based medicine. Pragmatic use of the medical databases, validity-appraisal tools and digital search strategies to find, appraise and translate evidence to patient care will be addressed.

TRACKS ▶      

BLOCKCHAIN AND SMARTCONTRACTS

12:30 P.M. – 2:00 P.M. @ PepperHamilton, 3000 Two Logan Square / 18th and Arch Streets - Free [Pepper Hamilton, LLC]

Dev, Civic, Business

Lunch and learn overview of Blockchain Technology and SmartContracts. There has been a shift in the conversation about blockchain technology over the last few years. Stakeholders have increasingly recognized that this peer-to-peer technology underlying the cryptocurrency Bitcoin has utility beyond Bitcoin. Learn how this technology has the potential to transform business and government.

TRACKS ▶   

POSITIONING YOUR COMPANY FOR OUTSIDE INVESTMENT: DO'S AND DON'TS

3:30 P.M. - 5:00 P.M. @ Benjamin's Desk, 1701 Walnut Street, 8th Floor - Free [Pepper Hamilton LLP & NewSpring Capital]

Please join NewSpring Capital, members of Pepper Hamilton's Emerging Growth and Technology Practice Groups, and local tech companies for a discussion of outside investment. In this interactive session, the panelists will give their thoughts, and answer your questions, on what your company should be doing and what pitfalls you should avoid.

TRACKS ▶ 

OPEN ACCESS PHILLY PTW 2016 JOINT CONVENING WITH THE GREATER PHILADELPHIA CHAMBER OF COMMERCE

4:00 P.M. - 6:00 P.M. @ Greater Philadelphia Chamber of Commerce, 200 S Broad Street, Suite 700 - Free [OpenAccessPhilly]

OpenAccessPhilly is a movement of civic-minded, innovative, entrepreneurial types who convene monthly to share projects and passion to make Philadelphia a better place to live work and play through our Four Pillars: Community Participation, Open Data, Access and Inclusion and Civic Tech Growth.

TRACKS ▶

Saturday, May 7

SOCIAL NETWORKING FOR PROFESSIONALS

9:00 A.M. – 12:00 P.M. @ Aramark Building, 1101 Market Street - Free [L&D Philadelphia]

Think Twitter is for the birds? Or are you currently LinkedOut? Then you don't know how to use it! Come join us for a workshop to learn how you can use the power of social media for professional development, self-promotion or training engagement.

TRACKS ▶ 

THE HACKTORY'S ROBOT UNIVERSE SHOWDOWN

11:00 A.M. - 4:00 P.M. @ VenturefOrth, 417 N 8th Street, #201 - \$10 [Signature RED]

This is a celebration of creativity, technical innovation, community, and fun! Join us for an epic

showdown of all kinds of robots. We will have a chance for you to build your own robot, or bring one you've made to compete in a variety of classes. Entries will be judged on a variety of criteria including technical innovation, team spirit, and creativity. All ages and all skill levels are encouraged to attend, spectators are welcome.

TRACKS ▶   

TECHIES WHO BRUNCH KICK-OFF

12:00 P.M. - 3:00 P.M. @ Cuba Libre, 10 South 2nd Street- \$30 [Signature RED]

A toastmasters-styled brunch event for techies interested in learning, sharing, and eating! It also serves as the soft launch and offline meet-up for TechWomenNetwork.com. The brunch is open to all. Let's learn. Let's share. Let's eat!

TRACKS ▶ 

INTRODUCTION TO DATA AND MAPPING

1:00 P.M. – 4:00 P.M. @ Apple Store, 1607 Walnut Street -Free [TechGirlz]

We will start with an introduction to the difference between data and information, and demonstrate how to use a spreadsheet to manipulate data. With those concepts under our belt, students will learn how to take their spreadsheet and turn it into a unique, customized map using a free online software.

TRACKS ▶  

REFER TO PHILLYTECHWEEK.COM FOR THE MOST UP-TO-DATE DETAILS, including accurate locations and timing for each event. You can also bookmark events and RSVP via the website.



TECHGIRLZ GOES GLOBAL

Volunteers in Paraguay, Ukraine and Canada are spreading the TechGirlz curriculum via the nonprofit's open-source TechShopz in a Box program.

// by ROB TORRES

Since 2013, **TechGirlz** has been empowering women in tech by getting a head start on things.

The Philly-based nonprofit has taught 3,000 middle-school-age girls how to build websites, record podcasts and embrace digital entrepreneurship.

However, since the start of 2016, the wealth of knowledge has gone beyond the local scene and spread to Paraguay, Ukraine and Canada — where 61 girls were given workshops from the group's TechShopz in a Box program.

Because there aren't a lot of organizations focused on helping young girls learn about technology, TechGirlz is a top hit in web searches, said founder **Tracey Welson-Rossman**. This has helped TechGirlz link up with international partners eager to replicate the Philly-born initiative.

The TechGirlz online resource center houses around 30 topics for TechShopz in a Box programs,

which allow people with different skill sets in the IT world to become facilitators. The courses have already been taught at institutions like **Drexel University**, **Comcast** and the **New York Code + Design Academy**.

Welson-Rossman says the goal is to reach 10,000 girls by 2021.

"The more girls we teach, the more girls will have a positive feeling towards their ability to be part of the tech economy," she said. "We hope to keep not only training more girls, but also help keeping them on track towards what they want for their future careers."

One of the most popular programs offered by TechGirlz is the one about podcasting. "Some people might say podcasting doesn't exactly make them technologists, but what we're trying to show the girls is that there are multiple ways to incorporate

technology into their future careers," said Welson-Rossman.

Thanks to the \$10,000 **StartUp PHL** grant that TechGirlz received in 2015, the materials for the group's summer camp — which celebrates its fifth anniversary this year — were also published online and are now available for tech enthusiasts to use anywhere for free.

According to a TechGirlz survey, 86 percent of girls are more likely to change their minds about a career in technology after participating in a TechGirlz class. Welson-Rossman says this figure is key for explaining the importance of the group's open-source ethos.

"Our program helps them understand how they can be a part of the tech world," she said. "We're giving them confidence to use the tools that are out there and to think about how they can learn other pieces of technology."



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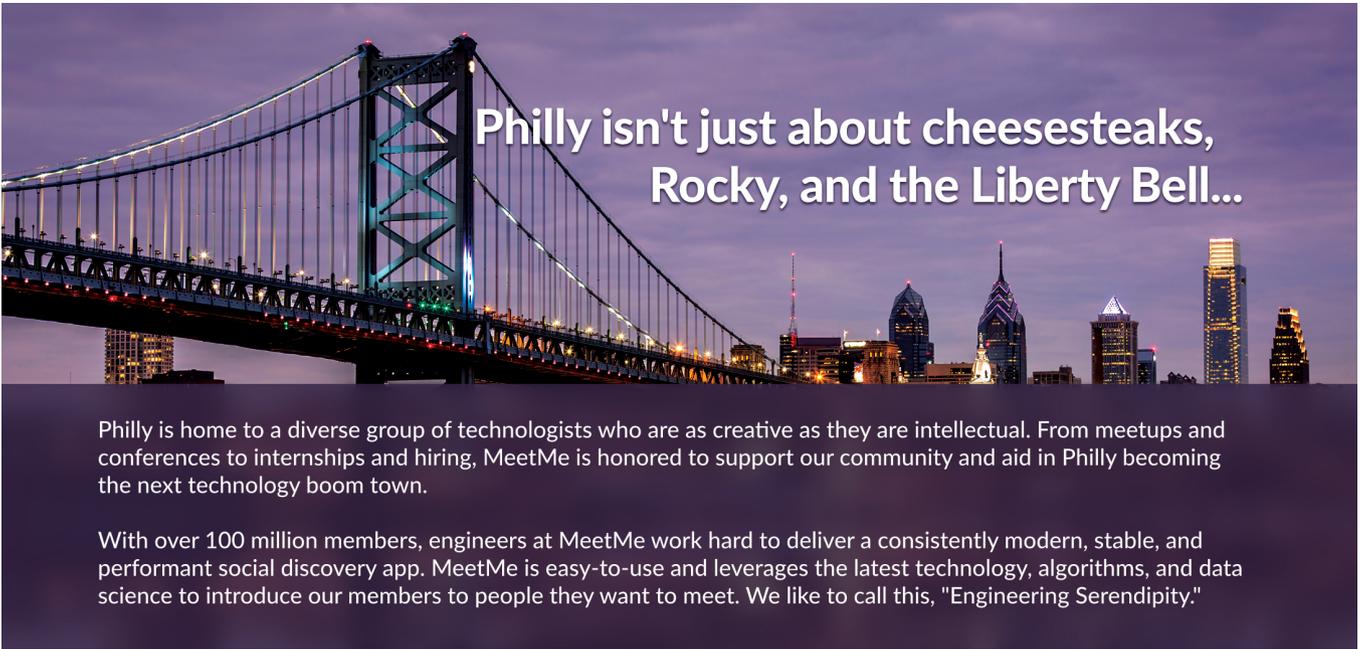
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Philly isn't just about cheesesteaks, Rocky, and the Liberty Bell...

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Can Drexel's splashy \$3.5B Schuylkill Yards project make Philly's tech scene more inclusive?

The university hopes to train West Philly's youth for the tech jobs it's attracting to the area. // by JULIANA REYES

Drexel and Brandywine Realty Trust announced in March an ambitious, 20-year, multibillion dollar project to transform the area around 30th Street Station into the "Schuylkill Yards."

The 14-acre development, which includes a public park and eight new highrises, is a centerpiece of Drexel President **John Fry's** vision for an "Innovation Neighborhood," where tech companies and their employees can live, work and play. (Kind of like what the **University City Science Center** is doing slightly farther west, but at a larger scale.)

During the flashy, hourlong announcement inside a white tent next to 30th Street Station, Fry rattled off names of tech companies and organizations that call University City home, like **Dreamit Ventures**, **First Round Capital** and even young 3D printing startup **Orange Maker**, which Drexel helped lure to the East Coast.

While creating a tech hub in University City is clearly the goal, one term kept coming up again and

again during the event: "inclusive development."

"Inclusion is at the heart of this project," Fry said. "It's a value, not a side benefit."

What he means is that Drexel and Brandywine are committed to making the current residents of nearby Mantua and Powelton Village part of the Schuylkill Yards, rather than pushing them out.

It's a bold, public promise for Drexel to make and a somewhat groundbreaking one, at that. At the event, the **Brookings Institution's Bruce Katz**, who's working with Drexel on the Schuylkill Yards, said Drexel is "setting a new bar for urban universities" with this promise. He later told us that he's seen inclusive development on a citywide scale but not on a districtwide level.

What does inclusive development look like? It's not entirely clear yet, but one early initiative around this goal is the launch of **Science Leadership Academy Middle School**, a neighborhood school, at Drexel's Dornsife Center this fall. (The school is slated to move

into the former University City High School site, which Drexel owns and is still being developed. That site is part of the University City Science Center's \$1 billion **uCity Square** project, another development that has a stated goal of inclusivity.)

Inclusive development is about "investing in every part of the pipeline," said **Lucy Kerman**, Vice Provost of University and Community Partnerships at Drexel. The hope, she said, is to educate students from the neighborhood so that they're ready for the high-tech jobs inside the Schuylkill Yards skyscrapers by the time they're built.

It's a big deal to hear an institution like Drexel, which is making an enormous investment in University City, talk about working to make sure that the benefits of the tech scene reach more than just a small few. If it succeeds, this project could help cement Philly's status as a tech scene that's known for its diversity and could become a model for other cities to follow.

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Loopit founder Vanessa Chan came to SXSWS to sell her no-tangle headphones.

THE CASE FOR PHILLY

Regions everywhere are touting their strengths. What's Philly touting? // by JULIANA REYES

Welcome to South by Southwest 2016. ¶ Or, as one Philadelphia entrepreneur put it, “the modern-day World’s Fair.” ¶ On your left is the Des Moines tent, where you can get a free haircut in an airstream while listening to a live band play a country cover of **Amy Winehouse’s “Valerie.”** Say hi to someone from Des Moines, says **Jay Byers**, CEO of the **Greater Des Moines Partnership**, the public-private partnership behind the tent. ¶ Closer to the **Austin Convention Center** and across the two-floor, open-air bar that **Samsung** rented out is the WeDC house, a restaurant transformed into homebase for a delegation from Washington, D.C. ¶ Everyone seems to be wearing a **WeDC** T-shirt. **Mayor Muriel Bowser** is there and **Mark Walsh**, the **U.S. Small Business Administration’s** innovation head is wearing one, too. They have flown in to Texas for the occasion. They address the crowd after a D.C. startup showcase. “A piece of D.C. is here in Austin,” Walsh says to much applause. ¶ And right inside the Convention Center, at the **SXSWS Trade Show**, is a little piece of Philadelphia.

The city has its own little alley on the trade show floor — nine booths and a miniature LOVE statue, the culmination of an wide-ranging partnership to showcase Philadelphia at this modern day World’s Fair. (OK, the Philly alley is a bit overshadowed by the gigantic, glowing “BRAZIL” sign above Brazil’s alley, but look, it was only Philly’s first shot at this.)

The effort is called **Amplify Philly**. There’s a bit of healthcare IT in insurance software startup **Picwell**, some dev shops like **Chariot Solutions** and **Arcweb**



Members of the Amplify Philly crew pose at SXSW.

and consultant-turned-entrepreneur **Vanessa Chan**, who sold 30 of her earbuds-that-don't-tangle in the last two hours.

Philly — like Des Moines, like D.C., like Brazil, like the cities on our Tomorrow Tour — wants to brand itself as an innovation hub, a place to build your tech startup, a place you could fall in love with. It's a broader movement, known to some as the rise of the rest, where cities are carving out a niche next to the mainstream tech centers of Silicon Valley and New York City. Now that it's been established that a tech community can blossom anywhere, Philadelphia is making moves to determine exactly where it can stand out.

When AOL founder **Steve Case** came to Philadelphia on his **Rise of the Rest** tour, tech scene leaders took it as an opportunity to flex.

The city's **Commerce Department** put together a tour for Case to meet the city's most promising startups: the **NEA**-backed visual marketing firm **Curalate**, the 100-employee analytics firm **RJMetrics** and a representative of the region's hopes for health IT prominence with **Biomeme**, the makers of a

smartphone-based DNA test. (And, because Philly is trying to shed its cheesesteak persona, the **Franklin Fountain** ice cream parlor was also on the docket.)

All the energy behind Case's visit may have caused some to roll their eyes. How does this help our tech scene? Marketing, organizers said. "Good old-fashioned marketing," said investor **Brett Topche**.

"We're trying to get the word out to the rest of the country," said Topche, the **MentorTech Ventures** director who helped organize the local tour. "Outside of Philly, I don't think that people know that stuff is going on here."

Indeed, much of the conversation centered around a phrase that we've heard so much it almost sounds tired: Philadelphia's tech scene needs to get better at telling its story.

In an interview with **Technical.ly Philly**, Case said it was a characteristic of all the fledgling tech scenes he had visited.

"They don't tell their stories with enthusiasm," Case said. "They feel like second-class communities because most of the attention and capital goes to a few places."

It may also be the truth that it's hard to tell a story if not everyone's on the same page, if there's not a collective identity to rally around. Of course, it's impossible (and likely not helpful) to force the tech scene into a box.

But think about it this way: When someone asks, "What's the Philly tech scene like?" How do you respond?

There are inherent characteristics, sure, which the Amplify Philly initiative sought to codify:

- Philadelphia is a small town/big city, where everyone is "six degrees away" and you can get an introduction to anyone.
- It's a hub for talent thanks to the density of universities.
- It's an affordable medium between New York City and Washington, D.C.

But aside from those qualities, we've seen leaders work to build critical mass around a handful of strengths: health IT, civic innovation and diversity.

Oncora Medical is shaping up to be the poster child for the region's healthcare IT aspirations.

The early-stage oncology analytics company was born at **Penn.** by Md./Ph.D. student **David Lindsay**, and has tapped into and raised money through the city's infrastructure for healthcare startups, like Dreamit's health IT accelerator, the **University City Science Center's** Digital Health Accelerator and life sciences venture firm **BioAdvance**. Oncora has **Gary Kurtzman**, **Safeguard Scientifics'** healthcare managing director, on its board. The company, which closed a \$1.2 million seed round in March, also has a research collaboration with a major local institution (that Lindsay couldn't disclose).

The company's trajectory is an early testament to the region's healthcare firepower, a sort of "New Philadelphia" take on the historical strength of eds and meds. It's a movement that traditional business leaders, too, have joined: In November 2015, the **Greater Philadelphia Chamber of Commerce** announced a \$2.4 million partnership to kick health IT into high gear. The likes of **Independence Blue Cross**, **Jefferson** and the **Children's Hospital of Philadelphia** signed on to make it easier for startups to find in-roads to large healthcare institutions.

"In its most simple form, the Collaborative helps early-stage companies avoid the guessing game they often face, wondering what solutions large health care institutions are looking for and developing products or services that may or may not be needed," Independence Blue Cross CEO **Dan Hilferty** said in a statement.

That's one problem that's holding the health IT movement back. Another is large institutions' willingness to take a chance — and put their money behind — new healthcare products.

"Well-heeled, established Philadelphia businesses have been slow to innovate," said **Todd Johnson**, the CEO of health IT company **Noble.MD**.

He urged the region's "healthcare elite" to "accelerate real business relationships to support sustainable innovation" or else miss the boat to become a real leader in the space.

Now that there's a coalition behind health IT, perhaps it'll be easier to lobby the region's big players.

It was a full-blown Philadelphia takeover at the 2015 **Code for America** Summit in Oakland.

The morning of October 2, 2015, Philadelphia's then-director of civic technology, Aaron Ogle, took the main stage at the Code for America Summit to tell the story of **alpha.phila.gov**, the redesign project of the city's website that was happening out in the open and before Philadelphians' eyes.

"For us, the user is not a transaction or an ad click," he said. "The user is our neighbor and the better we can serve them, the stronger our communities will be."

Earlier that week, City Hall developers **Gabriel Farrell** and **Mjumbe Poe** hosted a workshop at the Summit about the technology behind **alpha.phila.gov**, while city data scientist **Lauren Ancona** spoke about analytics for the site and **Chris Alfano** and **Dawn McDougall** spoke about building an inclusive tech community through their work leading civic hacking group **Code for Philly**.

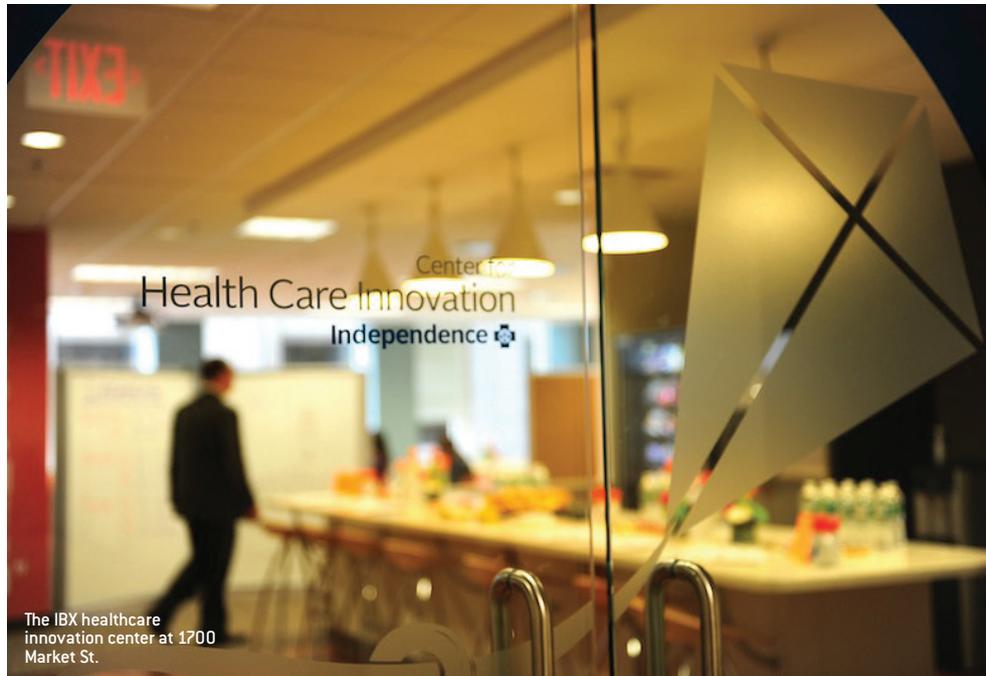
To top it off, Philadelphia technologists **Kathryn Killebrew**, **Corey Acri** and **Lloyd Emelle** accepted an inaugural Code for America Technology Award for their bike-route-tracking app called **CyclePhilly**.

The local civic technology community's rose during the **Michael Nutter** administration and flourished in large part thanks to the open data movement, a grassroots effort that started among civic technologists outside government, like **Azavea's Robert Cheetham**, and then made its way into City Hall. It's a class of technologists that have broken down the walls between government and the broader technology community — it's common to find Chief Data Officer **Tim Wisniewski**, like his predecessor **Mark Headd**, at a weekend hackathon or a Code for Philly meetup.

The technologists behind Code for Philly appointed leaders in 2015 and are working toward becoming a fully-fledged nonprofit, but the biggest test of their power is ongoing. With a new mayoral administration comes a new set of priorities. Chief Innovation Officer **Adel Ebeid**, who led the charge to build an innovation team, has already left, as have Ogle and Farrell. Despite that, can the city continue to lead in civic tech?

One fall evening last October, inside a room on the second floor of the **Marian Anderson Rec Center** at 17th and Catharine streets, three Philadelphians worked to build a website in HTML and CSS. Among the students were **Tom McNeill**, a 68-year-old South Philadelphian who wanted to learn how to code so he could teach youth at the city computer labs he runs, and **Haomin Tian**, a Chinese immigrant studying IT at the **Community College of Philadelphia**.

It was a class of **Coded By U**, a 12-week developer bootcamp for people who can't afford traditional dev bootcamps. The camp, run and taught by Iraq veteran **Sylvester Mobley**, received a nearly \$20,000 grant from the City of Philadelphia's **StartUp PHL** program, as part of an effort to fund projects that aimed to make technology more accessible in Philadelphia.



The IBX healthcare innovation center at 1700 Market St.

When someone asks, "What's the Philly tech scene like?" How do you respond?

The grants were an example of the way Philadelphia is thinking about creating a diverse pipeline of tech talent and making the tech scene more inclusive. On his Rise of the Rest tour, Case encouraged tech leaders to lead the way in diversity in tech.

"Philadelphia can show the way for the country to level the playing field," Case said.

[He also said a similar thing in Baltimore, later telling Technical.ly that many of the stops on his Rise of the Rest tour were focused on building inclusive tech scenes.]

We believe Philadelphia's success in this arena is tied to its efforts to close the digital divide, so there's still a large amount of work to do. There have been early, promising efforts, like an injection of federal dollars into a **School District** tech apprenticeship program called the **Urban Technology Project** and how the city negotiated a franchise agreement with **Comcast** to vastly expand Comcast's low-cost internet option. The issue, too, is already part of **Mayor Jim Kenney's** stump speech to the tech scene.

On March 17, 2016, **Ben Franklin Technology Partners** spokesman **Jason Bannon** and director **Omar Mencin** flew to Salt Lake City to meet with tech leaders from 15 other cit-

ies who, like Philadelphia, are forging their innovation identities. It was the launch event for D.C.-based venture firm **Village Capital's** Rise of the Rest-inspired investment program, **VilCap Communities**, which aims to fund startups in places other than Silicon Valley and New York.

But more than that, state-backed investment firm **Ben Franklin Technology Partners** saw it as a way to build "a national network of support," Bannon said.

It makes sense. Many of the Rise of the Rest cities face the same issues, something we've seen first hand on the Tomorrow Tour, Technical.ly and Comcast's tour of growing tech scenes across the country — a dearth of early-stage capital, the constant search for talent, the desire to be recognized.

Bannon hoped that joining VilCap Communities would be a step toward a more unified Rise of the Rest movement and a way for Philadelphia to situate itself within the national context.

"We shouldn't stay isolated," he said.

The possibilities are larger, that way: Maybe, the way that Philadelphia and the suburbs compose one region, Philadelphia and Baltimore could be a joint Northeast hub for health IT. If we build up an infrastructure to support civic tech startups, might another city send them our way? And vice versa?

Maybe remembering that we're part of a bigger movement is the key to figuring out our own tech scene identity.



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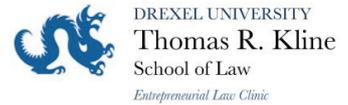
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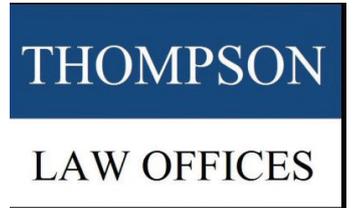
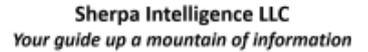


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These are some of the more than 125 partners at Philly Tech Week 2016 presented by Comcast

TOMORROW TOUR, ILLUSTRATED

We took a little slice of Philly Tech Week and exported it to six cities. And we brought along Indy Hall Arts illustrator Mike Jackson to draw the takeaways from each stop.



PHILADELPHIA JAN. 27



CHICAGO MARCH 8



DENVER FEB. 3



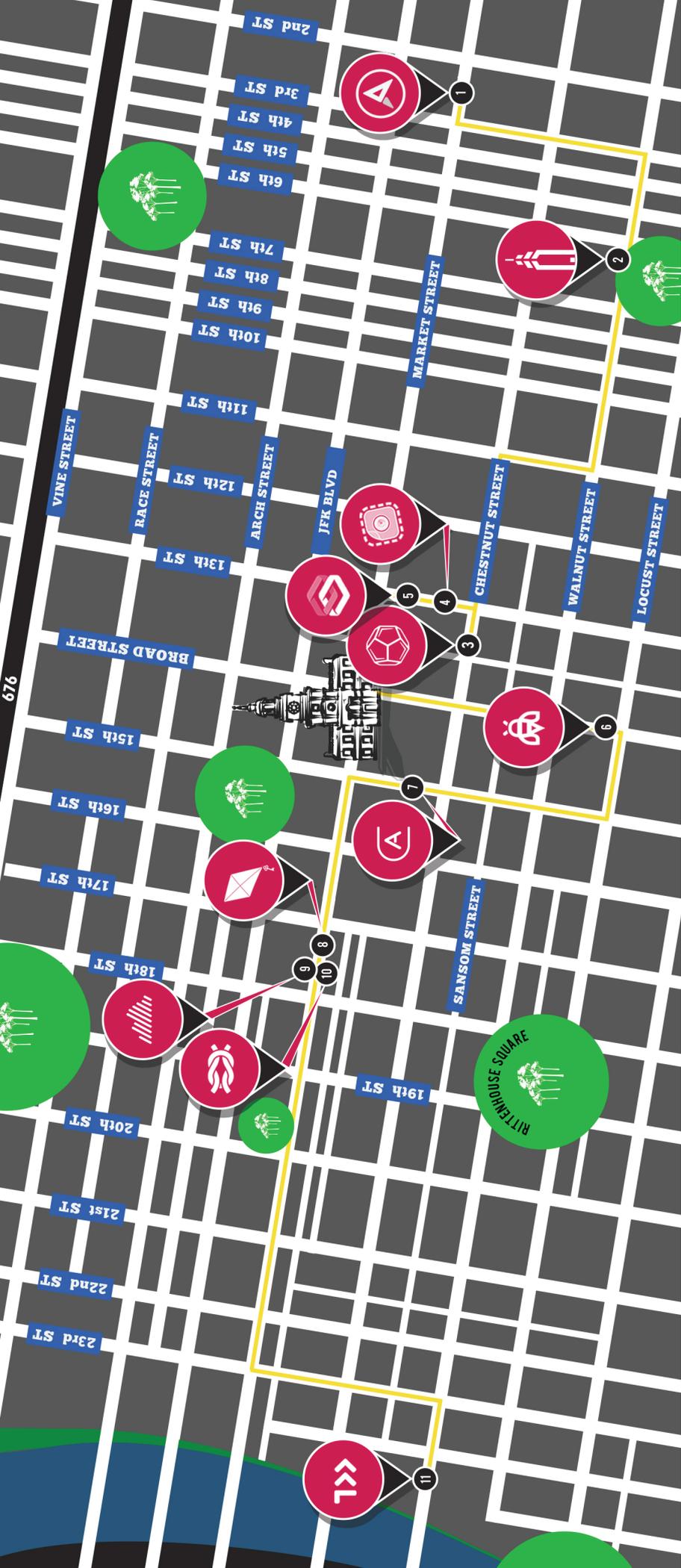
DETROIT MARCH 10



MIAMI MARCH 2



ATLANTA MARCH 23



Join Startup Hangout and Technical.ly Philly for the second annual Philly Startup Crawl as a part of Philly Tech Week 2016 presented by Comcast. The crawl will happen on Thursday, April 28th from 5-10pm.

This map is a list of locations as of April 6, check out the website for an updated list of locations!

- 1 **ARCWEB** | 234 Market St
- 2 **TECHNICALLY PHILLY** | 601 Walnut St, Suite 1200
- 3 **RJMETRICS** | 1339 Chestnut St, #1500
- 4 **SNIPSNAP** | 109 S 13th St, Suite 3N
- 5 **SIDECAR** | 114 South 13th St, 3rd Floor
- 6 **INDUSTRIOUS** | 230 S. Broad St, 17th Floor
- 7 **AMMO AT PIPELINE PHILLY** | 30 S. 15th St, 15th Floor
- 8 **BENJAMIN'S DESK** | 1701 Walnut St, 8th Floor
- 9 **CLOUDAMIZE** | 1735 Market St, Suite 2502
- 10 **SQUAREKNOT** | 1735 Market St
- 11 **TICKETLEAP** | 2401 Walnut St.



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View from the Comcast Innovation & Technology Center.
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