



The mission of the Berkeley Startup Cluster is to make Berkeley a more *vibrant, accessible* and *equitable* place for startups to launch and grow.

Updated: March 2019

OBJECTIVES	Provide local innovators with information about resources and opportunities.	Improve the number and quality of events & networks for Berkeley entrepreneurs.	Improve Berkeley's image as a place for startups.	Develop local infrastructure to meet the needs of the innovation sector.	Increase high quality commercial real estate & wet lab space.	Align city policy to support local innovation and startup growth.	Increase innovation sector diversity and community engagement.
ACTION ITEMS	Publicize Berkeley innovation ecosystem activities and resources through BSC website: <i>berkeleystartupcluster.com</i> .	Host signature events that connect Berkeley entrepreneurs and key support organizations, e.g. the annual <i>Visionary Awards ceremony</i> .	Increase Berkeley <i>residents'</i> awareness of Berkeley's innovative entrepreneurs and assets.	Improve internet speed and reliability in the City of Berkeley. Introduce free wifi downtown.	Provide information and introductions that help founders find suitable commercial real estate in Berkeley.	Increase <i>elected leader</i> awareness of & commitment to innovation ecosystem.	Help local startups to <i>employ a diverse workforce</i> , including BCC, BUSD, and Cal graduates and Berkeley residents.
	Publicize Berkeley innovation ecosystem activities and resources through BSC newsletter.	Co-sponsor and promote startup or innovation-focused events hosted by <i>Women Entrepreneurs of Berkeley (WEB)</i> .	Market Berkeley's innovation assets <i>externally</i> .	Increase <i>public transportation options</i> between Downtown and West Berkeley.	Establish a <i>land use roadmap for City and University collaboration</i> to grow Berkeley's innovation ecosystem.	Develop a process for Berkeley entrepreneurs and innovators to <i>pilot products, services or technologies</i> in the City of Berkeley.	Educate Berkeley startup founders about <i>opportunities to give back to the community</i> and support STEM education.
	Publicize Berkeley innovation ecosystem activities and resources through BSC <i>social media</i> (Twitter, Facebook).	Co-sponsor and promote startup or innovation-focused events hosted by <i>Berkeley -Emeryville BIO, Biocom, and other local tech or biotech industry orgs</i> .	Highlight Berkeley's <i>unique innovation venues and assets</i> through annual BSC events.	Decrease time required to find <i>parking in Downtown Berkeley</i> .	Help existing <i>co-working spaces</i> to increase visibility, find tenants & maintain/desired occupancy levels.	Explore a modification to the Berkeley Municipal Code to <i>exempt state & federal R&D grants from the calculation of gross receipts</i> for local taxation.	<i>Share stories from diverse founders</i> through BSC events, communications & marketing materials, where diverse entrepreneurs include women, people of color, LGBT and disabled people.
	Help local entrepreneurs <i>access financing</i> through Berkeley funds and pitch events. <i>Help VCs navigate and access the Berkeley ecosystem</i> .	Co-sponsor or help promote startup or innovation-focused events hosted by Berkeley <i>coworking spaces and accelerators</i> .		Participate in regional solutions to increase <i>housing affordability</i> and Bay Area <i>public transportation</i> .	Promote <i>physical spaces offered by local accelerators and incubators</i> .	Update <i>zoning and permitting</i> to support innovation activities.	Co-sponsor and promote <i>events with a focus on equity, diversity and inclusion</i> .
	Promote <i>mentoring and coaching</i> offered by local accelerator and incubators.				Meet with select downtown property owners to share opportunities for <i>conversion of existing buildings into high quality office space</i> .	Create a roadmap or checklist to help startups navigate processes for starting a business in Berkeley.	Support and expand the mentoring activities led by the <i>Women Entrepreneurs of Berkeley</i> .
	Develop <i>metrics</i> to track BSC progress over time.						