

# Tech Square

## *Birth of an Innovation District*



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# ATLANTA



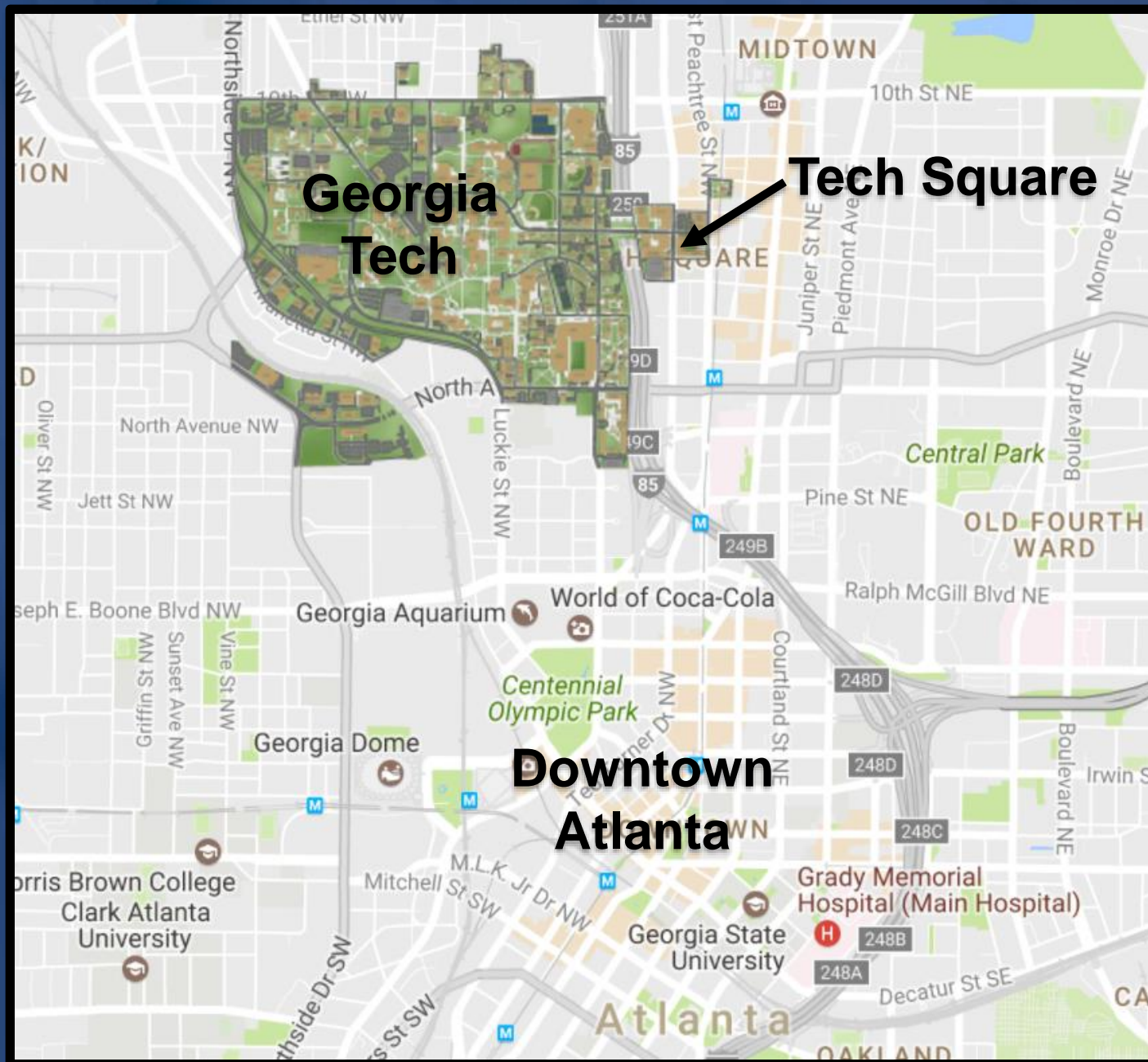


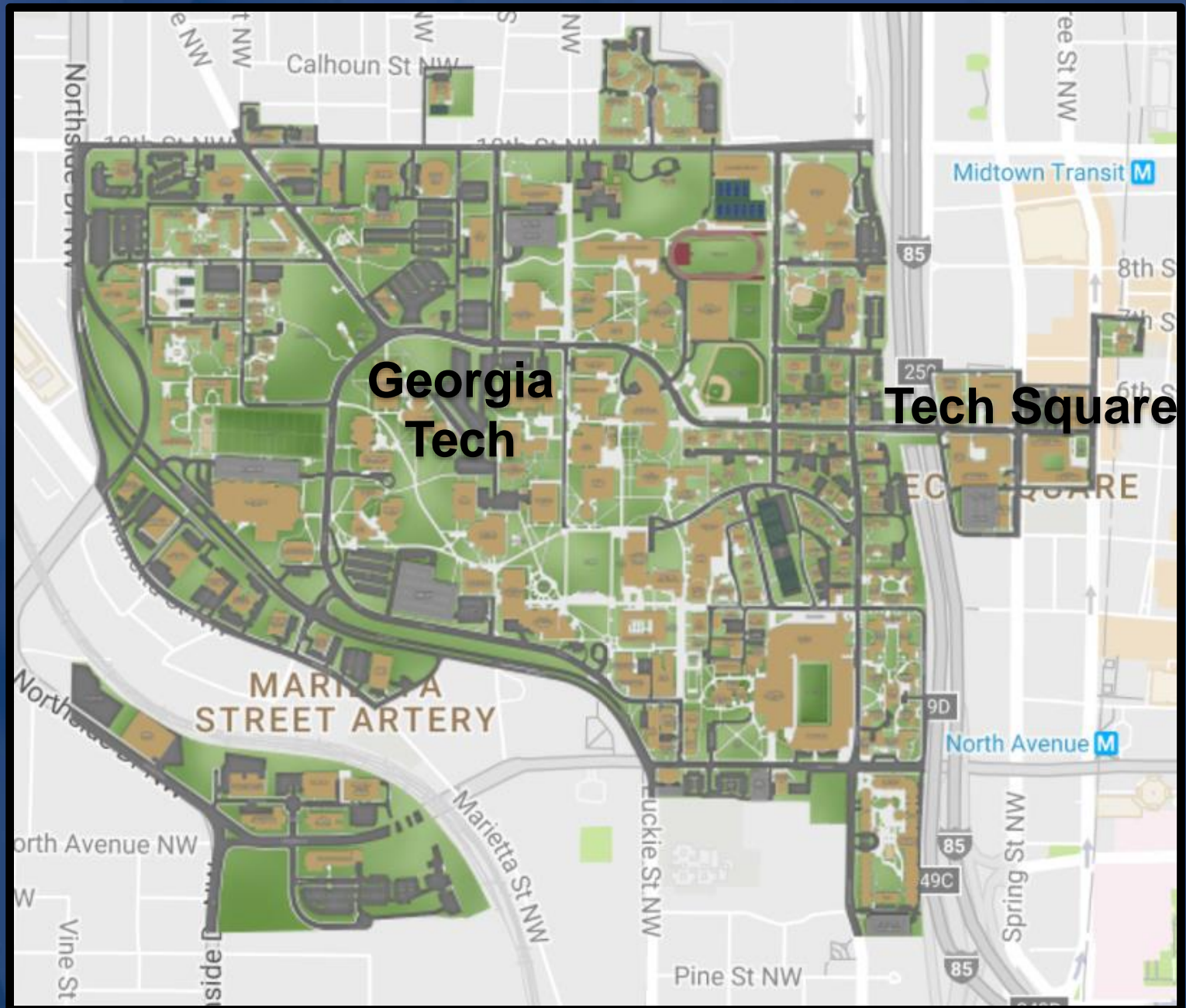
# Tech Square Today



**A uniform mix of economic, physical  
and networking assets**

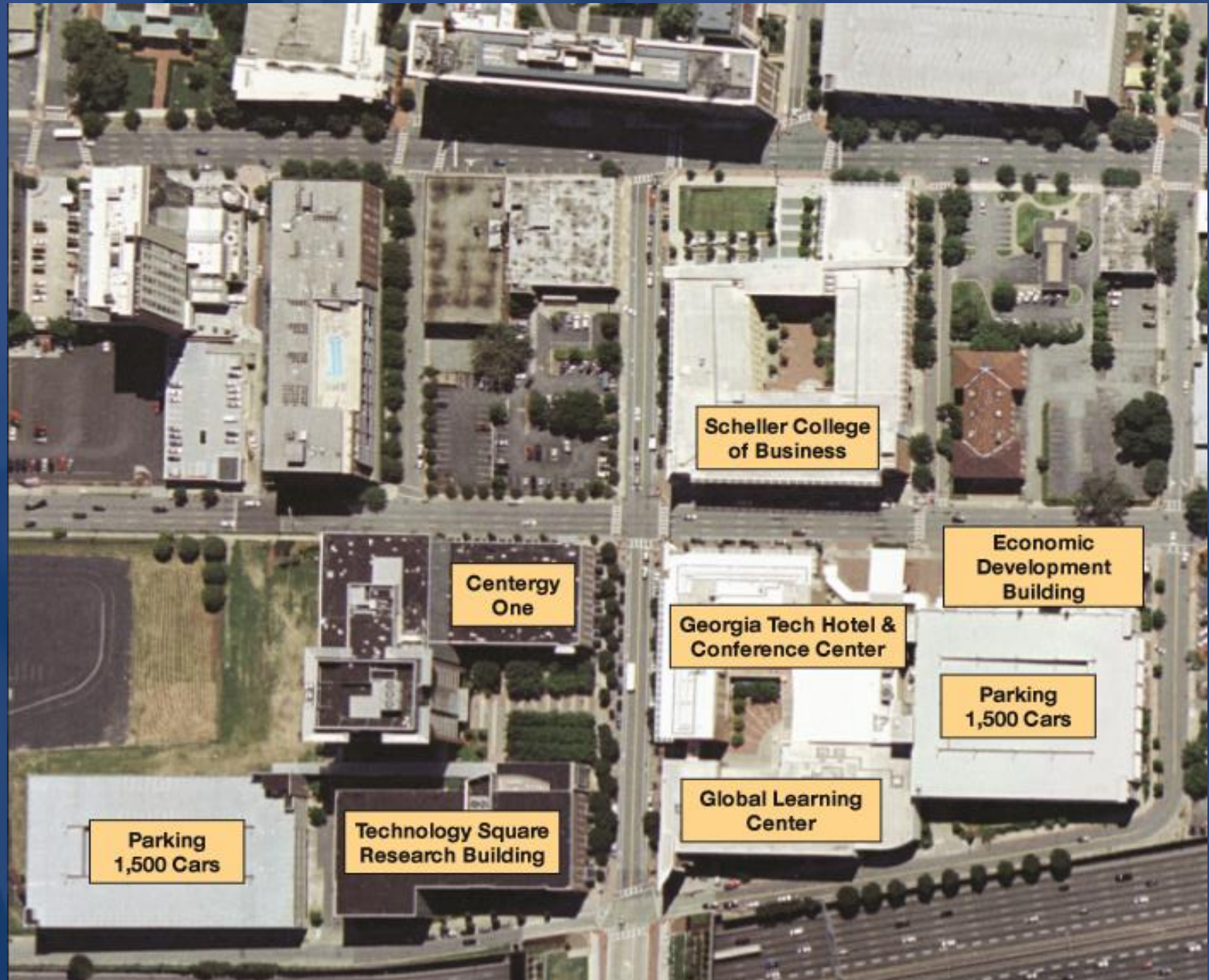








# Tech Square



# 2000



## BIRTH OF AN INNOVATION DISTRICT

In 2000, the roughly 13-acre area now known as Tech Square and anchored by Spring and Fifth streets, was little more than a collection of surface lots.

The Georgia Tech Foundation invested \$180 million to create campus facilities and commercial space, and partnered with The University Financing Foundation, and Gateway Development Services to create the entrepreneurial and economic hub that is Tech Square.

## TECH SQUARE TODAY

- 1.4 million square feet of office, research, retail, and hotel space
- Scheller Business School and GT Global Learning Center
- 2014 Outstanding Research Park Award winner, Association of University Research Parks
- 100+ technology startups and three accelerator programs
- 20 Corporate Innovation Centers including Southern Company, Panasonic, and Home Depot



# 2017



# Tech Square

An innovation district where new start-up ventures, large companies, and higher education collaborate to develop new technologies and impact economic development.





# Tech Square



## BREAKTHROUGH TALENT

Advanced Technology Development Center (ATDC)  
Flashpoint Accelerator  
The Garage  
Georgia Tech Hotel and Conference Center  
Global Learning Center  
Georgia Tech Research Institute  
Scheller College of Business  
Tech Square Research Building

## BREAKTHROUGH IDEAS

TechSquare Labs  
VentureLab  
100+ Technology Startup Companies  
20 Corporate Innovation Centers, including Anthem, Panasonic, Home Depot, AT&T Foundry, & Delta Air Lines  
NCR Global Headquarters (under construction)  
Coda (under construction)

## BREAKTHROUGH COMPANIES



THE  
**HEART**  
*of* ATLANTA'S  
**TECH SCENE**

[TechSquareATL.com](http://TechSquareATL.com)



# TECH SQUARE TIMELINE

- 1997 GT Foundation Purchases Land
- 2000 President Wayne Clough announces Technology Square project.
- 2003 **Technology Square opens**
- 2006 Fifth Street Bridge renovations which triples its width and creates a park-like setting.
- 2012 Panasonic Innovation Center opens.
- 2013 ThyssenKrupp Elevator Americas Innovation Center opens.  
AT&T Foundry opens.
- 2014 The Home Depot Technology Center opens.  
**Tech Square named “Outstanding Research Park” by the Association of University Research Parks.**
- 2015 Worldpay FinTech Accelerator at ATDC launched  
High rise student housing – Square on Fifth opens
- 2016 Delta Air Lines innovation Center announced.  
**Phase II Announced to expand Tech Square – Coda Project**
- 2017 Georgia Tech Foundation acquires the Biltmore Hotel.  
Emerson opens the Helix Innovation Center at Georgia Tech.

# High Bump Factor





# Walkable Urban Environment





# Enhanced Transportation





# Expanded Bridge Serves as a Gateway and a Park



# Benefits to Georgia Tech

- Creation of a gateway and stronger connections to the community, industry and government
- Expanded opportunities for student experiential learning
- Entrepreneurship options for faculty and students
- Life-long learning expanded
- Fostering commercialization
- Increased industry-sponsored research

*Sets the stage for Creating the NEXT*



# A Few Lessons Learned

- Have a big picture view in terms of institute benefit
- Don't do it piecemeal
- Have institutional anchors
- Embrace and Leverage partnerships
- Create flexible space
- Include housing
- Plan for long term occupancy of startups
- Be very pedestrian friendly
- More bike lanes and racks

# Tech Square – Phase 2



## **Coda** – A Collaborative Research Center for Computing and Analytics

750,000-square-foot mixed-use project represents a \$375 million investment into the Tech Square innovation district.





# NCR Global Headquarters Under- construction now

*“Our new world headquarters campus is truly a watershed moment for the future of NCR. We are partnering .....to create an environment that will inspire passion, collaboration and innovation.”*

**– NCR Chairman and CEO Bill Nuti**

# Tech Square – An Innovation District



Atlanta *Technology* Angels



Department of  
Economic Development



Georgia  
Tech





# Come Visit Us!

<http://www.gatech.edu/innovation-ecosystem>



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