



TULSA
INNOVATION LABS

TULSA HAS SEEN SIGNIFICANT GROWTH AND EARNED NATIONAL RECOGNITION

As innovation and tech talent shift from the coasts to the Heartland, Tulsa is positioned to be a major hub.

NAMED AMONG THE
TOP 50 SURGE
CITIES FOR
STARTUP GROWTH BY Inc.

36%
TECH TALENT GROWTH
OVER THE PAST 5 YEARS

APPROXIMATELY
\$1B INVESTED IN
DOWNTOWN
OVER THE PAST 5 YEARS

COST OF TECH TALENT IS
15% LESS THAN THE
NATIONAL AVERAGE

COST OF LIVING IS
8% LOWER THAN THE
NATIONAL AVERAGE

51.5% OF RESIDENTS ARE
OF COLOR, MAKING TULSA ONE
OF THE FASTEST DIVERSIFYING
CITIES IN THE U.S.

TULSA HAS BEEN RECOGNIZED BY NATIONAL PRESS AND ON NATIONAL STAGES

CitiesToday
Connecting the world's urban leaders

**SXSW
EDU**

TC TechCrunch

**ROCK
HEAL+H**

asper institute

FESTIVAL OF
THE DIASPORA

abc NEWS

Tulsa's Tech Niche

TIL Identified Tulsa's
Right-to-Win Opportunities



PORTFOLIO VISIONS



VIRTUAL HEALTH

Tulsa is positioned as the urban gateway to transform healthcare in rural America by forging strong provider and payer relationships. TIL programming drives software and device innovation while creating and growing companies seeking to decentralize healthcare delivery.



ADVANCED AERIAL MOBILITY (AAM)

Tulsa has a long-standing history of excellence in aviation and an abundance of R&D and testing assets suited for AAM innovation. TIL's initiatives capitalize on this combination of expertise, innovative research, and end-users to drive company formation and growth.



CYBER

The Tulsa region has a concentration of critical infrastructure providers in energy, aerospace, and health care with skyrocketing demand for cyber services and advanced analytics. It remains one of the best-placed cities in America for long-haul fiber and boasts a top-25 university for cyber studies and research. TIL's initiatives catalyze the next generation of cyber and analytics talent, technology, and startups to service this demand.



ENERGY TECH

Tulsa's strong corporate presence and university research established the city as a leader in the energy industry. TIL leverages these assets to support startups, fast-track corporate innovation, and create a hub for emerging energy technologies.



VIRTUAL HEALTH PROGRAMMATIC INVESTMENTS

DEVELOP AND SCALE CUTTING-EDGE, LOW-COST VIRTUAL HEALTH SOLUTIONS

PROBLEM:

Virtual health meets patients where they are through software, hardware, and software-enabled services. These care episodes can be fully digital, digital-first, or hybrid in-person and virtual experiences. Tulsa is looking toward decentralized solutions that can enable improved health outcomes for both our urban and rural populations that face tremendous access challenges for their healthcare.

OUR PROGRAM PARTNERS



SOLUTIONS:

Canopy
HEALTHTECH

Canopy Healthtech accelerates the commercialization of university research by providing awarded teams with product development funding, active project management, entrepreneurial training, close commercialization mentorship, and soft landing support in Tulsa.

BLOOMOK

BloomOK supports due diligence activities and provides virtual health subject matter expertise to regional investors, unlocking and expediting investment in the region's virtual health start-ups.

OPPORTUNITIES TO PARTNER:

- For **HOSPITALS AND PAYORS:** Participate in our growing portfolio of start-up support and venture creation programs.
- For **RESEARCHERS** with virtual health innovations: Apply to Canopy Healthtech for commercialization funding and expert support.
- For **START-UPS** interested in securing a pilot in Tulsa: Reach out to our Virtual Health Manager to learn more about current and future partnership opportunities.



SHAWNA KHOURI | Manager, Virtual Health | shawna@tulsainnovationlabs.com



ADVANCED AERIAL MOBILITY PROGRAMMATIC INVESTMENTS

ESTABLISH TULSA AS A NATIONALLY-RECOGNIZED HUB FOR AAM RESEARCH, TESTING, AND EDUCATION

PROBLEM:

As the breadth of AAM applications expands, companies will need to develop a multitude of new technologies, prove their safety and efficacy, and hire skilled workers to design, produce, and maintain new products

OUR PROGRAM PARTNERS



SOLUTIONS:

LAUNCHPAD RESEARCH CENTER

LaunchPad R&D Center: Building on Oklahoma State University's (OSU) top-tier AAM research to address pressing problems faced by industries.

BVLOS FLIGHT CORRIDOR

Flight Corridor: Through our partner, Osage, we are creating a state-of-the-art testing facility to move technical innovations to market beyond visual line of sight testing.

OPPORTUNITIES TO PARTNER:

- For **BVLOS STARTUPS**: Contact our Associate to develop and test your products at the Flight Corridor.
- For **CORPORATES** producing or adopting AAM technologies: Join the LaunchPad Industry Consortium to set the direction of future research.
- For **INVESTORS**: Contact our Associate for ways to participate in entrepreneurial support programs and evaluate new innovations for investment.



DANIEL PLAISANCE | Associate, Advanced Aerial Mobility | daniel@tulsainnovationlabs.com



CYBER PROGRAMMATIC INVESTMENTS

FOSTER A WORLD-CLASS WORKFORCE THROUGH ACADEMIC INNOVATION AND TALENT IN CYBER AND DATA ANALYTICS

PROBLEM:

Tulsa needs to translate cyber research excellence into commercial activity through company formation and growth, as well as provide technical solutions to high-growth regional industries. We must also continue to grow and diversify our cyber and analytics workforce.

OUR PROGRAM PARTNERS



SOLUTIONS:

CYBER INNOVATION INSTITUTE

Cyber Innovation Institute will translate the University of Tulsa's (TU) recognized expertise in cyber research into commercializable IP and assist TU-affiliated researchers in testing and deploying their ideas and technology in the regional and national market. It includes the Cyber Fellows program, an innovative doctoral program jointly managed by TU, the Israeli VC and venture studio Team8, and Tulsa Innovation Labs.

CYBER & ANALYTICS SKILL CENTER

Tulsa Community College's (TCC) Cyber & Analytics Skills Center will offer an accelerated training program with two tracks—cyber and analytics—as well as a tech apprenticeship that will allow program graduates to gain valuable experience while earning a living. The Center will also host 4-year degree transfer pathways to OSU and TU.

OPPORTUNITIES TO PARTNER:

- For **MATURE COMPANIES**: Engage our Manager to be connected with cyber talent pipelines at both entry and managerial levels. Opportunities also exist for sponsored cyber research and/or design partnerships around cyber venture creation in the region.
- For **RESEARCHERS**: The University of Tulsa is launching a Cyber Innovation Institute to advance research and deploy new ideas and technology in critical infrastructure protection, digital transformation/IoT, AI/ML, and human and organizational security. Engage our Manager to understand partnership and/or employment opportunities at the CII, as well as other research opportunities in the Tulsa ecosystem.
- For **START-UPS**: Growth stage ventures can benefit from a number of accelerator programs in Tulsa. Two of which—Tech Stars and Build-in-Tulsa—focus specifically on diverse founders. TIL also partners with the VC and venture creation platform Team8, and many of the TU/Team8 Cyber Fellows intend to start new ventures upon graduating.



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ENERGY TECH PROGRAMMATIC INVESTMENTS

DRIVE INNOVATION IN OPERATIONAL EFFICIENCY, SUSTAINABILITY, AND ENERGY TRANSITION

PROBLEM:

Despite a strong base of energy companies and a large talent pool, there is a lack of support for energy entrepreneurship and corporate innovation.

OUR PROGRAM PARTNERS



SOLUTIONS:

Energy Innovation Capital

ROSE ROCK VENTURES

EIC Rose Rock is operated by the leading energy tech VC firm, Energy Innovation Capital, and includes three programs that spur Tulsa's energy innovation economy: (1) Startup Bridge Program attracts top energy tech startups to Tulsa by providing non-dilutive capital, tailored support services, and connections to corporate partners; (2) VC Fund provides access to capital for early-stage energy companies; and (3) the Fusion Program supercharges corporate deal flow.

OPPORTUNITIES TO PARTNER:

- For **CORPORATES** interested in improving external innovation capabilities: Contact TIL's Energy Tech Senior Associate for support options.
- For **INVESTORS** interested in early-stage energy tech companies: Contact the TIL Energy Tech Senior Associate for investment opportunities.
- For **STARTUPS**: We invite you to apply to the Startup Bridge Program beginning in spring 2022.



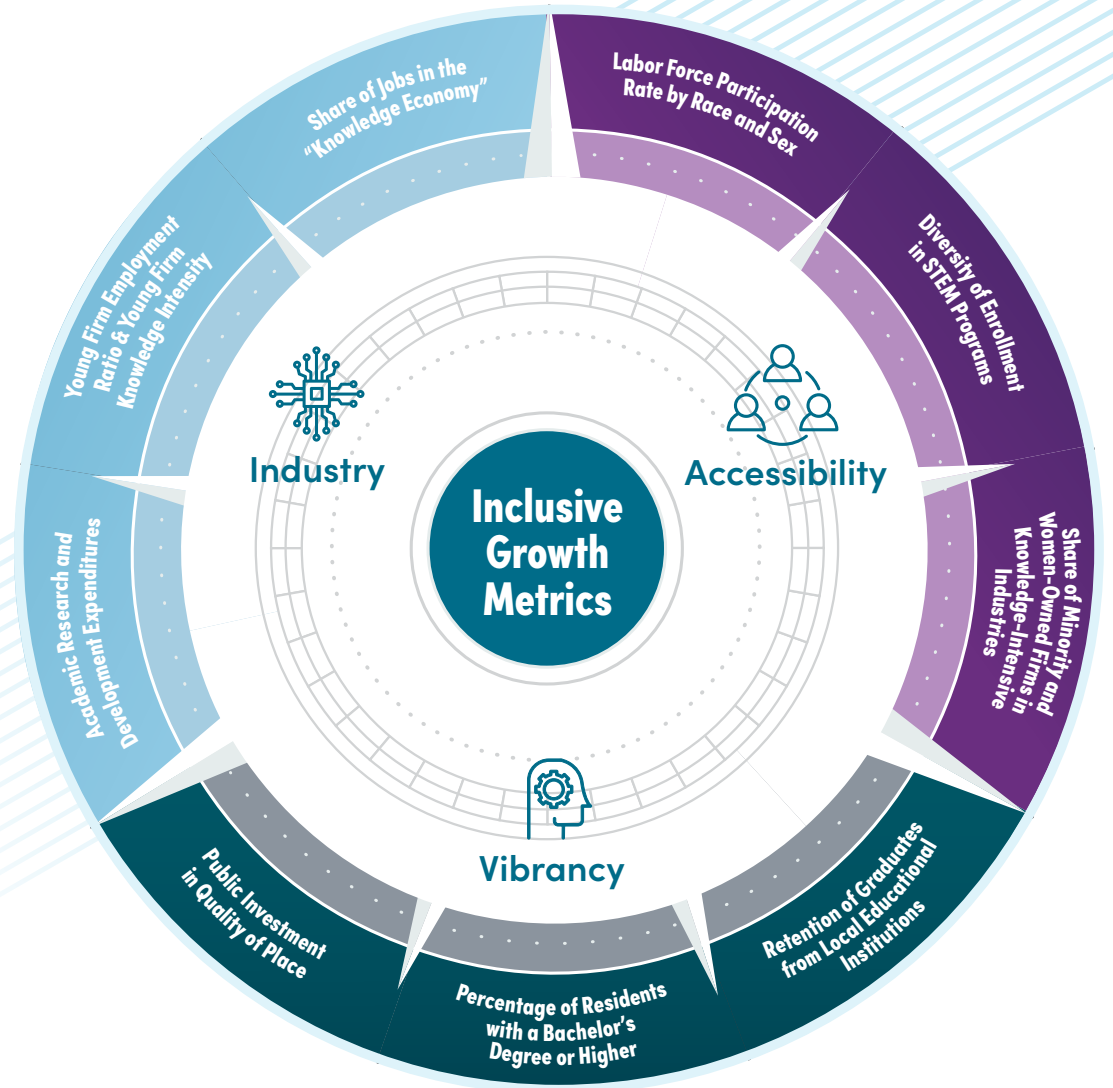
KASTLE JONES | Senior Associate, Energy Tech | kastle@tulsainnovationlabs.com



ACHIEVING INCLUSIVE GROWTH

TIL PARTNERED WITH THE ASPEN INSTITUTE AND HEARTLAND FORWARD ON A NEW FRAMEWORK TO DEFINE AND MEASURE INCLUSIVE GROWTH

TIL determined 5-year goals across each of the nine metrics and is working across the Tulsa community to achieve them effectively.



OUR LEADERSHIP



NICHOLAS LALLA

Co-Founder & Managing Director

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Nicholas Lalla is an executive strategist and team leader, nationally recognized for building new ventures that catalyze inclusive growth and innovation. He is the co-founder and managing director of Tulsa Innovation Labs, the tech-led economic development arm of George Kaiser Family Foundation, a \$5 billion philanthropy serving Tulsa, Oklahoma. Previously, Nicholas launched Cyber NYC, a \$30 million initiative at the New York City Economic Development Corporation, and worked as a strategy consultant at Deloitte. A native of New Orleans, he holds degrees from Northwestern and Cornell Universities.



JENNIFER HANKINS

Head of Partnerships

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Jennifer Hankins is a fierce advocate for innovation and entrepreneurship in the Heartland of America, with extensive experience working in Tulsa and the wider region on economic development initiatives. As head of partnerships, she is responsible for TIL's corporate and university engagement, stakeholder relations, and governance and advisory bodies. Prior to joining TIL, Jennifer worked at the Tulsa Regional Chamber and the Greater Oklahoma City Chamber of Commerce. She completed her undergraduate studies at Oklahoma State University and earned a certificate from the University of Oklahoma Economic Development Institute.



LEADERSHIP COUNCIL

TIL is guided by a diverse set of advisers from across industries, sectors, and geographies; they include key local stakeholders and national thought leaders.

Together, these leaders are committed to Tulsa's success, and TIL is honored to have their support.



CONTACT US

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FOUNDING PARTNER

GEORGE KAISER
FAMILY FOUNDATION

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INITIATIVE PARTNERS

