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CONTACT: [TBD]
[Your cell phone # and email address]

PRESS RELEASE

San Francisco Mayor Ed Lee announces 2016 Startup in Residence Demo Day

Network of startups and civic agencies showcase new solutions developed over 16 weeks for City Departments at the Startup in Residence Demo Day.

[San Francisco] XXXXX, 2016 - San Francisco Mayor Ed Lee announces the 2016 Startup in Residence (STIR) Demo Day to celebrate the companies and city staff that are changing the way government works. Fourteen diverse startups from across North America will present pitches about the technology products they are co-developing with government partners to address civic challenges across thirteen departments in San Francisco, Oakland, San Leandro, and West Sacramento.

“The STIR Program is a model for civic innovation,” said Mayor Ed Lee. “One of the best parts about STIR is the learning that results from its collaborative approach. On the one hand, our departments are learning how to engage the creative talent of startups for the benefit of our cities. Meanwhile, startups are learning how to partner with government and expand their commercial activity into the \$140+ billion public sector market. It’s a unique growth opportunity for everyone involved -- and all for the ultimate benefit of the people in our cities.”

The STIR program builds on the success of the [San Francisco Mayor’s Office of Civic Innovation \(MOCI\)](#) 2014 “Entrepreneurship in Residence” pilot initiative, which produced [6 technology product innovations](#) designed to meet local government needs. This year, the STIR program expanded to address civic challenges across thirteen departments across four cities. The fourteen participating startups in the 2016 STIR cohort are working on urgent civic problems like streamlining the foster care application process, creating a mobile solution to support Head Start outreach and enrollment, and developing a tool to assist building assessment in the aftermath of an earthquake.

“STIR is a platform for governments to work together with civic-minded private sector businesses on regional issues,” said Oakland Mayor Libby Schaaf. “This work is critical because the challenges we’re facing don’t respect geographic boundaries. We have to look everywhere for solutions beginning right here in our region by learning and sharing across the public and private sectors.”

“It’s been great to see the STIR program expand to include more cities in the region,” said Mayor Pauline Cutter of San Leandro. “There is a lot we can share with each other.”

“It’s been a rewarding experience for our Police and Fire Departments to work with startups through STIR,” said West Sacramento Mayor Christopher Cabaldon. “The agile development methodology and iterative approach to project management that our staff have learned through the program has immense short and long term value. Public-private partnerships like this one

are helping us to deliver services more effectively and inject a fail fast, fail often, start up mentality into the culture of government.”

The fourteen participating startups were selected on a highly competitive basis for a sixteen-week residence period. Over this period, government staff and startups engaged in education sessions with industry and government leaders hosted at the [Nasdaq Entrepreneurial Center](#). These sessions aimed to help STIR participants learn about navigating government partnerships, the government procurement process, open data and systems integration, and civic tech trends, while helping city leaders learn about the technology marketplace and learn how to develop technology product solicitations and how to approach building a technology product.

“The opportunity to be the central education partner with the SF MOCI team on STIR perfectly embodies our organization’s commitment to support entrepreneurs with the mentors and educational resources they need to be successful. We look forward to being a core partner of the growth and expansion of STIR in 2017 and beyond.” Nicola Corzine, Executive Director, Nasdaq Entrepreneurial Center.

“We’ve lowered the barriers to entry for startups and government departments that want to work together by replacing our STIR application form with a streamlined Request for Proposals (RFP) process,” said Jay Nath, Chief Innovation Officer of San Francisco. “This year, the Mayor’s Office of Civic Innovation created a ‘[RFP Bus](#)’ that combined the seventeen different STIR applications into a single application.”

“The new process helped us connect startups to government departments faster, since it took startups less than an hour to complete the application and government departments only days to draft. We hope that this streamlined procurement process might be a useful tool for other departments and cities to adopt,” said Jeremy M. Goldberg, Director of Startup in Residence.

“Through the STIR program, our city enables entrepreneurs, innovators committed to civic issues to develop new use cases that may be transferable across departments and jurisdictions. I’m excited to continue to support this program as we expand it here in San Francisco and elsewhere around the country and beyond,” said Miguel Gamino, Chief Information Officer at the San Francisco Department of Technology.

“Through our participation in the Startup in Residence program, we co-developed an impactful product, and the partnership with Binti really helped us advance our efforts to nurture a more modern, tech-friendly organizational culture,” said Barrett Johnson, Program Director at the San Francisco Human Services Agency (HSA).

“We were nervous to start working with government because we thought that procurement would be slow and bureaucratic. We didn’t know how to navigate government as an outside tech company,” said [Binti](#) Co-Founder and CEO Felicia Curcuru. “Through STIR, we built SF HSA a [new public website](#) so people interested in becoming foster parents can learn more and get started. We also created software to help potential foster parents complete the application process online. This software will save social workers 20-40% of their time, so they can do more social work and less paperwork. And participating in STIR has been great for Binti. HSA has

recommended us to other counties in California, so we can start scaling our impact and expanding our business.”

The STIR Demo Day will take place at the A.C.T.’s Strand Theater on Friday, September 16 from 10am to 1pm. The event is sold out.

STIR was supported by a number of organizations including [Nasdaq Entrepreneurial Center](#), [ImpactHubSF](#), [Runway Incubator](#), [Wearable IoT World Labs](#) as well as [cadre of thought leaders, mentors and ambassadors](#).

The 2016 STIR teams are as follows:

SAN FRANCISCO

For more information, contact Jeremy Goldberg, Director of Innovation Partnerships and Startup in Residence at jeremy.goldberg@sfgov.org.

Government Partner: [Human Services Agency](#)

Startup: [Binti](#)

Challenge: HSA seeks a mobile app and hosted software solution for individuals interested in becoming foster parents in San Francisco’s foster care system. The platform would create a pipeline for potential foster parent candidates starting from initial interest to final certification (e.g. ability to create a foster parent profile, view qualification results) and also help HSA to identify individuals who could successfully mentor non-minor dependents. Additionally, a second tool, connected to this app, would (a) help HSA staff educate the public about foster care, (b) document HSA staff interactions with interested potential foster parents, (c) determine if potential foster parents qualify based on data entered in the field, and (d) provide application forms.

Government Partner: [Office of Contract Administration](#)

Startup: [Karfarm](#)

Challenge: The City Purchaser is looking for a way to simplify the vehicle procurement process and make it easier to generate complete, accurate and standardized specifications that can be included in Requests for Proposals (“RFPs”).

Government Partner: [Office of Economic and Workforce Development](#)

Startup: [Community Logiq](#)

Challenge: Create a software solution that would allow OEWD staff to visualize, map, and track changes to PDR parcels in the City, for example monitoring vacancy or change of use. There is a need for a tool that can identify PDR zones with GIS, analyze such parcels, and determine the threshold for defining “underutilized space” in PDR zones in the City.

Government Partner: [Public Works](#)

Startup: [Spiral Scout](#)

Challenge: San Francisco Public Works seeks a mobile app that would allow City engineers and inspectors, following an earthquake, to fill out the ATC-20 form online, and input building data (on approved checklists), photos, video recordings, notes, and Global Positioning System (GPS) data while simultaneously syncing information with a database. The proposed work includes the development of the database framework, along with capabilities for mapping and reporting.

Government Partner: [Recreation and Park Department](#)

Startup: [Spotery](#)

Challenge: RPD seeks a mobile app or hosted software that would support an on-line lottery system for coaches of youth athletic teams to reserve time slots for practice fields in City parks. A real-time tool is needed that allows RPD staff to update open practice fields and times, categorize teams by age bracket, and allow coaches/teams to select fields during their designated lottery time. The platform should sync field selection and reservation information with other City permitting systems to print permits and track field utilization metrics.

Government Partner: [SF Fire Department \(NERT\)](#)

Startup: [LENS](#)

Challenge: As part of its training of over 1,000 volunteers each year, the NERT team seeks a digital solution that retains and manages volunteer information, enables San Francisco residents to apply to join NERT online, ensures volunteer qualifications are accurate and up-to-date, and shares important information with NERT volunteers during emergencies. For example, during an emergency, the application should be able to share basic directions, locations, needs and resources by cell or automated phone calling, and SMS.

OAKLAND

For more information, contact Marisa Raya, Special Projects in Economic & Workforce Development at City of Oakland at mraya@oaklandnet.com.

Government Partner: [Oakland Health and Human Services](#)

Startup: [Preschool2me](#)

Challenge: Human Services seeks advice on the process to implement a user-friendly, integrated software tool to support Head Start outreach and enrollment, simplify program administration and track the program's clientele. The app should be easy for both City employees and Head Start parents to deploy, use and maintain. Features could include a phone-based application process; a data dashboard that shows administrators information on current enrollees and a reporting system for applicant data. An app could also provide notifications for parent activities or parent meetings; child development resources; the daily schedule; the monthly menu; health tips, and ask for parent feedback.

Government Partner: [Oakland Police Department](#)

Startup: [Bayes Impact](#)

Challenge: Identify services and information most commonly requested of the Oakland Police Department and the best formats for delivery of these services and information. Assist in the development of software to manage delivery formats that minimize impact upon staff while reaching the maximum number of stakeholders.

SAN LEANDRO

For more information, contact Debbie Acosta, Chief Innovation Officer at City of San Leandro at dacosta@sanleandro.org.

Government Partner: [San Leandro IT Department](#)

Startup: [Decision Patterns](#)

Challenge: IT seeks an easy-to-use, software tool to standardize and simplify the process of the IT Department's budgeting and performance monitoring. There are few guidelines for determining how much to budget for IT, how to distribute costs across departments, maintain asset and inventory replacement schedules, and measure financial performance. The solution should include a visual representation of data and key metrics. This could result in huge time savings for IT managers and, by illustrating IT's financial performance to executive management, can become a critical tool for future decision making.

Government Partner: San Leandro Department of [Community](#) and [Business Development](#)

Startup: [Synctab](#)

Challenge: "Made in USA" is making a comeback and San Leandro is the "City that Makes Things." California is the largest national manufacturing employer and San Leandro is the factory floor. The Community & Business Development Department seeks an easy-to-use, regional procurement platform leveraging LIT San Leandro, to raise the visibility and accessibility of our factory and supporting supply chain resources to integrate more closely with the San Francisco Bay Area product development ecosystem. The tool should help users increase resource and cost transparency, save time and improve communication between stakeholders. The solution should include an RFQ/RFP platform for regional supply chain purchase managers to engage with our local factories. The tool would ideally integrate user location and specialty categorization with streamlined project creation and tracking capabilities. Since this would be an entirely new undertaking – the tool would need to be deployed and tested with local factories and supply chain managers for their feedback and subsequent optimization.

Government Partner: [Recreation & Human Services Department](#)

Startup: [LotaData](#)

Challenge: Recreation and Human Services seeks a user id card and related software application that creates an easy-to-understand visual analysis of user service and program statistics for RHS supervisors and decision-makers. Ultimately, we seek to better to understand the user patterns of visitors that utilize recreation facilities in order to improve and enhance community services and resources. The mobile app or hosted software would be able to engage

with existing CRM systems to analyze and illustrate data with engaging visualizations of demographics, usage dates/times, class types, etc.

WEST SACRAMENTO

For more information, contact Jon Robinson, Deputy City Manager at City of West Sacramento at JonR@cityofwestsacramento.org.

Government Partner: [West Sacramento Fire Department](#)

Startup: [Raxar](#)

Challenge: The Fire Department seeks a tablet-based application that would allow officers from the Fire Department to populate Fire RMS record keeping software and update the station's logbook from the field. Officers respond to incidents harvested from a dispatcher and assess and document smoke detectors, value loss from fire, vehicular accidents, and other information. There is a need to eliminate redundancy, digitize records, and create a user-friendly interface as well as an

opportunity to test an app that could pull information from a smart smoke detector or car system.

Government Partner: [West Sacramento Police Department](#)

Startup: [Mosaigg](#)

Challenge: The Police Department seeks the development of a virtual "war room" for Police Detectives that could store the case notes, charts, diagrams, photos and other visual information relevant to a case. A real-time, CLOUD-based environment is needed that can quickly update new information shared by detectives and amongst police officers. The visual environment needs to have the functionality of a bulletin board, whiteboard, and interactive map with drag and drop capabilities to move key thought pieces around as connections arise during case development.

Government Partner: [West Sacramento Police Department](#)

Startup: Appledore

Challenge: Develop a mobile app that would allow Police Officers to more effectively serve the homeless by facilitating real time eligibility interviews with social service agencies from the field via video conference and by providing immediate access to information about the availability of resources and social services. The tool should allow officers to print out vouchers for transportation, food, and/or shelter based on the individual's need, and map where the homeless are encountered in order to provide continuously improving service to the community.

For further information, visit: www.startupinresidence.org

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