

STRATEGIC PLAN

ACCELERATING INCLUSIVE ECONOMIC GROWTH IN ST. LOUIS

OUR MISSION

Cortex is a vibrant innovation community serving as an inclusive economic engine for the St. Louis region. We create equitable economic impacts by leveraging high-quality facilities, developing a portfolio of programmatic offerings that build knowledge and networks, and convening a collection of strategic partnerships that attract and support emerging and established companies.



TARGET OUTCOME

An inclusive
innovation economy
in St. Louis

UNIQUE STRENGTHS

- ▶ Unique Place
- ▶ Power to Convene
- ▶ Ability to Partner

OUR WORK

- ▶ Build out the district
- ▶ Grow & attract quality jobs
- ▶ Prepare a diversity of talent for those jobs

STRATEGIES TO BOOST OUR VALUE PROPOSITION

Focus business recruitment efforts on five priority industry clusters

 Cybersecurity

 Geospatial

 Life Sciences

 National Security

 General Technology

Develop pandemic proof spaces, such as secure event space, wet labs, and interactive teaching & learning spaces

Double-down on entrepreneurship talent training for a diversity of founders, including expanding the Square One program

Cortex will be acting as a talent training intermediary

5 YEAR GOALS

GROW QUALITY JOBS

▶ We aim to grow or recruit:

10 additional life science companies in Cortex

15 additional national security companies in Cortex

15 additional general tech companies in Cortex

▶ Those companies will create 2,500 quality jobs

▶ 3 buildings in the district will be built or rehabbed

▶ If invited, we will collaborate on innovation-focused initiatives across the St. Louis region



PREPARE A DIVERSITY OF TALENT

▶ Cortex will **EXPAND** the number of entrepreneurs trained through our Square One series of programs, and **LAUNCH** training partnerships that are both sector-specific and sector-agnostic.

▶ We will **measure success** by tracking skills learned and the number of businesses growing and the jobs they create.

▶ We will **build talent training partnerships** that will graduate 1,250 individuals and we will track the number who are still employed two years later.

▶ In alignment with our **commitments to diversity, inclusion, & equity**, our goal is for 70% of graduates from Square One and workforce development partnerships will be women and/or people of color.