Hot Science - Cool Talk # 110

Planet Texas 2050

Majora Carter
November 29, 2017
Would you like to see people of different educational backgrounds and skills live and work in Hunts Point?
Yes 334 (92.5%)
No 27 (7.5%)

Do you believe stores & services in exclusively poor neighborhoods are worse than service in mixed income neighborhoods?
Yes 276 (65.6%)
No 145 (34.4%)

Do you believe increasing the number of people at different income levels (above poverty) in Hunts Point would benefit the Hunts Point community overall?
Yes 335 (80%)
No 84 (20%)

Do you believe availability of high quality mixed-income housing will help keep more successful people from leaving Hunts Point?
Yes 224 (72%)
No 87 (28%)

Survey conducted by MCG 2011-present
Q: What are you looking for in the community you desire?

A: **Don’t Want**

- Health Clinics/Pharmacies
- “Community Centers”
- Dog Poop
- Litter on Street
- Homeless Shelters

**Want**

- Coffee Shops
- Family Restaurants
- Nice Parks
- Housing that matches my income
- People Like Me (aspirational)
Healthy Choices?

Twin Donut

Kennedy Fried Chicken & Pizza

Burger King

McDonald's
Dear Homeowner,

My Name Is Jay Robik And I Belong To A Private Group Of Investors. I Buy Properties Just Like Yours, As Is Condition all Cash$.

Call me for an Offer On Your Property And Let's Make That Change.

Sincerely,

Jay Robik.

★ (646) - 580 - 3167 ★
Dear Homeowner,
My Name Is Jay Robik And I Belong To A Private Group Of Investors
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Sincerely,

Jay Robik.

★ (646) - 580 - 3167 ★

BRONX or BROOKLYN?

corcoran
corcoran group real estate
Sell Your House Fast
Any Price Range
Any Condition
Edward
917.443.1947
Cash Offer
On Your House
Within 24 Hours!
• Year-round Social Gathering
• High Quality/Beautiful Built Environment...often Missing from low-status communities
• Produces Jobs
• Reduces Brain-Drain
• Promotes Community but doesn’t feel “community-center”
• Feels good!
South Bronx Gets High-End Coffee; Is Gentrification Next?

By JEFF GORDINIER  MAY 31, 2016

"A coffee shop is not just a coffee shop," Majora Carter said the other day.
The “digital divide” is not about access.
81% of South Bronx residents have regular internet access

Mobile Access to the Internet:

South Bronx: >65%
National Average: 58%

Data via independent research from:
• MCG’s South Bronx Tech Survey, 2013
• The Pew Research Center’s Internet & American Life Project, 2013
The “digital divide” is between consumption and production.
American Diversity

Years When Whites Lose Majority Status by Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>2043</td>
</tr>
<tr>
<td>Under 18</td>
<td>2018</td>
</tr>
<tr>
<td>18 - 29</td>
<td>2027</td>
</tr>
<tr>
<td>30 - 44</td>
<td>2035</td>
</tr>
<tr>
<td>45 - 64</td>
<td>2051</td>
</tr>
<tr>
<td>Over 65</td>
<td>2060</td>
</tr>
</tbody>
</table>

Source: Brookings Institute analysis of US Census Bureau population projections December 2012

Tech Sector Diversity

- Other: <1%
- Black: 2%
- Hispanic: 3%
- Two or more races: 4%
- Asian: 30%
- White: 61%
StartUp Box
sbsq.org

A project of Hometown Security Laboratories
StartUp Box Talent Base

1. High school dropout
   - No resume
   - Poor soft skills
   - Unemployed

2. High School graduate
   - Some workforce training
   - Underemployed

3. BA or CS degree
   - Invested in education
   - Casualty of hiring bias
   - Working retail/clerical

Wednesday, November 29, 17
Growing numbers of developers are unhappy with current offshored QA and other technical services options.

Reasons:
- Time Zone Difference
- Cultural Vernacular
- Disconnected From End User Base
- Difficult to Calculate Costs of Above
Teams That Create Higher Quality Service to Clients

Revenue

Happiness!

Added Value

Clients Looking For Better Solutions
Testing Market size is going to be $34 bn by 2017
Market is moving towards service virtualization, specialized testing, automation, testing in agile development

WORLDWIDE DISCRETE TESTING SERVICES SPENDING

CAGR 2012-2017

Emerging Market Trends - IDC & Gartner

HCL

Source: IDC Estimates 2013, Nelson Hall

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I’m going to be **StartUp Box HQ**!

I’m going to be a **Wifi Cafe!**
I AM
StartUp Box
HQ!

I AM the
Boogie Down Grind
Café!
StartUp Box Software Services

2021
$7M
500+
JOBS
(Direct and Indirect)
POP UP FITNESS

CYCLING
TRAMPOLINE
TOTAL BODY
YOGA

www.eyecycle.com
“I hope sirs, that you can understand our legitimate and unavoidable impatience...”

MLK Jr
Circa 1980s
Circa 1980s

2009
You don't have to move out of your neighborhood to live in a better one.
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