



The University of Texas at Austin  
Environmental Science Institute

*Hot Science - Cool Talk # 110*

***Planet Texas 2050***

**Majora Carter**  
**November 29, 2017**

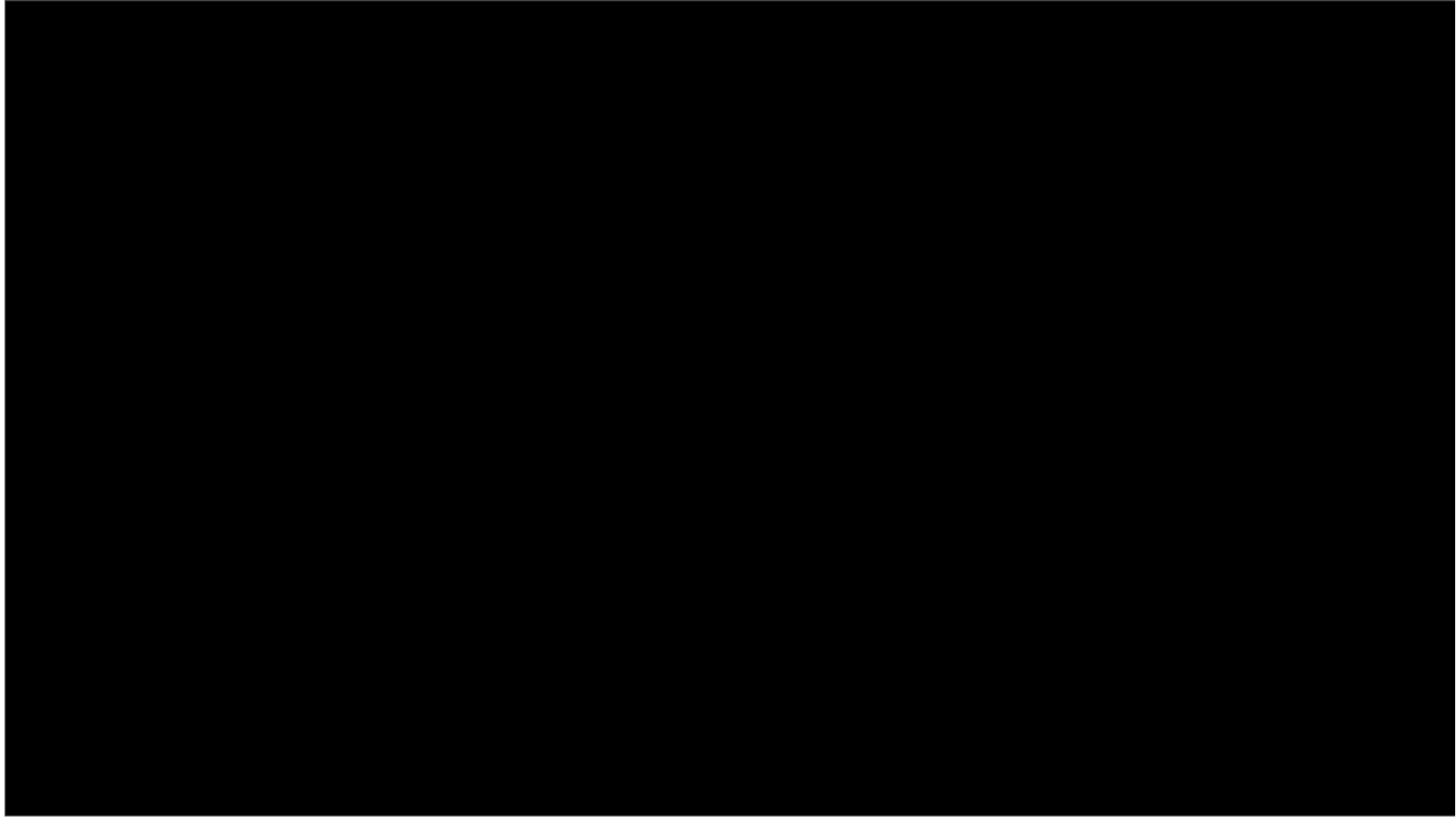
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@startupboxSBx

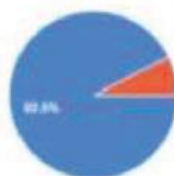
@MajoraCarter

sbsq.org

majoracartergroup.com



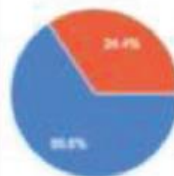




**Would you like to see people of different educational backgrounds and skills live and work in Hunts Point?**

**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%)**

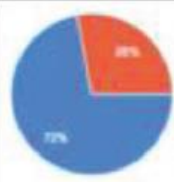
**No 145 (34.4%)**



**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%)**

## Is Poverty a Cultural Attribute? Something worth preserving?

**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?

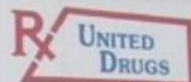






SOUTH BAY DRUGS

PHARMACY



LOTTO · LIQUOR

GOLDEST BEER IN TOWN  
MICROBREWS · IMPORTS · DOMESTICS

Heineken  
LIGHT



FAX

LIQUOR



Central  
Address

779

# LIQUOR





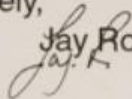


**Houses | Apartments | Land | All Cash\$**

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.

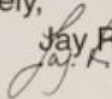


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*BRONX or BROOKLYN?*



*corcoran*  
corcoran group real estate

Houses | Apartments | Land | All Cash\$

*BRONX or BROOKLYN?*

# 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?



RESTAURANT REVIEW  
Indian Accent Has a  
Cosmopolitan Twang



Noodle Dish Gets a Meaty  
Singaporean Twist at  
Chomp Chomp

**PAID POST: BILL & MELIND  
FOUNDATION**  
A Lesson on Eradicating a  
Debilitating Disease



Four Seasons Restaurant  
Is Headed for New Space  
on Park Ave.

## South Bronx Gets High-End Coffee; Is Gentrification Next?

By JEFF GORDINIER MAY 31, 2016



SLIDE SHOW | 8 Photos  
If You Brew It ...

Edwin J. Torres for The New York Times



"A coffee shop is not just a coffee shop," Majora Carter said the other day.

BUDCA.

coffee

*Powered by*  
**Startup Box**











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.

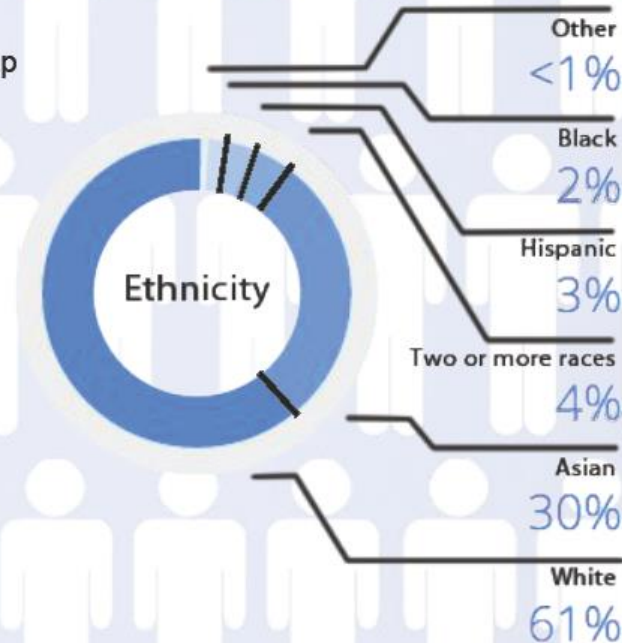
## American Diversity

Years When Whites Lose Majority Status by Age Group

Total Population	2043
Under 18	2018
18 - 29	2027
30 - 44	2035
45 - 64	2051
Over 65	2060

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

## Tech Sector Diversity





StartUp Box  
sbsq.org

A project of Hometown Security Laboratories



StartUp Box: South Bronx  
sbsq.org

A project of Hometown Security Laboratories

# StartUp Box Talent Base

High school dropout  
No resume  
Poor soft skills  
Unemployed

1



High School graduate  
Some workforce training  
Underemployed

2



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

3



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

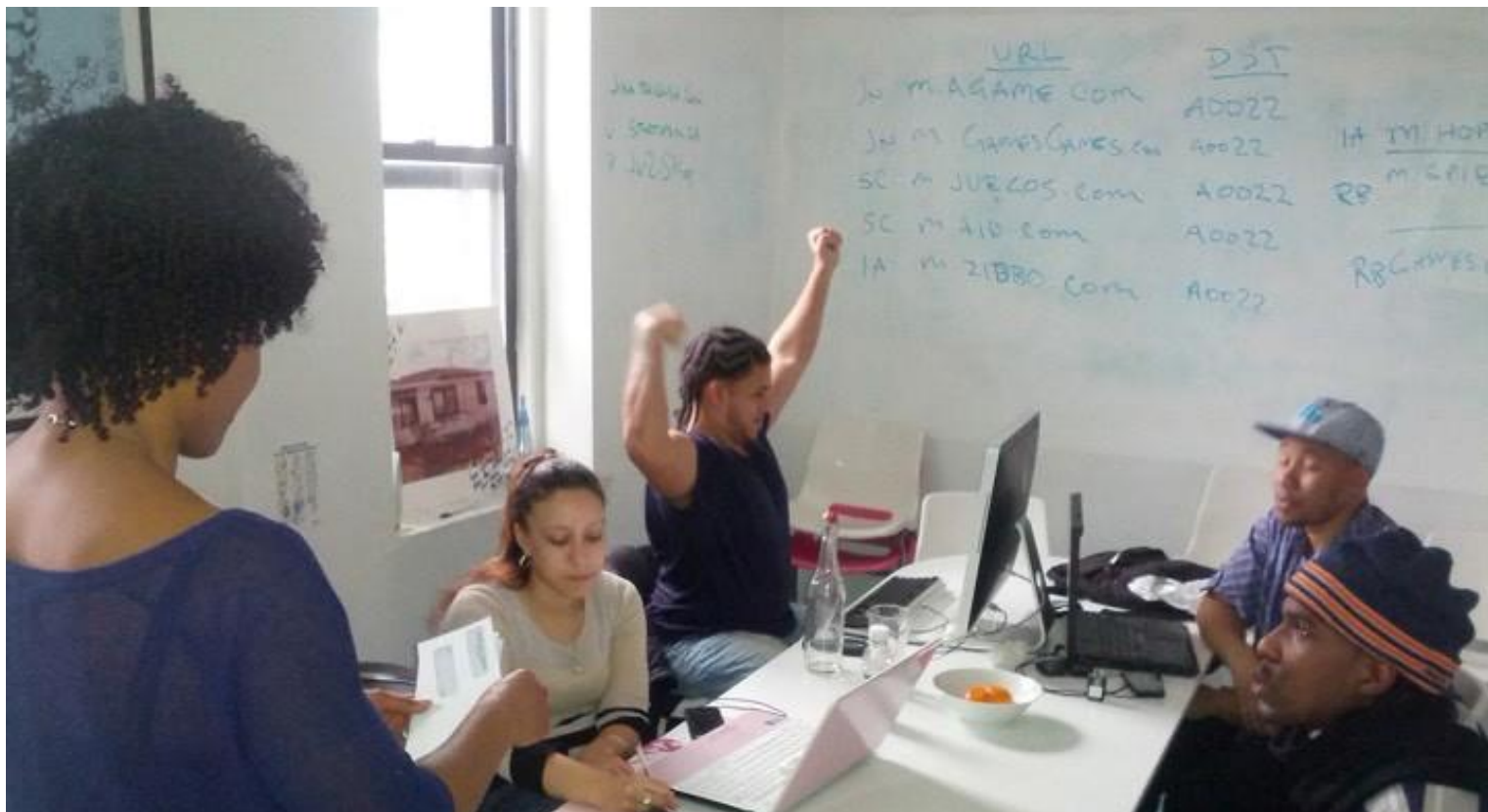














**Teams That Create Higher Quality  
Service to Clients**



**Clients Looking For  
Better Solutions**



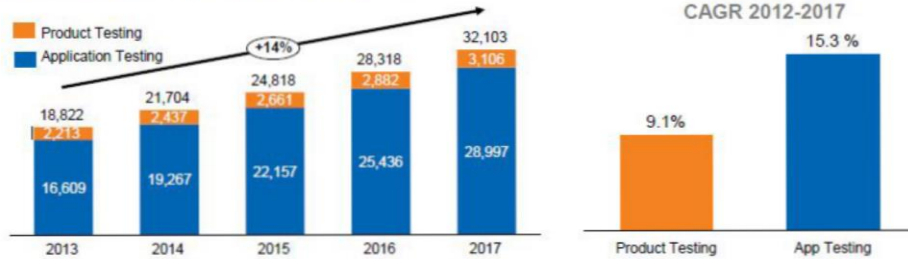
## Testing Market size is going to be \$34 bn by 2017

Market is moving towards service virtualization, specialized testing, automation, testing in agile development

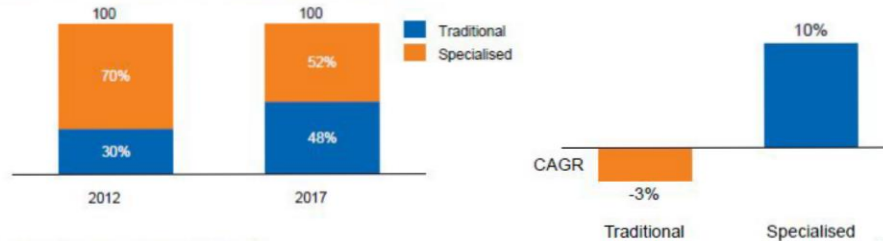


STRATEGIC  
INTELLIGENCE  
WING

### WORLDWIDE DISCRETE TESTING SERVICES SPENDING



### TESTING SPEND IS GETTING TRANSFERRED FROM TRADITIONAL TESTING TO SPECIALIZED TESTING



### Emerging Market Trends - IDC & Gartner



**HCL**

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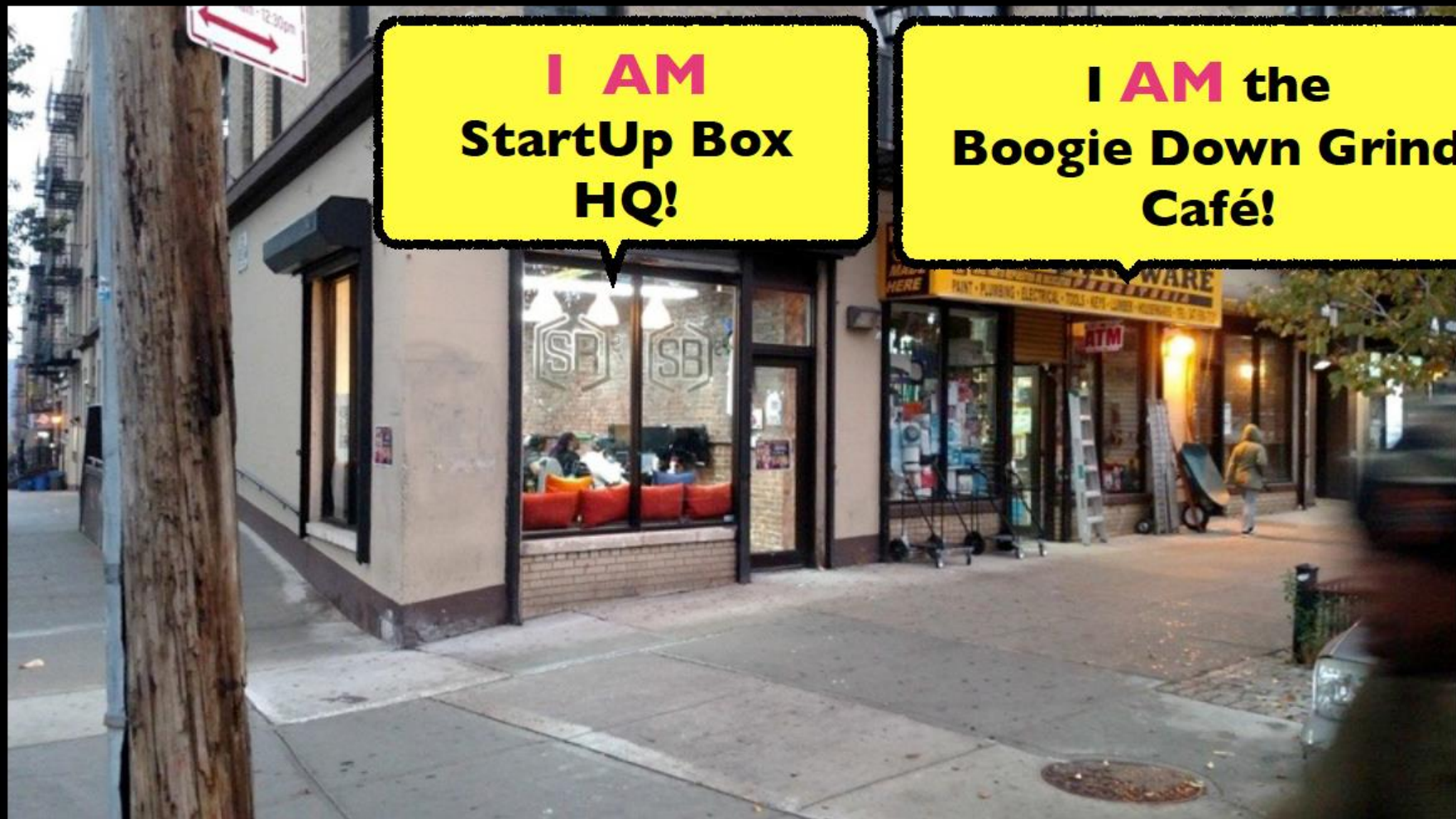
**I'm going to be  
StartUp Box  
HQ!**

**I'm going to be  
a Wifi Cafe!**



**I AM**  
**StartUp Box**  
**HQ!**

**I AM** the  
**Boogie Down Grind**  
**Café!**









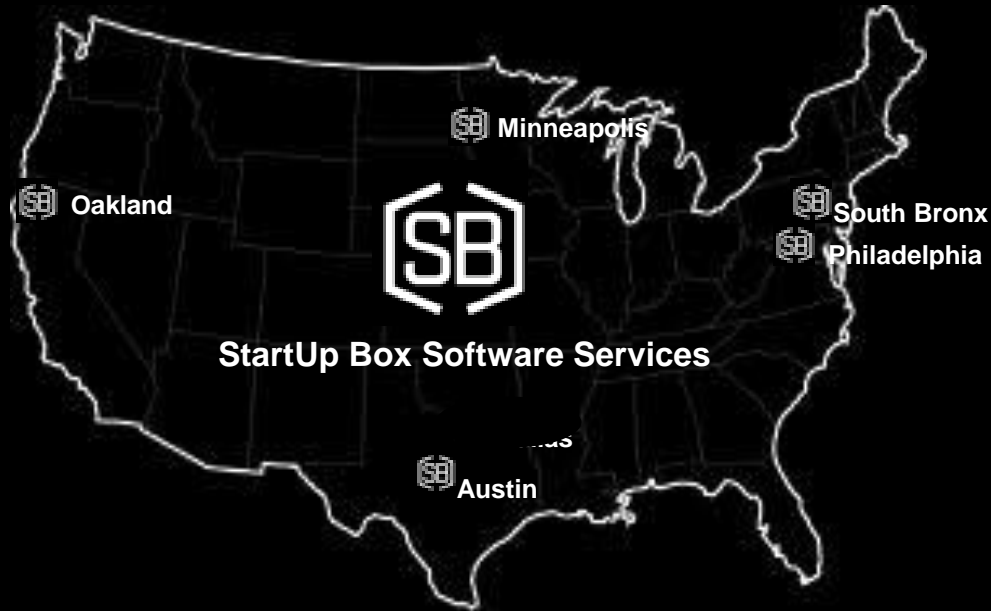












**MAJUKA** Certified  
**CARTER**   
**GROUP, LLC**

**2021**

**\$7M**

**500+**

**JOBS**

(Direct and Indirect)





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

**MLK Jr**



**Circa 1980s**



**Circa 1980s**



**2009**



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FIN