

TECHWISE.IO  
**Tallahassee's Premier Technology Hub**

*We recognize that the true value in technological development isn't code or devices; it's people.*

*As such, our goal is the following: To maintain and cultivate the good faith and hard work of tech creators — both as individuals with livelihoods to protect, as well as an integral part of society dedicated to the betterment of humanity.*

BROAD IDEA

Creating a non-exploitative space/channel for local (and perhaps non-local) tech creators to do their thing. Analogous to other "Tech Hubs".

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## ORIGINAL PROJECTS

This section details the deliverables detailed in the “JJMF-Draft-Declaration”. Its purpose is to give awareness to the relevant projects planned in the past as it integrates the research, branding, and philosophy of the Internal Guide moving forward. Specific details of the projects can be found on the “JJMF-Draft-Declaration”.

### PI PROGRAM

- Program from the Jane & John Marks Foundation that will be integrated into TechWise.
- Beginners course into learning how to code using Raspberry Pi's.
  - Allows tinkering and experimentation with devices without worry of destroying expensive property.

TECHWISE.IO CODE ACADEMY: Educational curriculum focused on teaching basics and mindset of coding and computers to increase autonomy.

- K-12:
  - Progressive curriculum to develop various IT skills over the duration of primary school.
- Secondary Involvement:
  - Volunteer opportunities to lead/assist the organization.
  - Offered as an alternative to the IT working field afterward secondary schooling.
- Apprenticeship:
  - Underling learns specific trade/skill under the guidance of a mentor.
- Elder and Younger Connections:
  - Open-space where younger and older participants can have open discussion and brainstorm.
- Continuing Professional Education:
  - Courses for non-IT professionals who want to add computer skills to their repertoire.
- Workforce Training:
  - Tailored workshops for companies needing IT education for their employees.
- Entrepreneurship Skills:
  - Courses for business and how to approach startups (only for viable startups)
- Facilitating Facilitators:
  - Allows outside participants to create their own courses using our resources and space.
- Networking for Employee Connections:
  - Have a board that connects prominent and successful participants to employers looking for workers.

#### TECHWISELINUX

- Operating system that is made for beginners to learn the skills and autonomy to effectively operate a computer.

#### TECHWISE.IO PROSOCIAL NETWORK

- Isolated social media network for participants to experiment in a safe space
- Using alternative social media platforms such as Mastodon

#### HACKATHONS

- Focuses on individually-driven, creative explorations of technology rather than business-driven (creating for profit as a priority).
- Desires to “re-broaden” scope of what hackathons can produce (“...business ideas, games, scientific demonstrations, educational tools, art projects, and more.”)

#### DEVELOPING LOCALMARKS APP

- map directory/application that informs the user of local resource/assistance centers and youth programs for young minorities.

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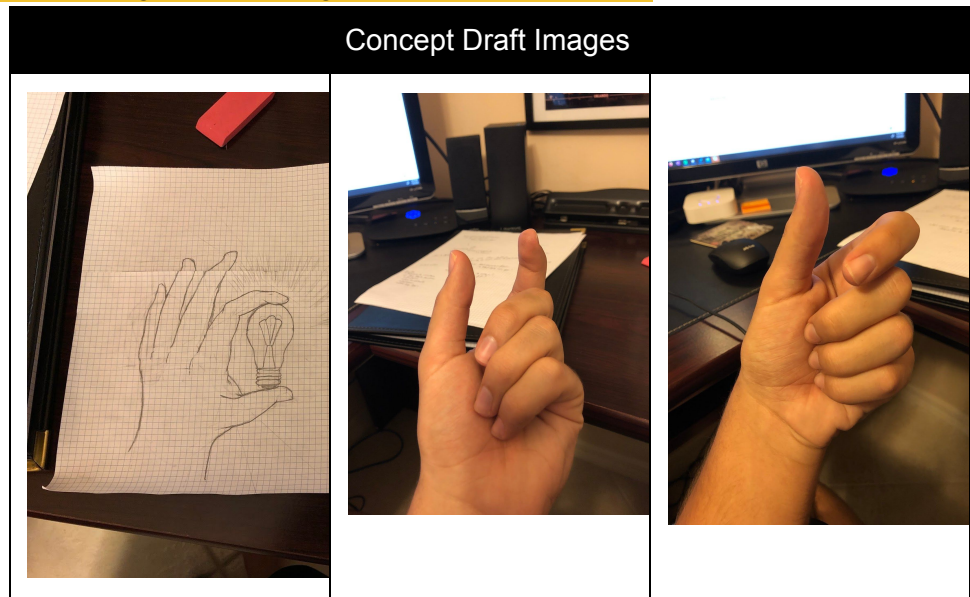
## BRANDING

### ORGANIZATION LOGO

#### **Concept Chosen:**

- Light Bulb in Hand

- **Note:** Progress: Awaiting Draft Approval on 07/09





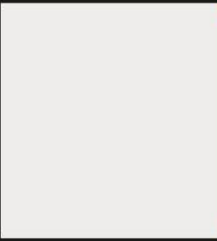


### WATERMARKS

**Note:** Awaiting Logo Creation

### FONT

Montserrat

## COLOR SCHEME

Colors				
				
7A2828	22201F	EFEDEB	FFA500	E89416

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## FUNNEL ACCOUNTS

### YOUTUBE

- **Note:** Need an Email address for the creation and linking of the youtube channel.

### Instagram

- **Note:** Account Created, awaiting logo for the change in profile picture.  
Handle: Techwise.io  
Password: marks4910

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## FUNNEL BEST PRACTICES

### YOUTUBE

### PODCAST

- Breaks within the podcast conversation are essential in those that last beyond 20-25 mins
  - These breaks are usually seen in having a small introduction, splitting up different topics of conversations and adding music between them, or the use of commercials in known podcasts.
- Getting the right tools and systems (especially now with the current environment)

- How are guest(s) tuning in? Would they have the right equipment for sound/mic? Is there a software or system all podcast attendees can hop on, like discord for example?
- Having a structure within every podcast episode or a similar overview in the series
  - Without a structure as the podcast lead, you can get off topic or not know where to take the conversation. Having a good plan with a structure and list of questions is beneficial.
- Swifting from a topic-concept-based podcast to a podcast with the mission of educating and creating conversions that has different series and explores different areas
  - This would look like a podcast named TechWise.io but have the concepts displayed below be different series in the creation of this funnel.

## DISCORD

## INSTAGRAM

### Character:

- *“Instagram is the place to showcase your brand authority, personality, and heart using the latest and best tools and techniques. Generic won’t cut it on this platform. If your presence is lacking, you’ll forfeit opportunities to connect—and lose out to other brands.”*

### Checklist for Substantial Account:

- Make sure to set Personal Account to Business Account
- Develop and Complete Instagram Bio
  - Who we are?
  - What we offer?
  - Why we are different?
  - Can also be used for current promotions, deals, and links
- Use editors to enhance pictures/videos
  - Hyperlapse: phone picture/video editor
- Use Conventional Enhancers
  - Boomerang

### Favors Content That:

- Consistently Creative
- Updates about the organization and events
- Uses Personalized Content (testimonies, how-to tutorials)
- Uses Stories Interactive Features

### Features

- Instagram Stories: Q&A, Geotags, GIFS
- Direct Messages for each Story Posts
  - Dynamic Stickers (countdown, quiz, etc.)
- Hashtags and Geotags
- Instagram Shopping: the ability to tag products, create a product catalog, and allow users to save and purchase products

- Instagram Verification
- Insights: shows information and statistics about post reception and interaction.
- Instagram Live Video
- Instagram TV - allows to share longer videos (1 hour max.).

#### Resources:

- <https://blog.hootsuite.com/instagram-best-practices/>
- <https://sproutsocial.com/insights/instagram-features/>

## TWITTER

#### Character:

- Twitter primary distinction is that information and new information is instant, and is posted only on a public server of connected contacts.
- Most popular social media outlet for news.
- *"A network where many a people can make immediate interjections or shares on any remark, made by anyone they follow (or even not)." - RJ Valencia*
- *"But the idea of Twitter isn't to catch every single thing someone tweets, it's to be on the internet at the same time as other people. It's like a giant hangout—an open and rich chat room that's happening in public."*

#### Checklist for Substantial Account:

- Network: without followers, posts made on the Twitter account will be posted without anyone to see them.
- Developed Landing Page/Profile
- Staying up with Latest News (both Global and IT Field).

#### Favors Content That:

- Consistent Relevant and Engaging Posts
- Posts at the Times Uses are Most Active
- Engagement
  - *"Ask thought-provoking questions*
  - *Use relevant trending hashtags and piggyback on viral memes and trends (just be sure they fit your brand!)*
  - *Participate in popular Twitter campaigns*
  - *Tag other users*
  - *Respond"*

#### Features:

- 280 Characters for Text
- Pictures, Videos, GIFs
- Hashtags
- Retweet - sharing, but significant metric of post's success
- Pining Top Tweets
- Twitter Moments - setting up a folder to put in certain Tweets around a certain subject
- Advanced Notification Settings - filters irrelevant posts to your liking
- Photo Collages - tweets with more than one photo.
- Verify Twitter Account

- Twitter Chat - live chat room of moderators and participants; moderators ask the questions, participants answer
- Twitter Lists - folders to organize/curate followers; a playlist of followers

#### Resources:

- <https://moz.com/beginners-guide-to-social-media/twitter>
- <https://www.lilachbullock.com/twitter-features/>
- <https://sproutsocial.com/insights/twitter-algorithm/>

## FACEBOOK

#### Character:

- *“For many, Facebook is the only online social network in which they participate, though the level of engagement varies across the user spectrum. From those that check the network periodically throughout the week to those who are almost compulsively active, the core driving force to participation is connection: connecting with colleagues, friends old and new, alumni networks, and for an increasing percentage of users, even professional connections.”*

#### Checklist for Substantial Account:

- Developed Facebook Profile and Business Page
- Optimize Page for Engagement
- Use a variety of different posts (video, photo, links, Live, Stories, etc.)

#### Favors Content That:

- Credibility
- High Likes and Shares
- Entertaining and Engaging Content
- Moderate Posting Schedule

#### Features:

- Groups
- Events
- Marketplace
- Business Pages
- Call to Action Buttons
- Facebook Live
- Story
  - Polls, Music, Boomerang
- Messenger Room: live video-chat room
- Mentorship
- Pinned Posts

#### Resources:

- <https://moz.com/beginners-guide-to-social-media/facebook>
- [https://en.wikipedia.org/wiki/List\\_of\\_Facebook\\_features](https://en.wikipedia.org/wiki/List_of_Facebook_features)
- <https://blog.hootsuite.com/facebook-marketing-tips/>

## MASTODON



Character:

Checklist for Substantial Account:

Favors Content That:

Features:

Resources:

- <https://www.business2community.com/social-media/secret-mastodons-success-mastering-hyperlocal-01818502>
- <https://blog.joinmastodon.org/2018/08/mastodon-quick-start-guide/>

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## PODCAST CONCEPTS

### Concept 1

- WISE Future
  - Podcast centered around discussing the latest trend or growing technology with the/a trend/technology's expert
  - Every podcast would feature a local or non-local expert
  - Ideal maximum length: 45 mins.

### Concept 2

- TechFix
  - Podcast centered around discussing a specific issue or problem being faced in the local community/world and discussing different way technology can help
  - Every podcast would feature a local or non-local expert
  - Ideal maximum length: 45 mins.
  - Concept is more conversational, rather than expert level talk expected in concept 1

### Concept 3

- The Art of IT OR </Philosophy>
  - Podcast focused on a practitioners'/experts' philosophy on what it takes to be a IT Professional
  - Experience-talks from local tech companies representatives (from certain fields)
  - Ideal maximum length: 45 mins.

### Concept 4

- Hot Take
  - Podcast focused on reviewing prominent, older, and open-source technology
  - Conversations on how tech is good, what problems they solve?
  - How can they be implemented into projects
  - Personal viewpoints and experiences/stories with technology

- Ideal maximum length: 30 mins.

#### Concept 4

- Meta IT
  - Podcast focused on open dialogue on the faults and complaints about the IT industry
  - What could people in the field be aware of to avoid or to begin to help improve?
    - Ex. Putting Comments in Code, Clean Code Etiquette, Something People Wish they Knew First
  - Ideal maximum length: 30 mins.

#### Concept 5

- Storytime with IT Professionals
  - Podcast focused on telling fun stories and experiences in the IT field.
  - Very laid back, opportunity to tell compelling stories
  - Gives audiences a sense of how working in the field is and what to expect through circumstances, certain individuals and interactions
  - Ideal maximum length: 45 mins.

#### Concept 6

- BigIdea
  - Having guest that talk about a big tech idea they have and then using the different funnels in linking them with people that might want to help them bring it to life

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### **SUGGESTED ORGANIZATION FLOWCHART**

- **Note: What does the starting team look like? What positions are essential? Are we still on the same path as the original mission, have things changed?**

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### **IDENTIFYING DEMOGRAPHICS**

#### Customer

- The organization's target audience is not specifically any certain group, yet it is an open-access to the public.
- Mr. Marks wants to view customers as "participants", the idea that Techwise.io would be a place/experience people come to actively partake in.
  - This places an emphasis on the recipient/customer, in the sense that the organization does not cater/provide to the wants of the customer, but wants of the customer can manifest itself through providing the foundations and resources to do so.
  - Ex. Mentor and Apprentice Relationship
    - What does the apprentice give us in return?
- To incentivize the population to be participants in TechWise.io, what is the incentive?
  - Exposure/talent scouting?
  - Resources?

### Employee

- In terms of employees for the demographics, graduating IT students looking for a job are the focus. The idea is that Techwise.io can offer an alternative to what is common in the IT field.
  - Alternative: guidance, console and development towards IT skills and attitudes for themselves and others.
  - Alternative: research into IT technology

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## COMPANY STARTUP STRATEGIES

### What is a "Tech Hub"?

- Stanford College
  - *"An innovation lab is a semi-autonomous organization that engages diverse participants—on a long-term basis—in open collaboration for the purpose of creating, elaborating, and prototyping radical solutions to pre-identified systemic challenges."*

### Successful Habits

- Solve Business Goals
  - *"The teams...focus their attention on making cool products, without thinking about the business models that underlie those products."*
- Having Clear Purpose and Goals
- Being Attentive to Pros/Cons and Quickly to Adapt to Them
- Good Networking
  - Research Facilities with Colleges
  - Many Companies coming Together
- Consistent Alignment with Core Company (in Focus and Principles)

- Emphasis Experimentation (small-scale try, revise, repeat)

### Unsuccessful Habits

- “Innovation Theater”
  - *“The teams then focus their attention on making cool products, without thinking about the business models that underlie those products”.*
- *“...one of the biggest traps is treating innovation as a programme rather than a continuous activity of experimentation, validation, iteration, and industrialisation.”*

### What to Consider Moving Forward

- Defining Sustaining and Disruptive Innovation Processes
- Build Governance
  - What is the daily plan/necessity to have a technology hub?
- Have Innovation Toolbox
  - *“Innovation labs apply a wide range of methods and tools to stimulate creativity, guide discussions, moderate collaboration, as well as develop, prototype, and experiment solutions*
    - *design thinking and open innovation (Quartier Stuff),*
    - *randomized controlled trials (Nesta’s Innovation Growth Lab),*
    - *crowdsourcing (Finance Innovation Lab),*
    - *human-centric design (inCompass)”*
- Not only teach people foundations of computing/logic of thinking about computers, education on business and how to manage a product
  - Ex. If I wanted to make an app and deploy it, how would that process go?
- Company to Model Off of: <https://www.nihlibrary.nih.gov/services/technology-hub>
- Differences In Our Vision from Normal Tech Hubs
  - Not focusing on entrepreneurship
  - Are we planning to build networks through many companies coming together?

### Our Resources and Network

- Nearby Colleges with research faculties (FSU, FAMU).
- Lucas - very prominent, and knows a lot of people; good way to find people and businesses who would want to invest/participate.
- John R. Marks III - ties with the local government in Tallahassee that could lead to support of the organization.

### References

- <https://home.bt.com/tech-gadgets/internet/what-is-a-tech-hub-company-london-11364204843820>
- <https://thenextweb.com/future-of-finance/2019/08/07/how-to-build-an-innovation-hub-that-s-actually-innovative/>

- <https://www.businessinsider.com.au/big-corporates-should-just-ditch-innovation-labs-because-they-dont-work-2017-11>
- <https://channels.theinnovationenterprise.com/articles/are-innovation-labs-actually-effective>
- <https://builtin.com/tech-hubs>
- [https://ssir.org/articles/entry/innovation\\_labs\\_10\\_defining\\_features](https://ssir.org/articles/entry/innovation_labs_10_defining_features)
- <https://www.entrepreneur.com/article/346264>
- <https://www.youtube.com/watch?v=w9940LfuGKo>
- <https://www.youtube.com/watch?v=9yHf8eALErA>