



Startup week Longmont 2018

Call for Content Guide

The Longmont Startup Week Content Committee is planning and developing programming for the 2018 annual conference, and we want your input! Longmont Startup Week will bring entrepreneurs, local leaders, and friends together over five days to build momentum, highlight opportunity, and showcase Longmont's evolving entrepreneurial hub, and our community's unique entrepreneurial identity.

The event is free to attend, and will have attendees from across the region, looking to explore how we can support and advance today's entrepreneurs and their role in developing healthy, vibrant, engaged communities.

From nuts-and-bolts sessions on what startups are, how we grow them, what our community innovations are today, to hearing how they are helping Longmont and our regional cities become smart cities, to conversations exploring cultural trends and the role of entrepreneurship in society today, to tours and events showcasing Longmont's startup scene - help us plan an extraordinary Startup Week!

We gladly accept submissions from everyone - all are welcome.

Submissions are due April 2, 2018.

Submissions are accepted for:

- Conference Sessions
- Creative Content
- Venues

How do I propose a session?

1. Read the sections that follow in this guide. Think of new ways to present your topic. Choose a format from the list or create your own format!
2. **Submissions are due April 2nd 2018.**
3. Submitting your proposal is easy! Simply submit a brief description of your proposal using the “[Longmont Startup Week 2018 Content Proposal](#)” form by downloading it from the [Startup Longmont](#) website and email proposals to lsw18content@startuplongmont.com.
4. The Longmont Startup Week planning committee will determine content and if your proposal is accepted we will contact you for more details and confirm presenters. The committee will work with content organizers, as appropriate, to identify local resources and other individuals who can contribute content to sessions; serve as presenters or respondents; or design tours, venue visits and workshops.

Be sure to read all information in this guide about A/V and technical needs, and session formats outlined below.

Longmont Startup Week 2018 Priorities

Content areas may be on any topic related to advancing today’s entrepreneurs and startups. In addition to practical session around best practices for entrepreneurs and startups organized as Tracks such as:

- **Founder** - From concept, through formation, your 1st hires, to that 1st paying customer, and the execution through to exit, what does it take to be a founder and weather the journey, the good, the bad, and when to say enough is enough. The founder track is for entrepreneurs, tinkerers, and students interested in learning about the nuts and bolts of running a successful startup, the founder track will provide insight, skills and knowledge needed to found a company.
- **Growth** – The ship has sailed from shore and the wind is fading, now startups need to understand how to scale their venture, how to tactically plan, acquire, engage and manage customers and drive adoption, product evolution and ultimately scaling the business, and to fill their sails with the wind of success. No matter how good it is, no product sells itself. A team that markets, sells, and supports the product well is a huge advantage for any startup. Every aspect of digital marketing, inbound and outbound sales, and customer experience is going to be covered at LSW’18. Growing a startup depends on these skills, don’t miss your chance to improve them!
- **Designer** - The Designer Track focuses on teaching both entrepreneurs and designers how to apply new perspectives of thinking to their business. Learn how to iterate to create passion — welcoming all intrigued by Design Thinking. Seeing things others do not see is an art and our design track is packed with creative outlets to expand your thinking and ability to design. From fashion to architecture to breakout digital design and artwork – the design track is focused on the critical elements of design. Learn new skills, hear from those responsible for some of the best projects in Colorado, and let your creative juices flow. Enjoy connecting with fellow design leaders and leave the week with fresh inspiration!
- **Developer** - The developer track is targeted towards developers that write and create the software and entrepreneurs that build scalable businesses around them. Frontend, backend, full stack, big data, APIs, architecture, methodologies, junior, senior, we have it all. Learn new

technologies, refine your skills, or just check out something completely different. Walk away a better engineer than you were before!

- **Maker** - It's a great venture idea, but it's not pure software, the "maker" operates in the physical world of product development, how does a maker traverse the challenges of success in a physical world? The maker track focuses in on what it takes to bring an idea into real world matter, then scale it to full blown production, moving from design, to model, to commercial production.
- **Product** - Product management, development, and marketing, all different sides of the same coin that somehow bridge the gap between building the product and delivering it to the market. Product skills are in huge demand but there aren't very many places where you can go to acquire them. Come improve your product game at LSW'18!

The conference sessions overall will:

- Engage, inform and educate
- Stimulate discussion and debate, challenge conventional thinking, and offer differing points of view
- Include all
- Include startups
- Include presenters who represent diverse ethnic, racial, and gender perspectives
- Showcase innovative approaches and creative responses to problems or opportunities our community, our entrepreneurs and our regional cities are facing in the field
- Demonstrate effective collaborations and partnerships between entrepreneurs, startups, community residents and our regional cities

During Longmont Startup Week 2018, the content planning and programming committee discourages:

1. Panels that leave little or no opportunity for audience interaction
2. Audio/Visual presentations
3. Sessions that include sales pitches
4. Sessions with more than four presenters

Beyond these high-level guidelines, we follow the Startup Week Code of Conduct as set forth by the TechStars community: <https://startupweek.co/code-of-conduct/>

Proposing Longmont Startup Week Sessions

The Longmont Startup Week Committee encourages creative, interactive session formats that inspire active discussions. You can read descriptions for session formats in this guide below.

Whether you have a fully-planned panel, series, or simply a great topic idea – all submissions are welcome! Our Startup Week team is available to suggest panelists and work with organizers, and contributors to further develop sessions.

Themes & Formats

Proposals may be on any topic related to advancing today's entrepreneurs, and may be geared toward a part of Startup life, entrepreneurial civic innovation towards smart cities, and/or our regional entrepreneurial ecosystem.

Beyond practical entrepreneurship and best-practices sessions we are also interested in exploring:

- New perspectives in evolving creative ecosystems
- Engaging at the intersections between entrepreneurship, innovation and smart city (including e.g.; education, workforce, public policy, and technology)
- The changing role of urban innovation and the municipality as a natural entrepreneurial hub.
- Programs responsive to entrepreneurs, startups and community (e.g. the evolving coworking industry) that bring city, startups and entrepreneurs to collaborative innovation
- Alternative and new models for entrepreneurial practices (e.g. the Entrepreneurial Operating System EOS)
- Creating support structures, policies and educational paths for the upcoming generation of entrepreneurs and startups.
- Entrepreneur and startup centered community development and cultural policy

Session Formats

Panel Sessions

Panel sessions are single themed, with multiple models that bring a wide range of topics and perspectives to the audience, and conference. These sessions inform, educate and allow attendees to revisit and continue themes from prior conferences, introduce new ideas and content with fellow entrepreneurs, and community members around shared interests. These 90-minute sessions are intended to energize Startup Week participants and leave them with new resources, strategies, and practices that will be useful in their entrepreneurial ventures. *PowerPoint presentations are strongly discouraged.*

Timing: 40-60-minute presentation/discussion, 20-30-minute Q&A/response

Single Speaker/Project

These are single model showcases for a single innovative project, program or new model. An individual speaker (or group from a single organization) can present, with preference going to projects that inspire and challenge the traditional models of entrepreneurship, further preference will be given to those projects that showcase the convergence of entrepreneurship, community innovation and smarter city innovation.

Timing: 45-minutes

Facilitated Discussions

These discussions are single themed, group discussions that offer time and space for in-depth discussion among session attendees around a specific theme or topic. Facilitators introduce the topic followed by a facilitated conversation engaging the full group. Ideal facilitators should have both expertise and experience on the topic and skill to managing a group discussion. This format does not include presentations or PowerPoint media.

Timing: 45 or 90-minute sessions

Startup Conversations

Join two or more leaders from the entrepreneurial community together on stage for a Q&A session. These dynamic exchanges – last 45 to 60 minutes – provide insight into the life, practices and philosophies of living breathing entrepreneurs, serial entrepreneurs and those supporting startups, and the development of the front-range entrepreneurial eco-system. Conversations might entail, for example, how smart cities require innovative startups to be successful, or how one leader is an active participant of the Colorado Smart Cities Alliance, and to what extent.

Workshop, Collaborative Innovation, or Hackathon

Includes an interactive demonstration, individual development, or group of individuals demonstrating work that can be a starting point for addressing broader topics informed by the work.

Workshops/Hackathons can stand alone or set the stage for a panel or facilitated discussion.

Timing: 30-90-minute sessions, to a 48-hour hackathon.

Proposing Creative Content

Creativity, artistry, and venues are at the heart of our community, to gather and celebrate our community, our work, to network and meet new friends as part of our conference is an integral part of our event. We want to celebrate our community through performances, workshops, demos, tours and other creative, social and networking experiences. We welcome proposals for creative content that engages, inspires, and entertains!

Pop-Up Projects

Pop-up projects are interactive creative-run projects, performances, installations, or other creative interventions that engage conference attendees and create unexpected moments, conversation, sights, and or experiences during the course of the week at base camp or reception venues. Projects can be proposed by individual creatives, or groups and can occur over a single hour, day, mealtime, evening reception, networking event, social event, or throughout the whole week. Projects should be highly engaging and require minimal set-up.

Performances

Performances can include readings, music, dance, spoken word, theater, or other live performance, and can take place between sessions and during meals, social events or receptions. Past event performances have involved [Prospect Sound Bites](#) for example.

Demos/Workshops

Demos or workshops give attendees the chance to connect with local startups and organizations. Past demos and workshops have included participant organizations like the [TinkerMill](#) and [CoSolve](#), organizing maker days and hackathons.

Tours

Tours are a chance for attendees to get out and engage with the Longmont community – visit local startups, coworking spaces, artist spaces, museums, neighborhoods and historic sites, etc. Past tours have included downtown art walks and studios.

Questions

- Email: lsw18contentQs@startuplongmont.com
- Slack Community: <http://longmontstartupweek.slack.com>

Registration

Conference registration will open in June.

THANK YOU for proposing content for the Longmont Startup Week 2018 schedule!