



THRIVE HI

'24 - '28 Strategic Plan

Mission

ThriveHI is helping Hawai'i diversify its economy by cultivating a local tech and startup ecosystem.

Vision

One day, Hawai'i has a flourishing tech scene where locals can thrive as high-earning tech professionals, remote workers, or entrepreneurs.



Our Why

For far too long, Hawai'i has depended on tourism, an extractive industry that leaves local people struggling to make ends meet.

44%

of Hawaii's population earn below the ALICE (asset-limited, income-constrained, employed) threshold.

6.5K

of Hawaii's population experiences homelessness, the second-highest rate in the nation.

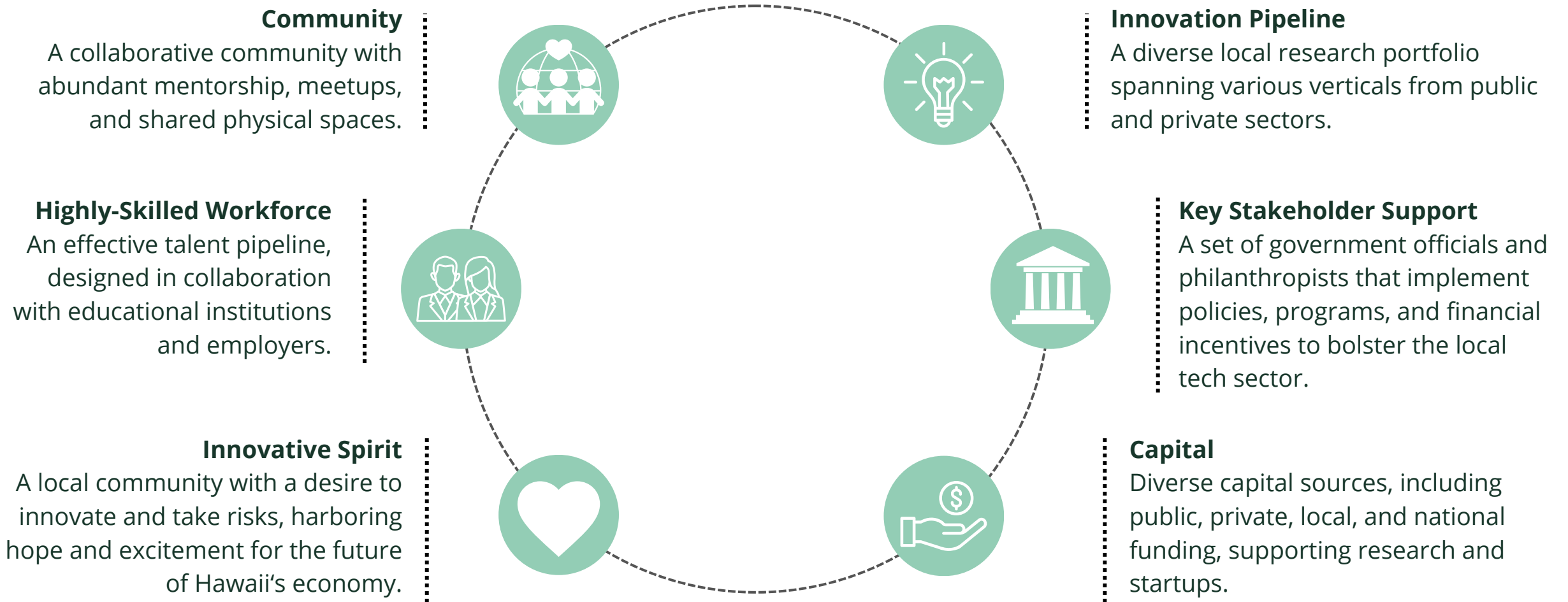
370K

Kānaka Maoli have left Hawai'i for the mainland, outnumbering the remaining population on-island.



Startup and Tech Ecosystem Building Blocks

Building a startup and tech ecosystem is challenging, but not impossible. Research highlights **six essential capacities** to advance Hawai'i toward a high-tech economy.



Landscape Analysis

Many organizations in Hawai'i have been working across these capacities for decades with **limited progress**.



Community and Connectivity



Innovation Pipeline



Key Stakeholder Support



Highly-Skilled Workforce



Access to Capital



Innovative Spirit

Status	Community and Connectivity	Innovation Pipeline	Key Stakeholder Support	Highly-Skilled Workforce	Access to Capital	Innovative Spirit
	Emerging Due to its small, disconnected nature, people find Hawaii's tech ecosystem difficult to enter	Emerging Hawai'i ranks below the national average in yearly R&D investment	Developing Hawai'i has key government bodies dedicated to tech development, but lacks many pro-tech policies	Emerging Hawai'i has a misalignment between needed and available talent, leading to brain drain	Developing Although there is a decent portfolio of Seed to Series A funding, Hawai'i lacks pre-seed and Series B+ funding	Emerging Many locals are risk averse and apprehensive to the idea of economic diversification

Example Orgs. (Non-exhaustive)	Community and Connectivity	Innovation Pipeline	Key Stakeholder Support	Highly-Skilled Workforce	Access to Capital	Innovative Spirit
	<ul style="list-style-type: none"> Hub Coworking Hawai'i UXHI Hawai'i Slack Hawaiians in Tech 	<ul style="list-style-type: none"> UH Ecosystem (e.g., UH OIC) MITRE Oceanit 	<ul style="list-style-type: none"> Hawai'i Chamber of Commerce DBEDT HTDC 	<ul style="list-style-type: none"> Purple Mai'a UH Ecosystem (e.g., Pace, ACM) Lady Bandit Studios 	<ul style="list-style-type: none"> Elemental Excelerator Blue Startups XLRHI Builders VC 	<ul style="list-style-type: none"> RiseHI Think E Hawai'i

What We've Learned from Ecosystem Builders

While numerous organizations in Hawai'i are involved in positive initiatives, they frequently operate independently, lacking the strategic alignment required to bring about meaningful change.

~200+ Nonprofits, educational institutions, investors, government organizations, and unofficial groups have been identified by the ThriveHI team as "Ecosystem Builders", meaning they are working on one of the aforementioned tech ecosystem building blocks.

After speaking with many individuals, they express feelings of disconnection and inefficiency. That's not to say that these organizations aren't doing great work. However, to make a significant impact in Hawai'i, these various organizations must align, work together, and operate cohesively.

"There are too many silos in the space. The public and private sector are not working together and as a result, a lot of people are trying to do the same thing. We are wasting resources and being inefficient."

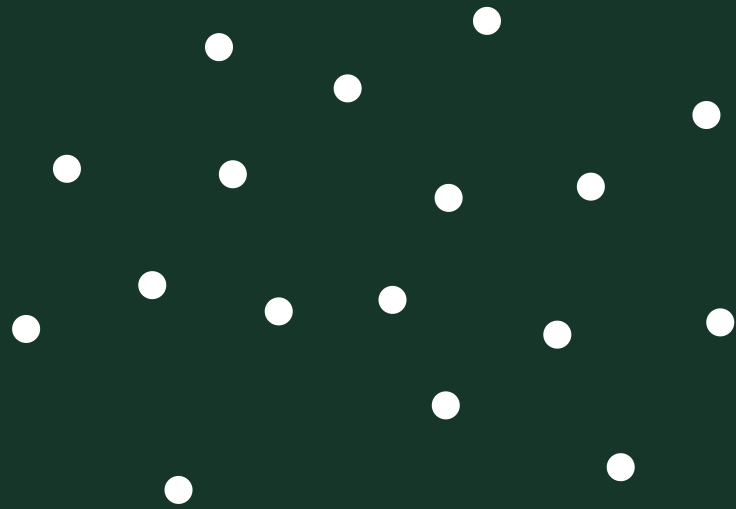
"I wish there was a list of everyone in the space and what they're working on. It's hard to keep up."

"When writing grants, I reached out to a number of people whose jobs are to promote diversification of the economy. I couldn't get anyone to even talk to me."

ThriveHI's Value-Add

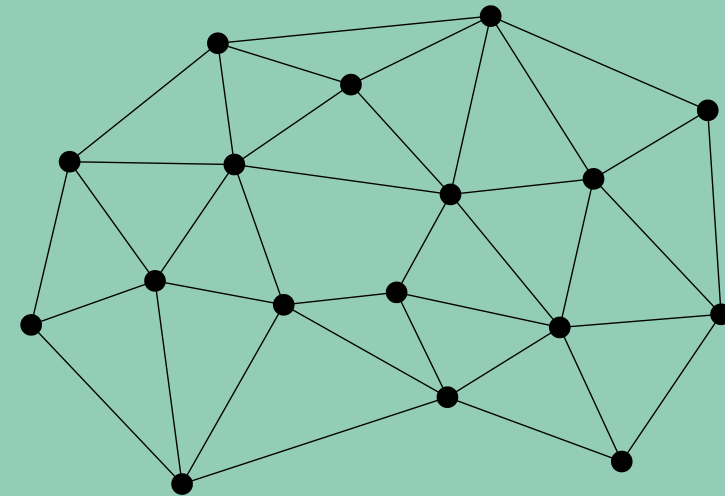
ThriveHI was founded to create projects tackling these tech ecosystem building blocks while also bringing strategic focus to the existing ecosystem of organizations catalyzing Hawaii's startup and tech economy.

Currently



Hawai'i has passionate but disconnected players in the tech ecosystem, who often working in silos, resulting in uncertain and non-synergistic growth.

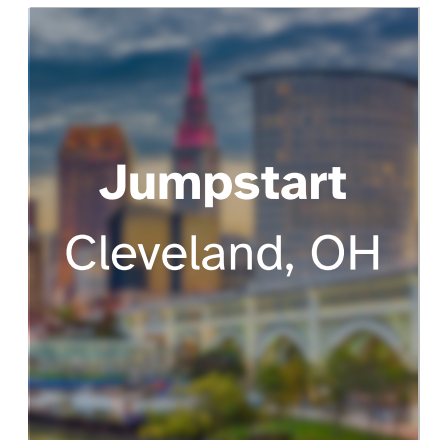
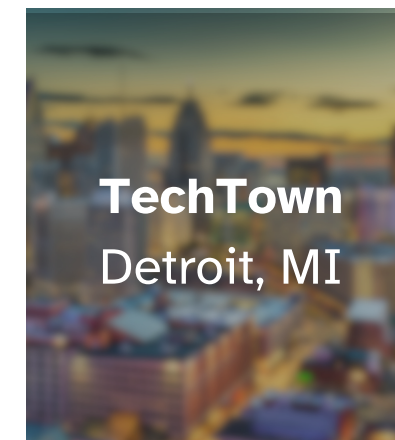
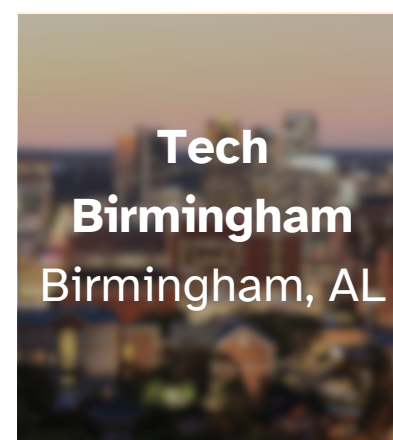
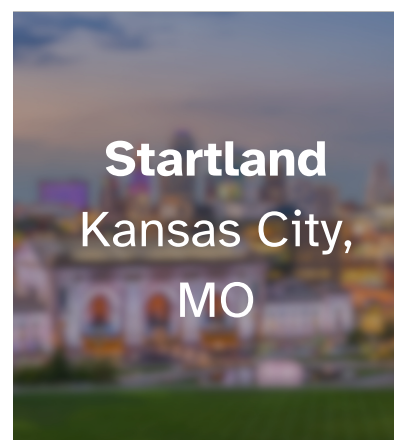
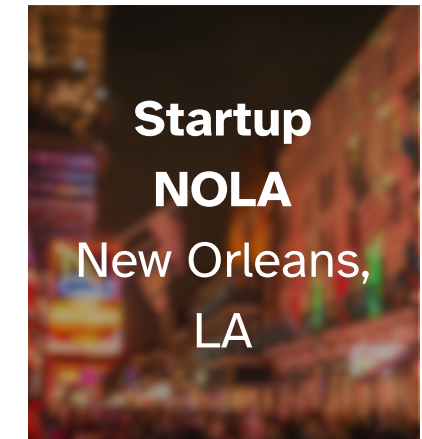
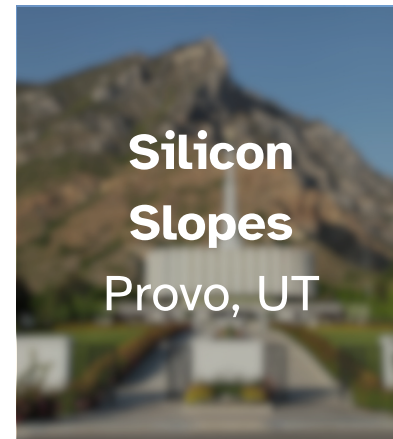
In the Future...



Hawai'i has an ever-growing community of passionate players dedicated to cultivating the tech ecosystem, collaborating frequently and working in alignment.

Our Inspiration

Examining up-and-coming tech cities worldwide, we observed similar models where a central organization acts as the “hub” for technology and innovation within their communities.



Market Analysis

We analyzed the most successful among these organizations to influence our strategy.



Founded	2017	2006	2020	2013
Geography	Provo, Utah	Miami, Florida	Tulsa, Oklahoma	Tel Aviv, Israel
Offerings	Job board, newsletter, podcast, annual conference	Newsletter, job board, tech talent coalition, events, ecosystem dashboard	Convenes partners, facilitates collaborations, influences policies and key stakeholders	Creates partnerships, ecosystem dashboard, research dissemination, and influences policy
Examples of Impact	Annual conference with roughly 40k attendees, helped solidify branding of "Silicon Slopes"	Expanded community to 16k members and helped create Tech Talent Coalition, securing \$10M government grant	Secured Tulsa EDA Tech Hub designation, generated \$75M for cyber research institute	Helped hundreds of foreign corporations partner with local Israeli startups

Our Theory of Change

In order to help Hawai'i diversify its economy by nurturing a local tech and startup ecosystem, ThriveHI will...

	Target Audience	Our Work	Intended Impact
Individual Level	<p>Serve key individuals that make up a startup and tech ecosystem:</p> <ul style="list-style-type: none">• Founders• Tech Workers (Remote or In-Person)• Investors	<p>Through programming that:</p> <ul style="list-style-type: none">• Convenes: We will create spaces for techies, VCs, and entrepreneurs to connect and collaborate.• Influences: We will use social media to influence locals on the potential of Hawaii's startup economy.• Build Capacity: We will equip our audience with the necessary knowledge, skills, and resources to succeed through newsletters, job boards, events, and more.	<p>As a result, Hawai'i will have a thriving tech scene where locals can earn high wages as techies, remote workers, or entrepreneurs.</p>
Ecosystem Level	<p>Serve key ecosystem builders such as:</p> <ul style="list-style-type: none">• Government officials• Philanthropists• Nonprofits• Media• Investors• Corporates	<p>Through programming that:</p> <ul style="list-style-type: none">• Convenes: We will create spaces for ecosystem builders to connect and collaborate.• Influences: We will use research and communications to influence government and philanthropists to increase policy and funding toward the field.• Builds Capacity: We will provide information, funding, and learnings for ecosystem builders to scale impact.	<p>As a result, one day, Hawaii's ecosystem builders are cohesive, collaborative, and growing, creating projects that build Hawaii's key capacities of community, innovation, government support, talent, capital, and spirit.</p>

Areas of Work

Over the next five years, ThriveHI plans to allocate its resources at both the individual and ecosystem level to enhance Hawaii's startup and tech ecosystem.

Individual Level Work



Events

We will bring together techies and entrepreneurs through networking events, pitch competitions, etc.



Newsletter

We will make sure techies and entrepreneurs are aware of relevant jobs, funding, and events.



Job Board

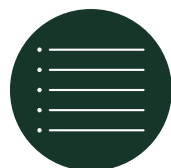
We will have a tech job board to bridge the current mismatch in talent available vs. needed.



Social Media and Public Relations

We will enhance Hawaii's reputation as a startup and tech hub, both locally and nationally.

Ecosystem Level Work



Ecosystem Dashboard

We will create an online dashboard that allows for easy searches to access information about everyone in the ecosystem and their current projects.



State-Wide Strategy

Using economic research and community input, we will identify 3-5 tech niches Hawai'i is well-positioned to develop.



Conducting Face-to-Face Working Group Meetings

We will bring together Ecosystem Builders in guided working-group sessions to inspire projects that align with the mentioned 3-5 tech niches.