



OAKLAND DESIGN + MEDIA MAGNET

Oakland Design + Media Magnet – ODM²

INCUBATE GROUP CORP. PROPOSAL – 2/5/08

ODM² is a Public/Private initiative that builds on and follows through on the work of the Oakland Partnership and the initial *Taking Stock of Oakland's Economy report* by McKinsey & Co. to attract and grow design and new media jobs in Oakland.

ODM² will coordinate marketing and business attraction among a growing list of partners, including: chambers of commerce, city government, finance and venture capital, banking, building owners, real estate agents, building developers, community groups, foundations, existing businesses, neighborhood groups, non-profits, educational institutions and other local stakeholders.

ODM² will serve as a clearing house/ombudsman to help reduce red tape and coordinate with key team members from the city, county, ABAG, state and federal resources to create a business-friendly environment. **ODM²** will encourage innovation by aggressively using the latest web technology to outreach, follow up and target the business audience. Blogs, social networking, automated marketing, email marketing, web video, lead capture and generation will all be used.

The Electronic Entertainment industry (Game industry) grew from \$12 billion in 2006 to over \$17 billion in 2007. Much of that growth was in new markets, new devices and new technology – most of it developed here in the U.S. and 80% of that on the West Coast. We've provided the economic data (salary survey) and employer census (relative size and location of workforce) to several groups in the city to review.

Short term plan:

- 1) Get commitments of who wants/can/should to be involved in **ODM²**
- 2) Form a working group with authorization (especially those in the city)
- 3) Decide quickly on priorities and goals (based on Oakland Partnership cluster work)
- 4) Finish and launch ODM2.com website before Feb 19
- 5) Include **ODM²** in the Mayor's Feb 19 speech
- 6) Lead an **ODM²** based delegation to the Game Developers Conference (Feb 18-22)

- 7) Videotape a message from the Mayor to the target communities, and specifically Game industry, to be released during the conference/after his speech to the web.
- 8) Support DiME 2008, Oakland-based Diversity in Media & Entertainment conference (Feb 23)
- 9) Provide an ongoing “sustainable” level of commitment and support from the Mayor and city staff regarding this initiative (monthly meetings with staff)

Proposed clusters:

- Games (Interactive Entertainment)
- Video
- Design
- Advertising and marketing
- Audio
- Professional artists
- Internet
- Technology
- Media

Proposed zones:

- Uptown
- Jack London
- Mandela Parkway
- Fruitvale



About Incubate Group Corp.

Incubate Group funds, develops and produces original cross-media entertainment properties for children, families and adults in a variety of formats. Our goal is to reward each customer by encouraging their imagination, creativity and desire for community.

Incubate Group is a new media company that acquires and invests in companies and products generated by both top creators and emerging talent. Incubate helps the creators grow these ideas, maintain their creative control and build unique paths to bring their ideas to market. Once an Incubate-backed property has launched and proven its commercial viability, Incubate assists

in expanding the property's reach and revenues with strategic partnerships, licensing and securing additional capital or financing.

You can find more out about Incubate Group Corp. at: www.incubategroup.com.