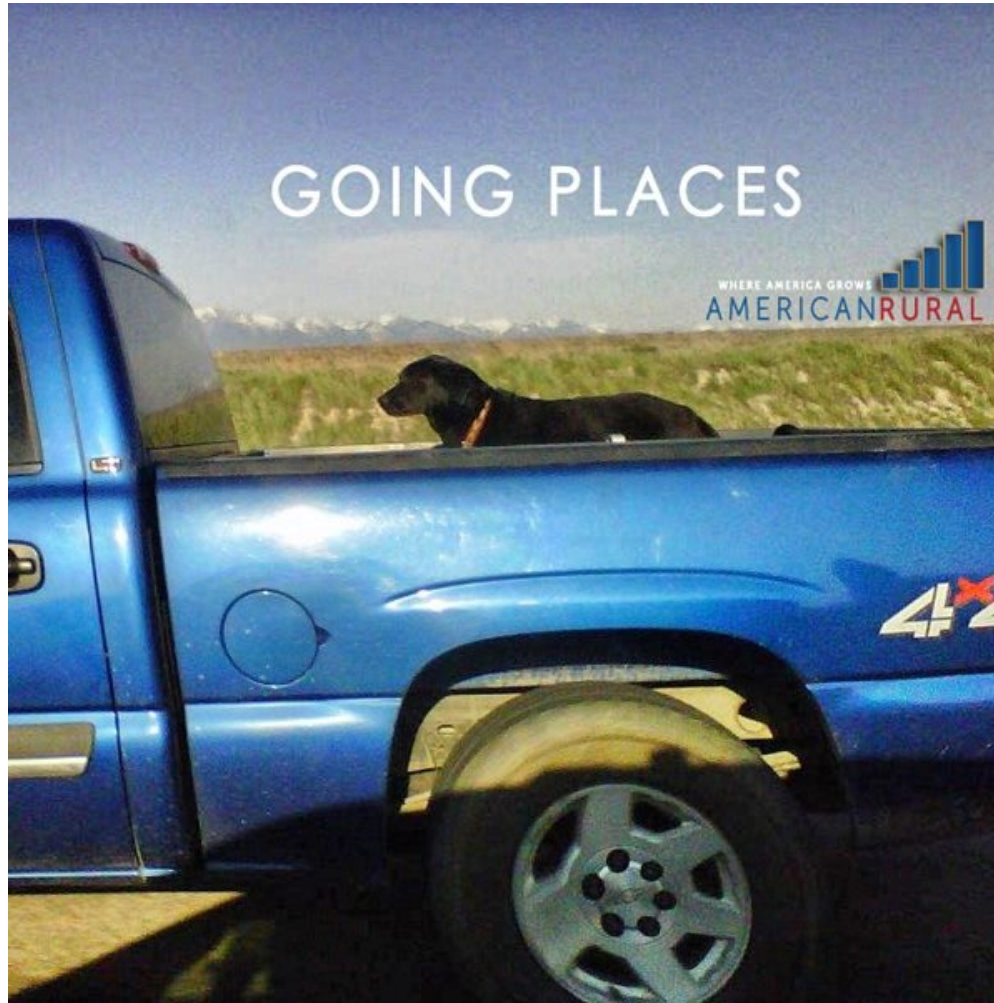


Welcome to Silicon Everywhere!



Introduction

Diane Smith – Rural Entrepreneur, Investor, Attorney, Author,
Former Alltel Executive, Wife and Mom, Advocate

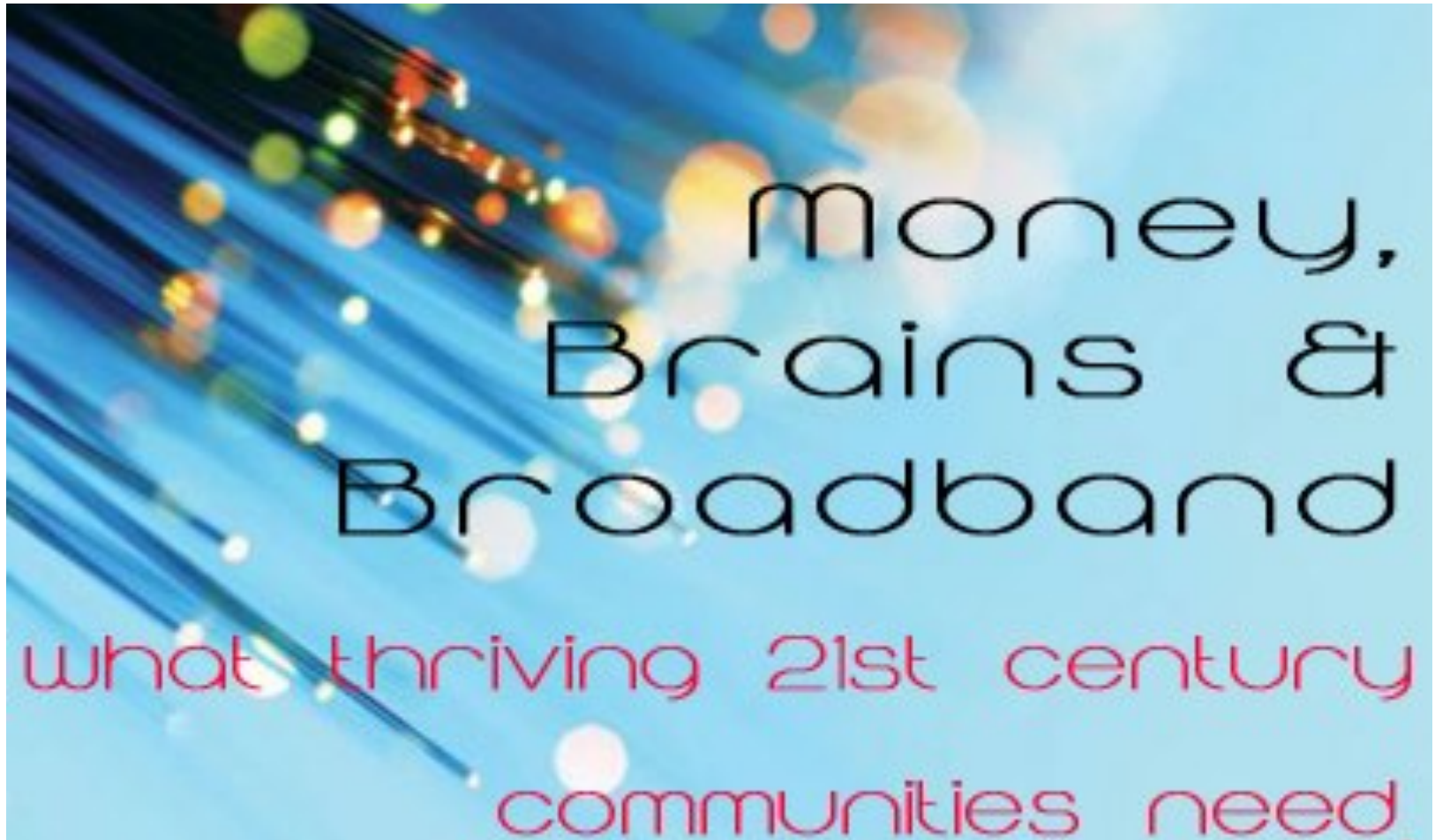


Proud to be a Rural Entrepreneur



- Largest Global Provider of Multiplatform Video Services
- 2 guys a dog and an idea to \$30M in 3.5 years
- Started in a coffee shop with wi-fi in Northwest Montana
- Cutting edge video technologies still invented here

The Winning Combination



Entrepreneurs = Jobs

JOBS ARE
CREATED IN THE U.S.
PRIMARILY BY NEW BUSINESSES,
LESS THAN 5 YEARS OLD.

ENTREPRENEURS MATTER.

Not all small business is new business – key distinction.
New business needs to survive the Valley of Death.

Beyond the Location Lottery



Money – i.e., entrepreneurship and job growth via crowd-funding, angels, global markets.

Brains – i.e., healthcare, education, commerce, lifestyle – delivering more services at lower cost.

Shift to Tech from Brick and Mortar in Econ. Dev.

**Y
Z** **B I G**
H **D R E A M**
T **T A K E R I S K S**
G O F O R I T

WHERE AMERICA GROWS
A M E R I C A N R U R A L 

Why?

Growing population
and revenue
require it.

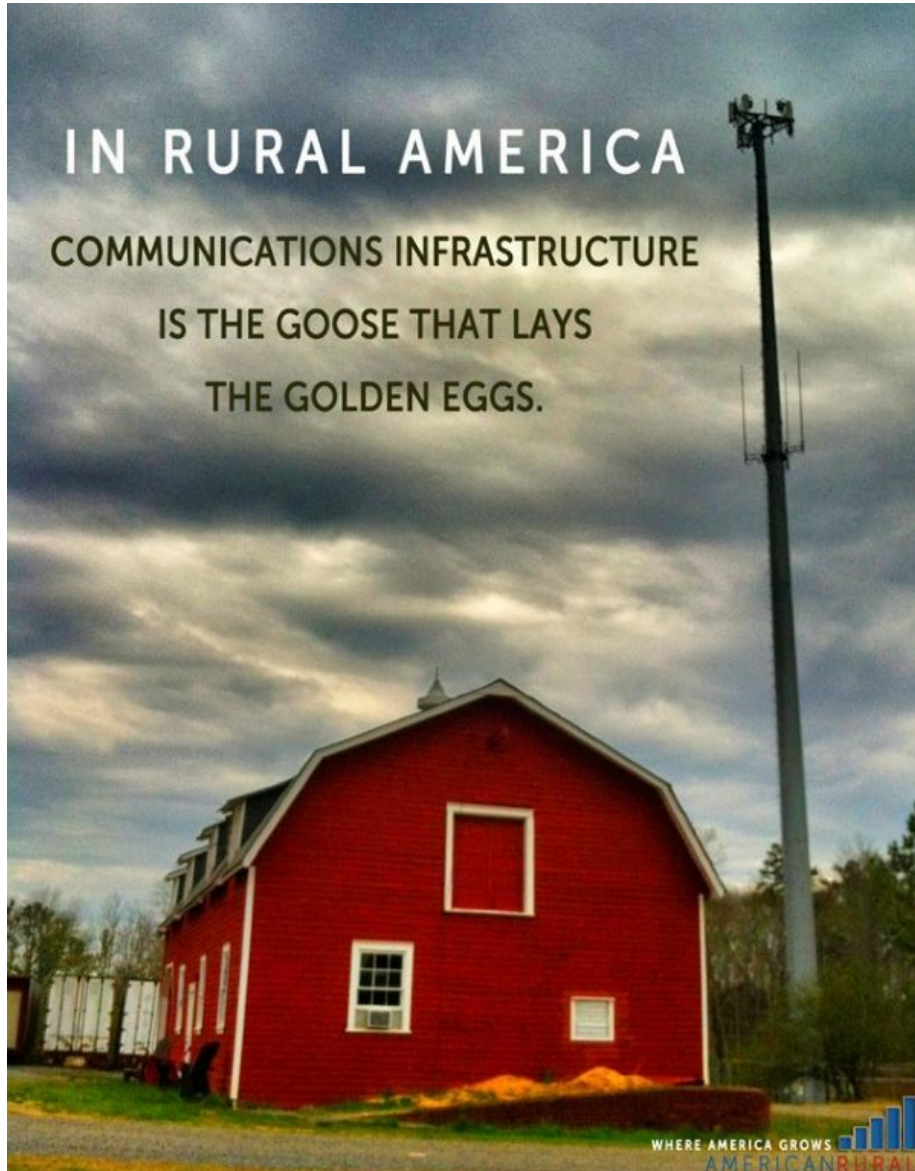
WHERE AMERICA GROWS
A M E R I C A N R U R A L 

Technology Facts



- 78% of the U.S. uses the internet.
- A 7% increase in broadband penetration could create an additional 2.4M new jobs.
- \$8 Trillion are exchanged over the internet each year.
- About 35% of businesses allow telework
- 8 of the top 10 global internet properties are U.S.-based, while 81% of users are outside the U.S.

Businesses Succeed with Technology



76% of businesses in the U.S. utilize broadband technology.

Businesses without broadband generate \$300,000 less in annual revenue than businesses with broadband.

-Connected Nation



Mobile Matters!



We reach for our smartphones about 150 times per day.

-Mary Meeker 2013

Plug for the Arts



100 hours of video
are uploaded every
minute – up from
nothing 6 years ago.

-Mary Meeker 2013

Rural & Small Town Americans Benefit

American Rural

There's a lot of us out here in rural and small town America, probably more than you think.

According to the Census

there are 59M rural Americans.



+ Plus another

29M Americans live in communities with populations between 2,500 and 50,000



= Totaling

that means almost 29% of America lives in either a rural area or a smaller community

29%

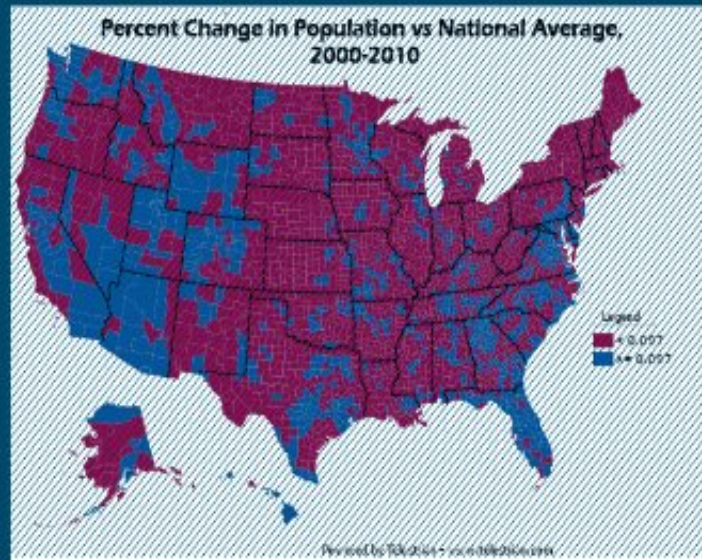
By Contrast



Fewer than 24M Americans live in a city with a population of over 1M



Only 13.5% live in one of America's 50 largest cities.



Join Us

We need to make sure that our policymakers and thought leaders understand how we are affected by everything from:

- broadband deployment
- energy
- entrepreneurship strategies.

Join Us at AmericanRural.org

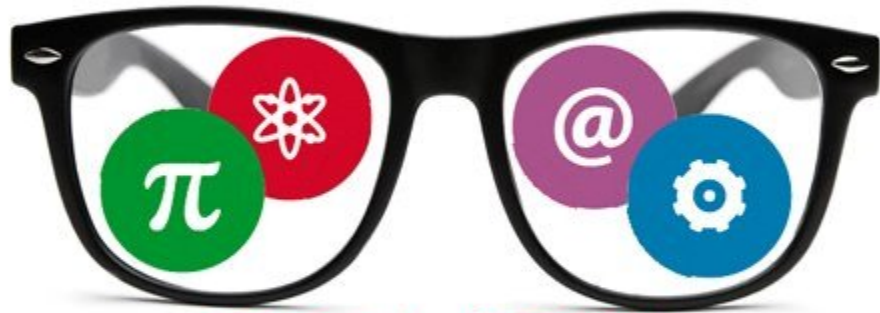
WHERE AMERICA GROWS

AMERICANRURAL



The New Opportunity Equation

Got Geek?



Think STEM
science • tech • engineering • math



In 2011, 32% of postsecondary students were taking at least one online course

- 2012 Survey of Online Learning



The Nature of Work is Changing



Global annual revenue from Connected Devices is expected to increase from \$121 billion today to \$984 billion by 2020.

Source: Carbon War Room, 2013



What Can You Do? Welcome Silicon Everywhere!

Silicon Valley, Silicon Alley (East Coast), Silicon Prairie (Midwest), Silicon Flatirons (Rockies), Silicon Bayou (South), Silicon Beach (West Coast), Silicon Everywhere!



What is American Rural?



www.americanrural.org

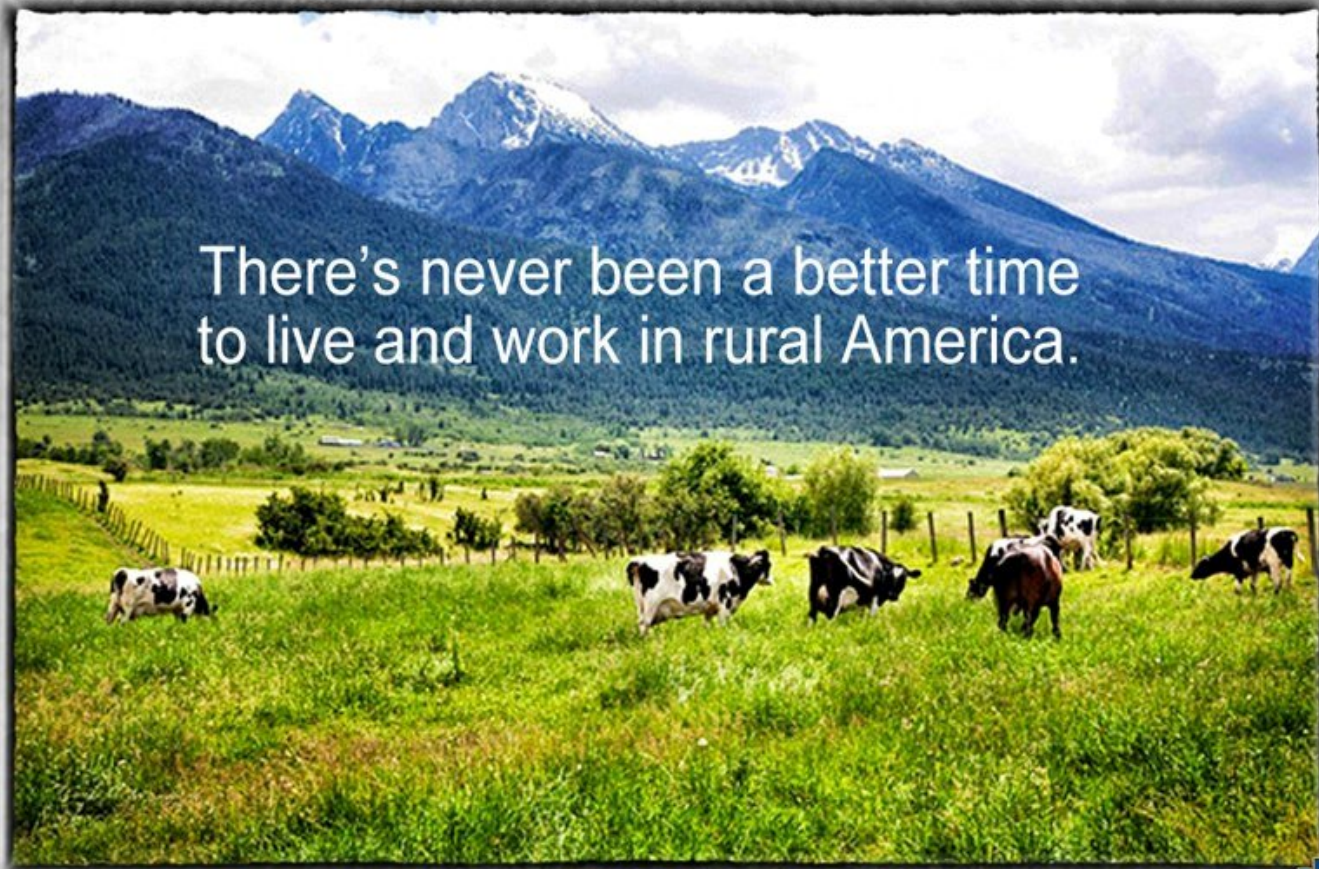
Facebook.com/AmericanRural

Twitter: @AmericanRural

- Dedicated to rural and small town prosperity
- 1 year – 6300+ Facebook followers
- White papers, demographic info
- Ruralistically Newsletter



Thank You!



WHERE AMERICA GROWS
AMERICANRURAL

Because technology's a game changer.

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