NOVEL CITIES INCLUSION INITIATIVE

Highlights

*We Received Three Proclamations from City of Kansas City*

- November is Novel November Recognized International Innovation Month
- November 17th Novel Day Recognized Global Day of Innovation
- Kansas City is a Novel City Recognized City for Innovation Development

Objectives

Raise funding goals to develop sustainable curriculum (continuous playbook) and ongoing programming to scale innovation initiatives and develop these innovation communities internationally to create global change pointing to Kansas City as the early adopter.

What We are Doing

This campaign is designed to establish a widely accepted International Observance Month for Innovation recognized by the United Nations. From this, we aim to utilize local resources and centers of influence to:

- Identify core issues challenging local economies
- Develop case studies to activate local communities. Through ongoing protocol assist in the creation of complementing innovation based programs in order to increase collective impact, social well-being and community development.
- Aggregate data/research to support innovation initiatives
- Engage media and gain exposure to report results of increased impact due to increased rates of innovation.
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“The best way to eliminate cultural and socio economic barriers is to focus on being extraordinary, naturally the actions of laggerts will correct and intentions of predujice will evaporate becoming obsolete."

#BE NOVEL

A UNITED NATIONS PROPOSAL FOR INNOVATION MONTH
Word from Novel City

ADDRESS OF THE STATE OF INNOVATION

An Innovative culture is vital to the healthiness and sustainability of our global economies in relation to the following topics: Social Wellbeing, Collective Impact, and Community Development.

Innovation, along with innovators, are the keys to unlocking the true potential of economic growth and ecosystem development. Moreover, everyone has the capacity to innovate or “Be Novel.” Steve Jobs once stated the way to do the best possible work is to love what you do and to be passionate.¹

Our vision is to increase the rate of innovation and volume of economic opportunities within communities, businesses, governments and nonprofit organizations. Our programs are designed to remove barriers that entrepreneurs face within the entrepreneurial ecosystem.

Our mission is to reignite the core principles of fundamental growth including: Mentorship/Convening Experts, Diversity, and Access to Capital within our targeted six core areas being Media, Research, Education, Law, Finance & Technology. From these core principles, rebirth communities reshaping their future growth curves as one of rapid innovation and high-growth, activating Libraries and Museums as some of the age old rudimentary elements and economic drivers for fueling sustainability within communities.

¹ Steve Jobs’ 2005 Stanford Commencement Address

“21st Century Innovation is about enabling the innovation spirit in all of us.”

Mitchell Baker
Executive Chairwoman
Mozilla Foundation
BACKGROUND

In support of Kauffman’s innovation initiatives and Zero Barriers Initiative. A continuation of momentum from Mayors Bi-State Innovation initiatives. Our initiatives are the summation of all of these initiatives.

In Support of the United Nations Observance of World Science Day for Peace and Development

3 In Support of ILMS initiatives for collective impact, social wellbeing, and community development.

4 In Support of White House (revitalization, domestic policy, urban planning & development)

50%  65%  70%

1 Economists have calculated that approximately 50% of U.S. annual GDP growth is attributed to increases in innovation.

2 Research shows most executives are generally disappointed in their ability to stimulate innovation: 65 percent of the senior executives surveyed were only "somewhat," "a little," or "not at all" confident about decisions in this area.

1 Enterprising States Study by Praxis Strategy Group on behalf of the US Chamber of Commerce Foundation sited from Governor’s Innovation Task Force Report


3 Institute for Museum and Library Services. Activating Communities Using Museums / Libraries as Assets.

4 Novel City Chamber White House briefing meeting. Novel City 2016 Brothers Keepers Innovation Fund.
Birth of a Novel City

The Observance of November as International Innovation Month began in November 17, 2017 with a proclamation from the city of Kansas City, Missouri as the first city to adopt November as Novel November. From this initiative, marked the development of a novel integration framework to engage key ecosystem stakeholders to execute and scale innovation objectives.

Observance of November As
Month of Innovation
An Integrated Launchpad for Innovation Based Economic Development

Stakeholders
Libraries
Museums
Cities & Governments
Chambers & EDCs
Incubators
Corporations
Small Businesses
Non-profit Organizations
Community Groups

Every November, Novel City integrates with key stakeholders to promote open opportunities for innovation ecosystems to implement/advocate programming that includes collective impact, social well being and community development. With partnerships and collaborations from these key stakeholders listed below, this campaign is designed to build momentum throughout November, highlighting major events and initiatives such as Global Entrepreneurship Week set to climax with The Novel Day Innovation Summit.
Innovation Ecosystem Development Toolkit

Novel November Campaign Protocol for Developing Novel Cities

Innovation Advancement Events
- Social Feen (Pre-Event Social Impact)
- Novel Day Innovation Showcase

Public Project Impact Reporting
- Novel City Mobile Application
- Novel City Innovation Data/Reports

Innovation Education Programs
- Novel City Delegates Certification
- Social Feen (Social Impact)
- Ambassador and Outreach Ongoing Development
- Diversity & Inclusion
- Community Intervention
- Innovation Ecosystem Development Playbook
- International Business and Media Ops
- Novel City Ventures Certification (Accelerator)
- Novel Blocks (Innovation Sessions)

Libraries and Museums Market Research
- Community Asset Mapping
- Registration and Information Booths
- Community Innovation Events Calendar

Historic Innovation Asset Archiving
- Innovation Archives (Museum Innovation Content Development)

Media Asset Building
- Novel City Anthology (Novel City Mentality Publication)
- Novel Talks (TEDX Style Presentations)
- Novel City Podcasts (XM, internet radio, or web segments)
- Novel City Music Compilation
- Novel Street Journal (The Voice of Innovation Articles)
- Novel News Network (NNN)
- Live Interview Programing (Daily Show, News, or syndication)
- Kansas City Documentary Novel November (Birth of A Novel City)

START THE CONVERSATION
Become An Innovation Advocate
Official Onboarding Steps For Innovation Advocacy

1. Take the Novel Pledge To Be Novel.
   Pledge to Be Novel and Implement Innovation within your organization that has collective impact, social well being, and community development

2. Register. Get Connected.
   Go online and Register or Register at one of our information booths.

3. Review Other Ways to Engage.
   Options:
   a. Submit Innovation Documentation (Examples) White Papers (Research), Proclamations, Articles, Quotes, Archives, Statement Addresses, New Innovation Concepts/Proposals
   b. Start the Innovation Conversation - Dedicate time within your workplace or board meetings to discuss/implement innovation that has collective impact, social well being, and community development
   c. Form a Task Force to Implement Innovation within your organization that has collective impact, social well being, and community development
   d. Submit/Organize Innovation Event
   e. Designate personnel for Novel City Certification
   f. Develop Anthology within your organization

4. Start an Innovation Committee.
   Work with Novel City Chamber to Establish or Grow Community Based Innovation Community

5. Spread the Word. Create a Media Asset.
   Interview, Speaker, Article/Content Provider, Podcast/Webinar, Anthology, Documentary Story (Extended Digital Story Life Segment)

6. Become a Partner.
   Grow your organization or grow your career by supporting Novel City Chamber's initiatives and aligning with innovation through our ongoing campaign and integrated programs. Be recorded as one of the founding partners to start the International Month of Innovation and lets work together to make history!

   Gain exposure and branding as a thought leader within your industry and develop your network from cutting edge experts who are open and like-minded to collective impact, social wellbeing and community development. (See Sponsorship Levels for Perks and Benefits.)
Novel City Small Business
$1,299-$5,000
ADD-ONS
Support the International Innovation Month Movement by being one of the first documented advocates and get included in conversation and getting your organizations voice heard. Start your Innovation Conversation with these options:
Includes one delegate level access and a representative spot in our delegate program $1,000
- Novel Box - Archive Content Provider
- Novel Podcast - Innovation Podcast
- Novel Vendor - Event Vendor Booth
- Novel Spotlight - Article/Video Interview
- Novel Promo - Music/Video/Commercial
- Novel Delagate - Advocate Certification Seat

Novel City Corporate
$10,000
Advocate International Innovation Month within your organization. Integrate Novel City Program Initiatives within your workplace. (Sponsor a Segment Block of Programming)
Includes two delegate level options and one Corporate level option.
- Novel City Ventures - Innovation Certification
- Novel Block - Innovation Segment
- Monthly Meetup/Education Session
- Event Segment (Panel, Pitch, Speaker)
- Media/Entertainment

Novel Industry Leader
$25,000
Assume Leadership Role by sparking innovation within your community or industry. Facilitate/Sponsor a day which consists of multiple Novel Blocks to be recognized as one of the historic organizations to advocate Novel November.
- Novel Talk - National Speaker or National Media Op
- Novel Day - Day of Innovation within November
- Novel Committee - Community Innovation Committee

Novel City Presenting City Wide Innovation $50,000
Participate in Novel Community efforts to engage and stimulate cross collaboration and develop citywide innovation protocol leading up to November to be showcased and launched in November.
- Novel Pledge Drive - City Wide Innovation
- Novel Day Week - Week Leading to Novel Day
- Presenting Novel Segment
  - Presenting Novell Box - Historic Archives
  - Presenting Novel Blocks = Sessions
  - Presenting Novel Talks - Speaker Series
<table>
<thead>
<tr>
<th>Novel City Inclusion Founders Budget</th>
<th>Novel State $100,000-$499,999</th>
<th>Novel Nation $500,000-$999,999</th>
<th>Novel Globe $1,000,000+</th>
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<tr>
<td><strong>Novel State</strong></td>
<td>$100,000-$499,999</td>
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<td>$1,000,000+</td>
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<td><strong>Title Sponsor for Novel November</strong></td>
<td>Included</td>
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<tr>
<td><strong>Ultimate Integrated Innovation Campaign with a Long-Term Benefit Opportunity. Tailored Campaign for Novel November Month of Innovation Campaign.</strong></td>
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<td><strong>Permanently branded as Founding Partner of Innovation Month</strong></td>
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<td><strong>Premier Partner of Novel November</strong></td>
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<tr>
<td><strong>Novel Nation</strong> $500,000-$999,999</td>
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<td><strong>National Libraries and Museum Initiative to Launch Chapters in multiple cities Nationwide. Fully Customized National Partnership.</strong></td>
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<td>N/A</td>
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<td><strong>Align with Novel City’s White House Approved National Innovation Fund Development.</strong></td>
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<td><strong>Align with IMLS Initiative to scale/activate communities using libraries and museums.</strong></td>
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<td><strong>Founding Partner Recognition and Long Term Branding Benefits</strong></td>
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<td><strong>Noveloper (Ecosystem Development)</strong></td>
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<td><strong>Novel Globe $1M+</strong></td>
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<td><strong>Full NovelCity Partnership to Advocate Innovation and Launch in multiple cities globally. Fully Customized Global Partnership.</strong></td>
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<td><strong>Partner to develop ecosystems internationally</strong></td>
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<td><strong>International Media Asset Development</strong></td>
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<td><strong>Sustainable Program Implementation /Global Outreach</strong></td>
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