



The **i.e.\*** initiative supports and accelerates innovation throughout the Richmond region, across all industries, and is creating a collective showcase of ideas and actions large and small that reveal a region on the cutting edge.

## \* **SPRING 2012 PROGRAMS**

During the first half of 2012, **i.e.\*** introduces the **Entrepreneurial Trilogy**: programs designed to cultivate new business ideas among RVA's thinkers and doers. Attend one or all. Open to the public.

### **PATENT POWERHOUSE**

**MARCH 2012**

An Antiques Roadshow-style gathering to demystify the patent application process. Local intellectual property attorneys will provide pro bono counsel for entrepreneurial RVA residents with big ideas.

### **IDEA MASH-UP**

**MAY 2012**

A gathering to encourage a bartering of resources for the upcoming Start-Up Competition. RVA entrepreneurs will offer percentage ownership in potential businesses in exchange for technical assistance from RVA creatives.

### **START-UP COMPETITION**

**JUNE 2012**

An American Idol-style event that will be part of the 2nd Annual **i.e.\*** Celebration<sup>1</sup>. RVA's next best start-ups will be determined by the audience and a panel of judges.



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<sup>1</sup> The 2nd Annual **i.e.\*** Celebration is  
a.) in late June ;  
b.) a wrap up to a fantastic inaugural year of **i.e.\***; and  
c.) not to be missed. Seriously.

## \* **DID YOU KNOW?**

In 2010, Richmond was named the second best city in the United States poised to experience the greatest per capita increase in the number of creative class jobs.<sup>1</sup>



**THE BEST AND BRIGHTEST PEOPLE AND COMPANIES ARE ATTRACTED TO INNOVATIVE CITIES.**

**We are looking for partners in this exciting i.e.\* initiative.**

If your company has identified innovation and creativity as core values, the **i.e.\*** initiative can help spread the word. Contact Chrystal today to learn about sponsorship opportunities.

Together, we can attract and retain the best and brightest people and companies to the region.



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<sup>1</sup> [www.theatlantic.com/business/archive/2010/08/where-the-creative-class-jobs-will-be/61468/](http://www.theatlantic.com/business/archive/2010/08/where-the-creative-class-jobs-will-be/61468/)