Welcome to the December issue of IMPACT, our monthly update on Georgia Tech’s economic development activities and programs. The holiday season may be upon us, but there is no slowing down on economic development activities. In this issue we have some great developments from our ATDC incubator, including the announcement of a new sponsor of its financial technology program and participating in a health technology competition sponsored by the National Football League and Arrow Electronics.

As part of its Soft Landings program, our Economic Development Lab hosted a multi-national delegation of business executives from Latin America and Europe who are exploring U.S. expansion.

And even though we are winding down 2018, we're already gearing up for some important events in 2019, such as our Defense Innovation Conference that our Georgia Tech Procurement Assistance Center program is hosting as part of its work with the U.S. Department of Defense.

Wishing all of you a safe and happy holiday season.

Chris Downing, P.E.
Vice President and Director

Economic Development Updates

ADVANCED TECHNOLOGY DEVELOPMENT CENTER (ATDC)

- **New Sponsorship for ATDC FinTech program**: Elavon, a global payments provider and subsidiary of U.S. Bancorp, announced a new and significant, three-year financial commitment at the Georgia Institute of Technology to further accelerate innovation across financial and payments technologies (FinTech). Elavon's financial sponsorship will allow for further growth and startup support for entrepreneurs in the FinTech industry.


• **ATDC to host 1\textsuperscript{st} and Future Super Bowl event:** The National Football League (NFL) and Arrow Electronics announced the launch of 1\textsuperscript{st} and Future, the NFL’s annual Super Bowl competition designed to spur innovation in athlete safety and performance. 1\textsuperscript{st} and Future will be presented by Arrow Electronics and hosted at Georgia Institute of Technology (Georgia Tech) at the Ferst Center for the Arts in Atlanta, Georgia on February 2, 2019, the day before Super Bowl LIII. This year’s event will feature two categories of competition, including the Innovations to Advance Athlete Health and Safety Competition, invites all types of submissions for innovative product concepts that could improve player health and safety and will be managed by ATDC. **FULL STORY**
solutions in its portfolio, as well as the Tech’s resources and capabilities. The Engage Expert Council — comprised of corporate thought leaders and C suite-level information, cybersecurity, and information technology executives — aims to remove barriers by getting critical decision makers together to share best practices, identify emerging trends, and dissect business challenges. FULL STORY

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**ECONOMIC DEVELOPMENT LAB**

- **EDL hosts Soft Landings cohort:** EDL hosted company delegations from Poland, Argentina, Mexico, and Chile as part of its Soft Landings program, which helps foreign companies that seek to expand into the United States understand how to do that. The effort is part of a 14-week cohort with the company participants coming to Atlanta in early December for a series of in-depth sessions and meetings with business and government leaders. LEARN MORE
GTPAC to host Defense Innovation Conference in January: GTPAC will host a day-long event designed to benefit innovative small businesses – with priority given to small technology companies that have the potential to directly enhance achievement of DoD’s mission. Advance registration is required for this event; on-site registration will not be allowed. The registration fee is $50. REGISTER HERE

EI² Programs In The News

- ECONOMIC DEVELOPMENT LAB (EDL): Construyendo una isla