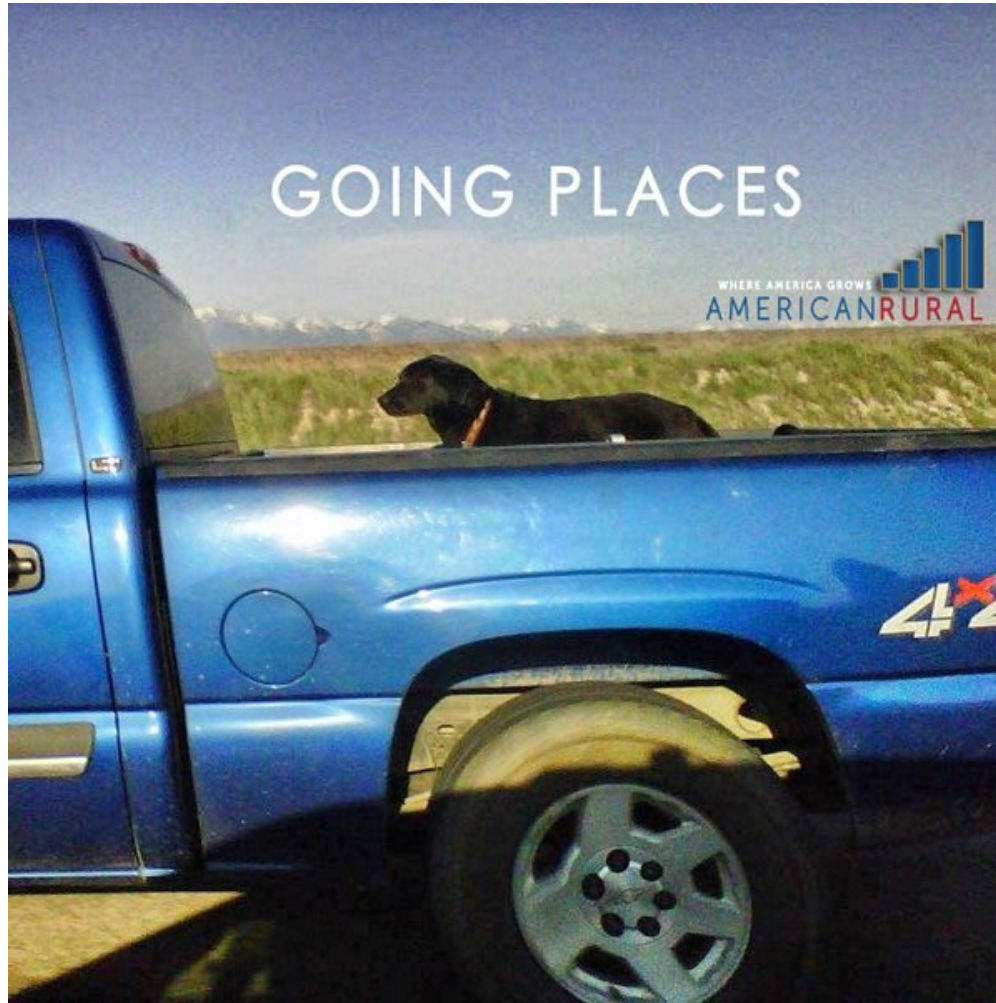


Success in Unlikely Places



Introduction

Diane Smith – Former Telecom Exec, Biz and Social Entrepreneur, Investor, Attorney, Author, Rural Advocate



DC Telecom Exec to Rural Tech Entrepreneur



- 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

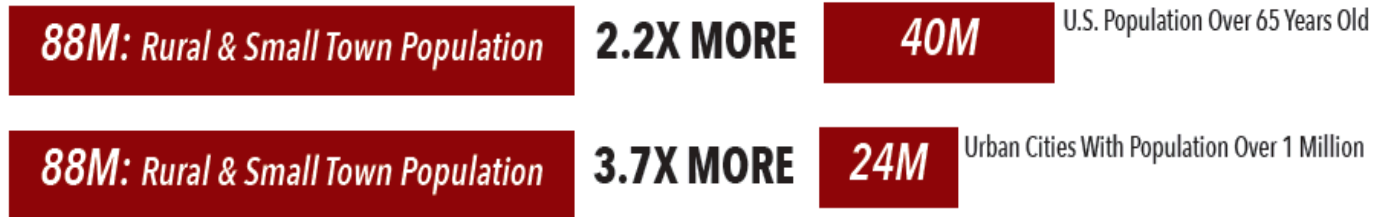
Rural and Small Town Overview



- 59M Rural (under 2500)
- 29M (2500-50k)
- Larger than most “interest groups”
- Represented by USDA & USDA-funded orgs
- Private-sector has ignored

Why Rural & Small Towns Matter

POPULATION COMPARISON (IN MILLIONS)



• Source: U.S. 2010 Census Data



5 Pillars of Rural Contribution

- **Food**
- **Energy**
- **Water**
- **Recreation**
- **Military**



Small & New Biz Off the Beaten Path



Money,
Brains &
Broadband

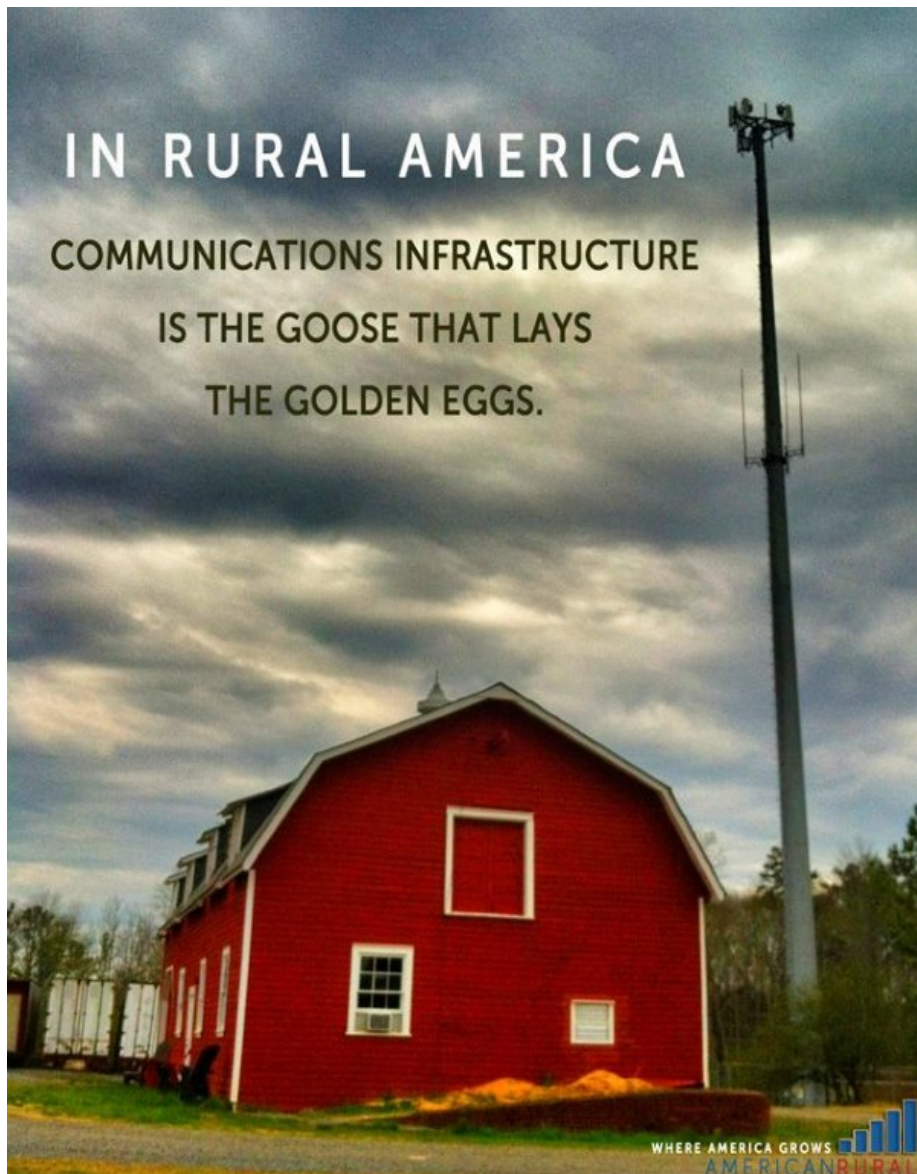
what thriving 21st century
communities need

Entrepreneurs = New Jobs

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

ENTREPRENEURS MATTER.

Does Your Community Have What it Needs?



- **Broadband – Muni networks?**
- **Hospitals**
- **Schools**
- **Arts**
- **Recreation**
- **Airports**
- **Location Lottery**
- **Immigration**

Low-Tech to Hi-Tech Off the Beaten Path

- **Solar Roadways**
- **Yellowberry**
- **RanchHacks**
- **Mamalode**
- **Red Ants Pants**



Happening Everywhere



- **Hackathons**
- **Start-up Weekends**
- **Social Capital**
- **Angel Funds, crowdfunding**
- **Virtual Employment**

“Drivables, Wearables, Scannables, Flyables”

A New Opportunity Equation:

- Healthcare
- Education
- Commerce
- Lifestyle
- Government



Welcome Home – Tree Story



“How the Internet may be shifting innovation away from big cities”

Source: WaPo, 2/2015

American Rural



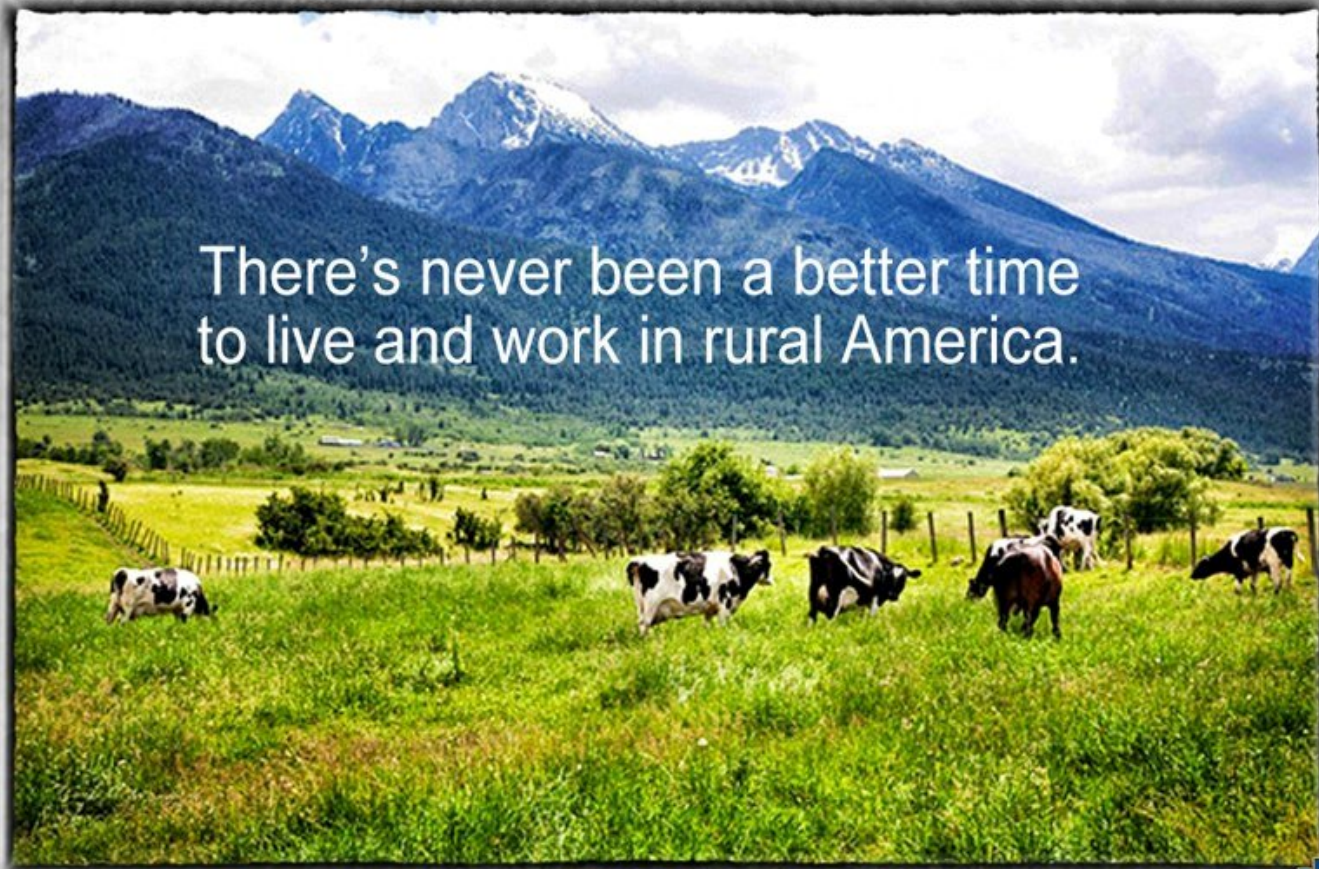
www.americanrural.org

Facebook.com/AmericanRural

Twitter: @AmericanRural

dismith234@gmail.com

Thank You!



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to live and work in rural America.

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