

# IT'S TECHIER HERE

Greater MSP is code for "opportunity." With the technology demands of 16 Fortune 500 companies – and a thriving start-up community – the metro is a magnet for tech talent and a hotbed of innovation.



## THE START-UP CAPITAL OF THE NORTH

- One of 12 U.S. cities home to a Techstars accelerator, one of the world's best
- One of 9 North American hubs in the Google for Entrepreneurs network
- Venture capital in local tech companies more than doubled in 2015



## #2 MILLENNIAL MARKET

- Greater MSP's concentration of millennial-age professionals make it one of the best places for tech talent, including a competitive percentage of female employees. *Source: CBRE*



## AMAZING CAREER OPPORTUNITIES

- MN was the fastest-growing state for tech jobs in 2015
- MSP is among the most diverse advanced tech/IT sectors in America
- MSP is home to 27 tech companies on the Inc. 5000



## A WORLD-CLASS QUALITY OF LIFE YOU CAN AFFORD

- Bloomberg recently highlighted MSP as one of the few places "where you can get a job and afford a house." As they put it, "What are you waiting for?"
- In housing alone, MSP's housing costs are 171% lower than San Francisco and 56% below Seattle.



## A COLLABORATIVE TECH COMMUNITY WITH MAJOR MOMENTUM

- 199 technology and user groups featured on TechdotMN
- 30+ companies supporting one of North America's largest bar camps - entirely volunteer-run

## HOW GREATER MSP COMPARES TO AUSTIN, DENVER, MIAMI AND RALEIGH-DURHAM

### TOP STATE FOR BUSINESS

*Source: CNBC 2015*

### TECH ALL-STARS

**#1 Advanced IT Employment**

*Source: QCEW-EMSI 2015*

### LOW SEPARATION ANXIETY

**#2 Lowest Separation Rate**

25-34 years olds in software industry

*Source: Quarterly Workforce Indicators Q3 2014*

### NOW HIRING

**#2 Software Development Employment**

*Source: QCEW-EMSI 2 Class of Worker 2014*

### WOMEN IN TECH

**#2 (Tied)**

Percent of tech workforce

*Source: Scoring Tech Talent, CBRE*

### ZILCH, NADA, NIL

**0%**

Personal Property Tax

Only one of the five metros

**MAKE IT. MSP.™**