

# THE 2021 FRONTIER

*Industrial Innovation Conference*

*April 13th-14th, 2021 | Birmingham, AL*

THEFRONTIER.CO

# What is the Frontier?

Frontier is a two-day destination conference for the up and coming leaders in the industrial world, including the world's top innovators, thinkers, executives, visionaries, investors, and entrepreneurs to cross-pollinate and rethink the future of industrials.



# **FRONTIER 2021 HOST CITY: BIRMINGHAM, ALABAMA**

**ALABAMA IS THE EPICENTER FOR  
INDUSTRIAL INNOVATION IN THE GULF REGION**

The Frontier is the **ONLY** conference focused on emerging technologies for all the key industrial sub-sectors. The Frontier Community is committed to building an eco-system of Industrial Innovation Leaders.

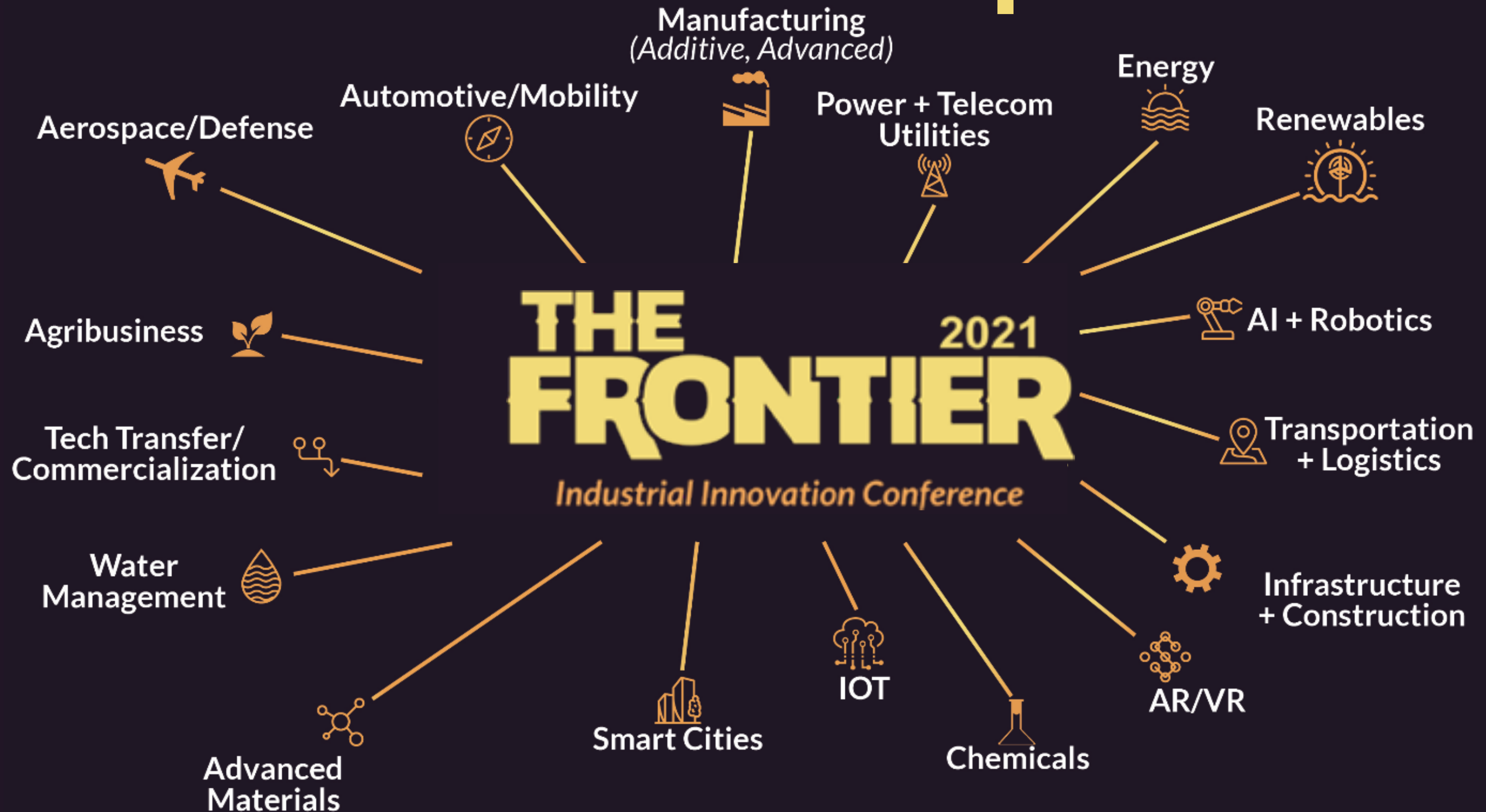
# About the Conference

**THE FRONTIER IS DEDICATED TO BRINGING KEY LEADERS IN INDUSTRIAL INNOVATION TOGETHER**

## **FORMAT**

An Intimate Setting with High-Level Peers  
Keynotes and Sector/Topic Panels  
Investor / Emerging Company / Customer Matching  
Virtual VIP Lounges for Speakers and Investment/VC Guests  
Ample Networking Time Between Content

# Discussion Topics



# What To Expect

**We are bringing in leaders that are on the edge of the Industrial Internet; leveraging data and designing solutions, for example: robotics, AI, IoT, advanced materials, and other emerging technologies.**

# The Frontier Focus

The primary focus of The Frontier is collaboration and connection among Industrial Innovation Stakeholders, e.g.:

- Companies / Government Seeking Innovative Solutions
- Investors seeking Opportunities
- Emerging Companies Seeking Capital / Customers
- Researchers Seeking Partners
- Expansion of Technology Economic Development Solutions



# The Frontier 2021 Advisory Board



**John Smola**  
Alabama Power Company



**Josh Girvin**  
O3 Solutions



**Mark Bunger**  
InnovationLab



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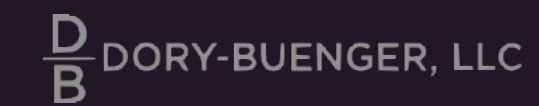


### PARTNERS



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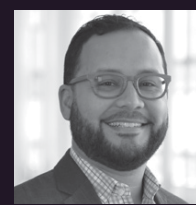
### PARTNERS



# Previous Mentors and Panelists



**HANK TORBERT**  
Founder & Host  
The Frontier



**BLAKE ENGLISH**  
Managing Director  
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**AARON DIRKS**  
Chairman & Co-Founder  
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**CHAD DEVILLE**  
Co-Founder  
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**DR. MICHAEL A. GIARDELLO**  
Founder & Senior Advisor  
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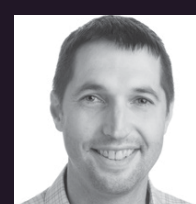
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Capergy SAS



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**DAVE DRACH**  
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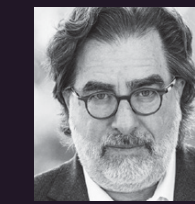
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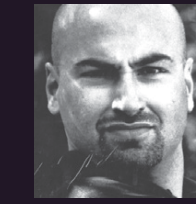
**DR. BILL BOTTOMS**  
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Founder & Managing  
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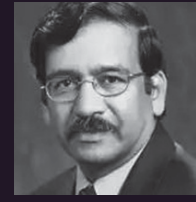
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**DR. K. NANDAKUMAR**  
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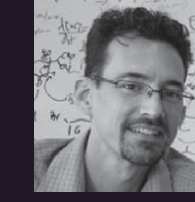
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for Tech



**RUSTOM K. MODY**  
VP / Chief Engineer  
Enterprise Tech  
Baker Hughes, Inc.



**SCOTT GRAYSON**  
Professor  
Tulane University

# Why You Should Attend

## ENTREPRENEURSHIP



## INNOVATION



## WHO ATTENDS:

- Founders
- C-Level Executives
- Heads of Innovation
- Finance Professionals
- Investment Banks, VC/Investors, et. al.
- VPs of Strategy
- VPs of Product Planning
- Scientists

# Frontier Buzz

The Frontier allows the world's top innovators, thinkers, executives, visionaries, investors, and entrepreneurs to rethink energy. Likewise, the dynamic discussions generated by the conference contribute to the larger, global conversation about industrial innovation as a whole. The Frontier has generated a variety of press coverage over the past two years, showcasing the leaders who come together to make this conference possible.



# PRESS

*The Frontier Conference has received notable media coverage and recognition since inception.*

## THE FRONTIER CONFERENCE SELECTED ARTICLES

[Smart City's Efforts to Involve Private-Public Partnerships](#)

[Louisiana Eyed as Innovation Hub in the Water Economy](#)

[CityBusiness Names 2017 'Money Makers'](#)

[Op-Ed: Expanding the Plastics Finished Goods Industry in New Orleans](#)

[Nexosis: The Frontier Conference 2017 Recap](#)

[Op-Ed: The Frontier Conference and Beyond](#)

[Startups, Corporations Collaborating at The Frontier Conference](#)

## THE FRONTIER SERIES: SELECTED INTERVIEWS



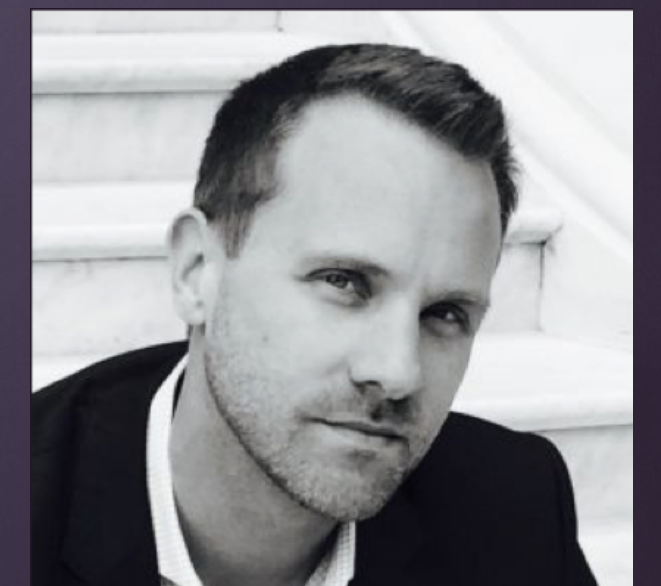
**John Landrum**

*VP of Innovation, Intralox*



**Laurie Jugan**

*Program Coordinator  
MSET - Stennis Space Center*



**Nic Radford**

*Co-founder and CTO  
Houston Mechatronics*



**Kirk Coburn**

*Investment Director  
Shell Technology Ventures*



**Will Sarni**

*Founder  
Water Foundry*



**Alex Reed**

*Co-founder and CEO  
Fluence Analytics*

# The Founders and Hosts



**Hank Torbert**

CEO and Lead Founder of  
The Frontier  
and President of Alta Max,  
LLC



**Kirk Coburn**

Founder & Managing Director  
SURGE Ventures



**Tim DeSilva**

Founder & CEO  
Culture Pilot

# Key Contacts

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# THE 2021 FRONTIER

*Industrial Innovation Conference*

*April 12-14, 2021 | Birmingham, AL*

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# THE VISION

# The Strategic Plan for The Frontier

## THE FRONTIER 2021

Industrial Innovation Conference

**Goal:**  
**Support and Encourage Innovation in the Industrials and Energy Sectors and Entrepreneurship**

### Short & Medium-Term Goals

- Launch Inaugural Frontier 2021 Conference in Birmingham
- Champion success of industrial innovation ecosystems and The Frontier's role
- Provide strong supportive leadership for innovation ecosystem
- Develop clear "cohesive" messaging with ecosystem stakeholders
- Build foundation effective technology transfer from universities
- Increase partnership between private sector and universities
- Become thought leader and trusted advisor for state officials on technology and entrepreneurship
- Establish The Frontier as a technology source and industry partner for key sectors
- Drive business relocations to host cities across all industrials sectors

### Long-Term Goals

- Become a leading voice for industrial innovation via media platforms and social media.
- Position its host cities as the epicenters for industrial innovation and entrepreneurship "Enabler" in the nation for key sectors
- The Frontier will serve as the "Keystone" organization for industrial innovation

# The Frontier Will Play a Key Role In Achieving Alabama's Economic Development Goals

## Alabama's Economic Development Goals

- **Position Alabama for growth** through accelerating efforts to sustain a knowledge-dependent, global, entrepreneurial economy driven by innovation
- **Build on and protect leading drivers of economic growth**, (e.g. manufacturing, agribusiness, energy, shipping/transportation and other industrials sectors)
- **Embrace regional and economic diversity** by investing in and transforming Alabama's traditional sectors through emerging technologies
- **Create an inclusive, transformative economy** that allows all of Alabama's residents to benefit from the state's growth and prosperity

## The Frontier Mission

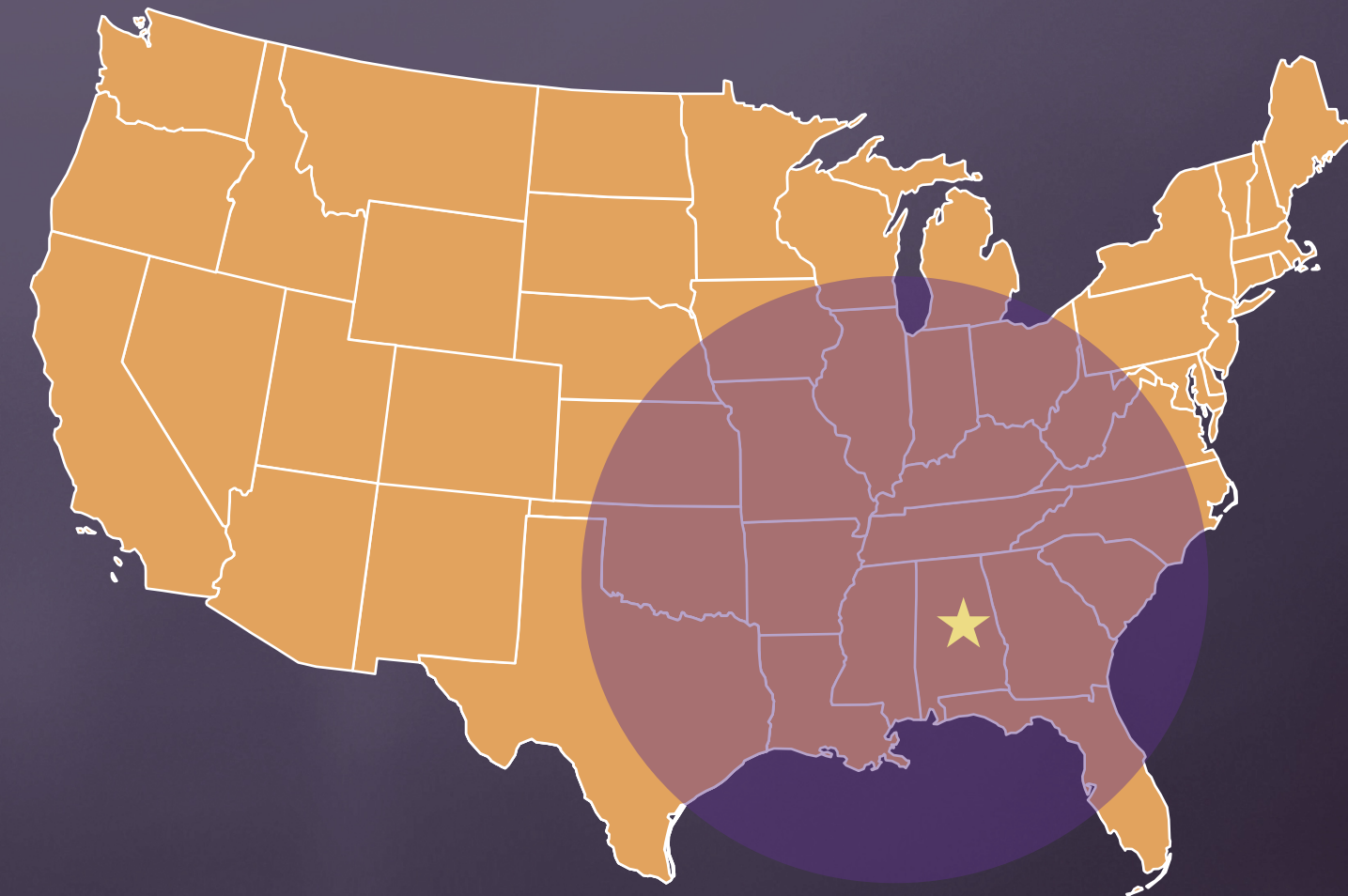
- Support technology-based economic development at the county, regional, state, and national level to stimulate state economy:
  - *Invest in the industrials and energy sectors, technologies and programs*
  - *Create new jobs through activities*
  - *Building and attracting new companies*
- Enhance Alabama's innovation ecosystem through thought leadership and collaboration with all stakeholders
- Build and enhance public / private partnerships
- Serve as bridge between universities and private sector
- Make Alabama a leading example of using technology and the innovation economy to empower ALL of its residents

# Alabama Is Positioned as the Epicenter for Industrial Innovation and Technology Economic Development

Alabama already has all of the raw materials of a dynamic industrial innovation ecosystem.

- Unparalleled industrials and energy sector prowess with a global reach
- Local and State Government are focused on “enabling” Alabama’s economy
- Strong universities and research institutions with vital engineering,
- Strong and growing corporate base and industry diversification
- Diverse demographics (race, income, nationality, et. al.) are a key asset

Alabama is part of a dynamic Industrial Innovation Corridor (“IIC”)



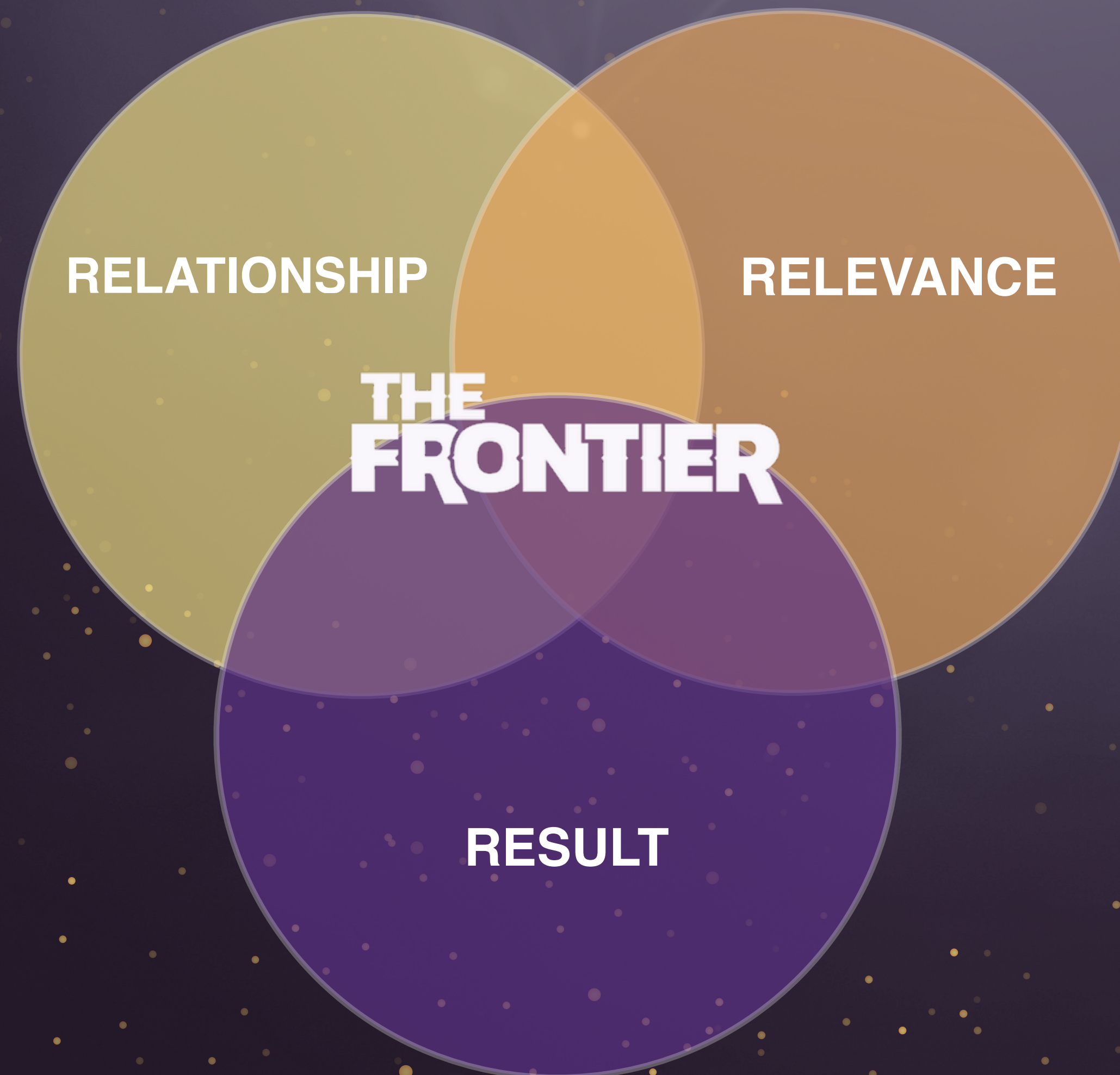
The IIC is comprised of dynamic industrials markets, including:

Birmingham, AL  
Mobile, AL  
Huntsville, AL  
Columbus, OH  
Detroit, MI  
Youngstown, OH  
Memphis, TN

Houston, TX  
New Orleans, LA  
Oklahoma City, OK  
St. Louis, MO  
Atlanta, GA  
And many other markets.

# Our Vision For The Frontier: To Create, Offer, and Deliver Value with Every Interaction

*The Frontier's Success Is Dependent Upon Three Core Principles:*



# Overview: The Frontier Positioning

- The Frontier will facilitate the transfer and commercialization of technology from Alabama's research universities and federal labs into the marketplace and to assist in the creation and growth of technology-based businesses focused on innovation in the industrials and energy sectors.
- The Frontier can serve as the hub of Alabama's industrial innovation entrepreneurial network where start-ups find mentors, organizational assistance, facilities for daily operations, and a roadmap for success by leveraging the State's core focus on industrials and energy.
- The Frontier will focus on providing the following critical services:
  - **Serve as "Keystone" for Alabama's Industrial Innovation Community:**
    - » Connect State to regional, national and global industrial innovation eco-systems; and
    - » Partner with major corporations, state/local government, et. al. to identify new, relevant technologies and key solutions for deployment in Alabama.
  - **Foster Entrepreneurship:**
    - » Establish and manage programs that support innovation, entrepreneurship, and business incubation; and
    - » Provide funding to support technology transfer, product development, and business creation.
  - **Support university and private sector translational research and commercialization of new technologies for the industrials and energy sectors.**
  - **Increase Capital Access:** Work to expand the level of financial investment and support to local industrial tech" businesses.

# The Frontier Must Partner with the Private Sector to Enhance Its Success

## The Frontier Needs Corporate Support

- The private sector is a job creator that needs a “technology-enabled” workforce focused on key GDP drivers in Alabama.
- Companies must look to The Frontier and Alabama as a key source of innovation, capital and programming supporting the industrials and energy sectors.
- Companies can provide investment support to companies and technologies.
- Companies are potential buyers /customers of The Frontier technologies.
- The private sector’s growth will increase Alabama’s tax base.

## Selected Partnership Targets



## Action Items

- Build private/public-sector partnerships.
- Serve as bridge between universities and private sector.
- Promote a rich science/IT infrastructure as a critical resource for Industrials and energy sectors
- Promote commercialization/cross-fertilization of relevant technologies that provide solutions to corporate partners’ problems.
- Invest in key startups and technologies.



# Committed to Positioning Alabama as a Keystone in the Broader Innovation and Entrepreneurship Economy

*Alabama must have visibility through many channels across the U.S., including: angel networks, venture capitalists, universities, research organizations, incubators, conferences, venture challenges, and more.*

