



Marie Skłodowska- Curie RISE  
MAPS-LED  
Multidisciplinary Approach to Plan Smart Specialisation Strategies  
for Local Economic Development



# Case Study

## Cluster: Business Services

### Policy Initiative: Cambridge Innovation Center

#### Preliminary Insights from Cluster-led Initiative Analysis

Working Package No. 2 Cluster Policy and Spatial Planning

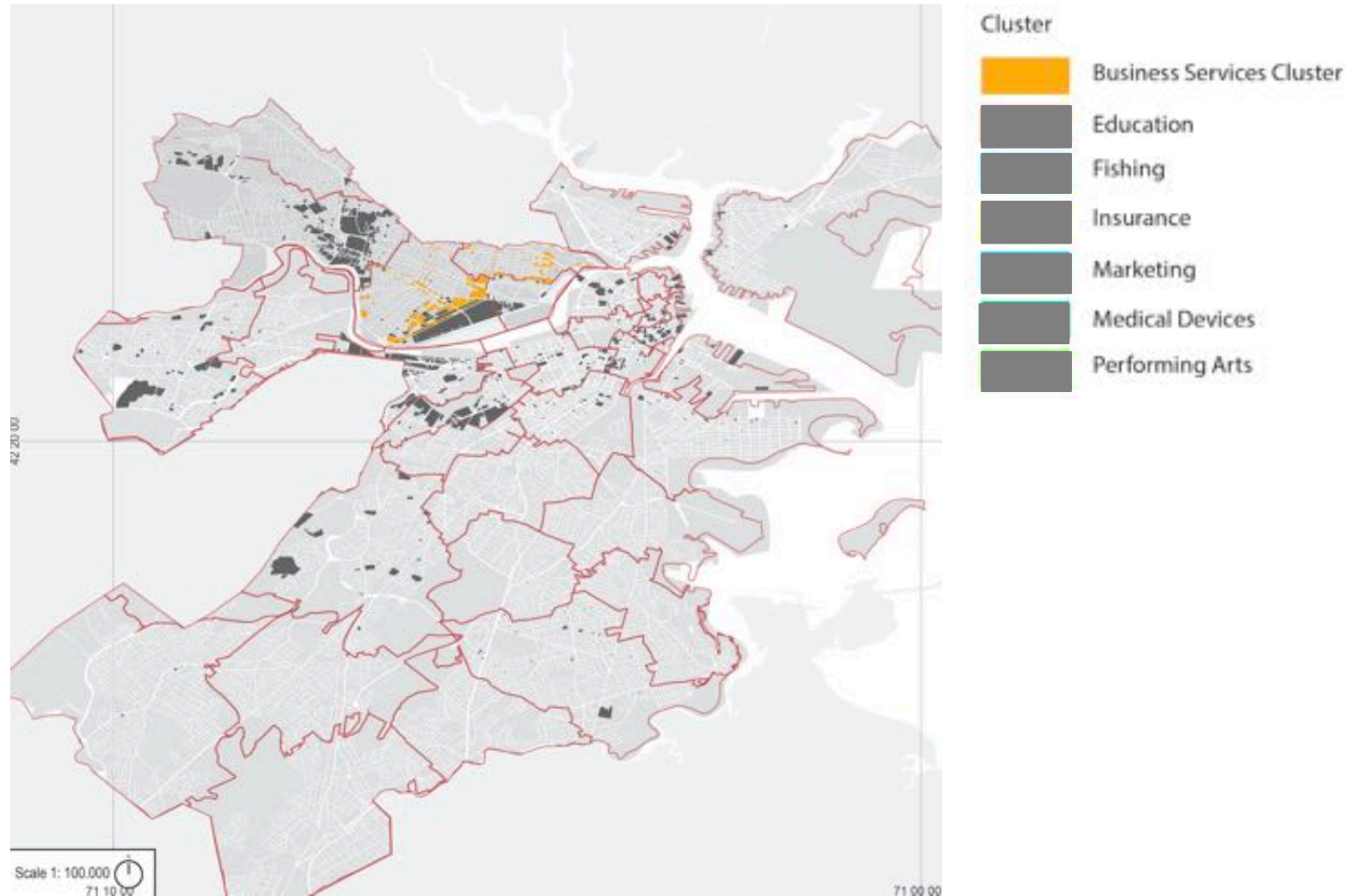
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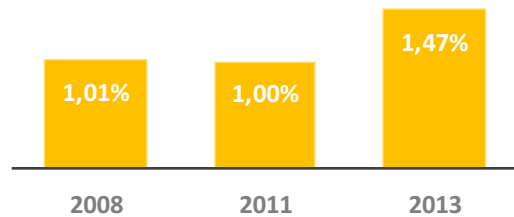
# Localization



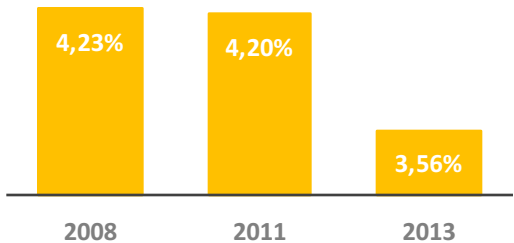
# Key indicators

## Performance Middlesex county level

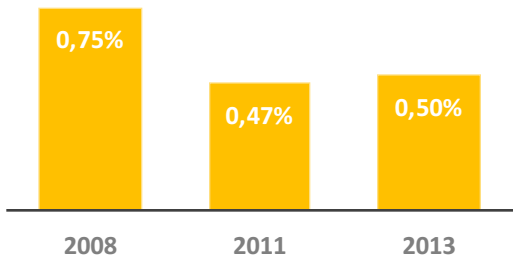
### Employment Growth Rate



### Annual Wage Growth Rate

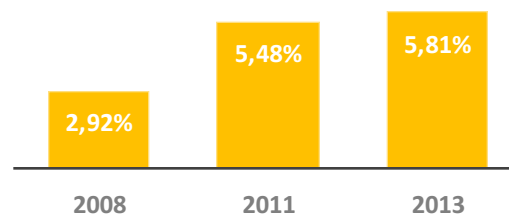


### Establishment Growth Rate

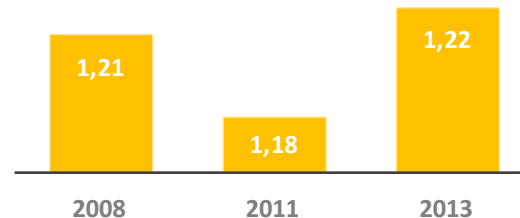


## Specialization Middlesex county level

### Patent Count Growth

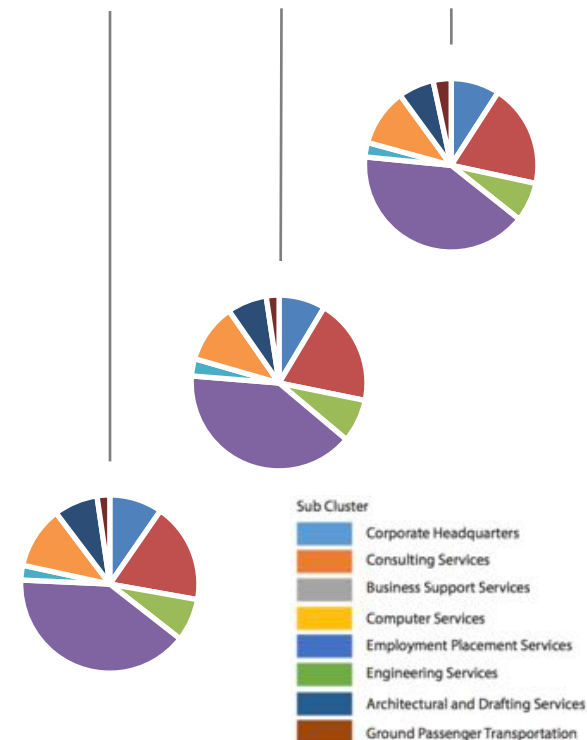
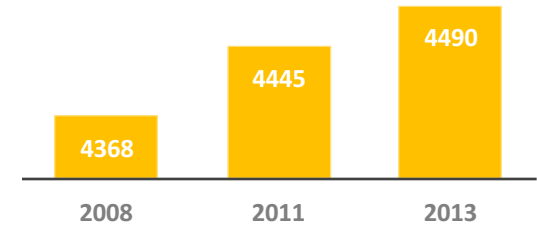


### Location Quotient (index)

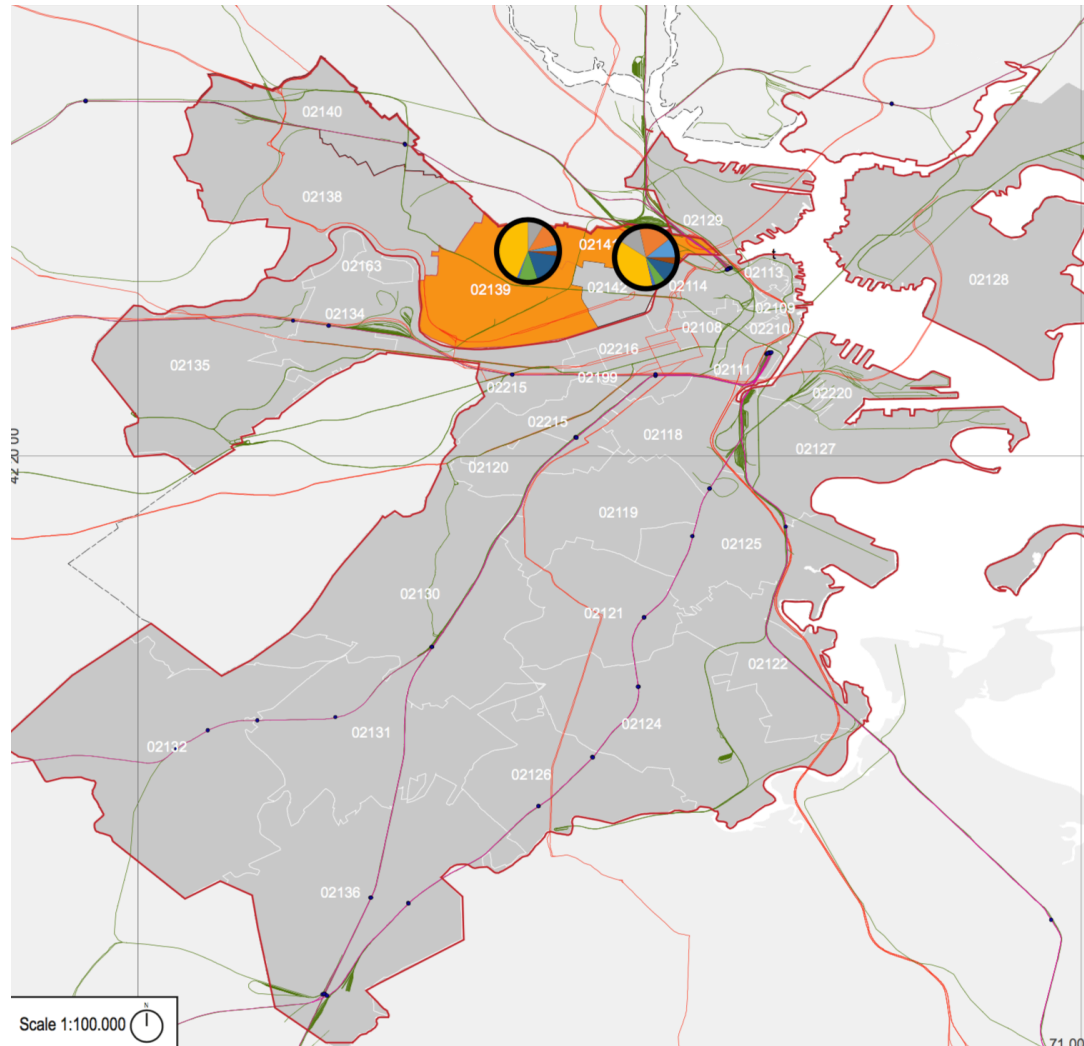


## Establishments Middlesex county level

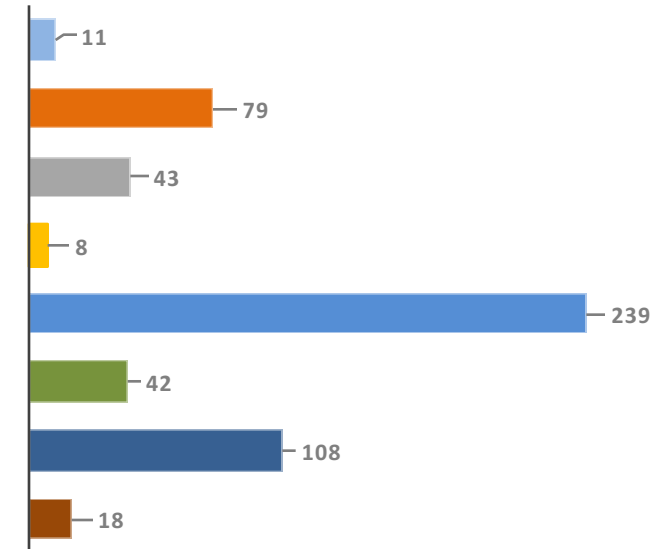
### Total establishments



# Key indicators

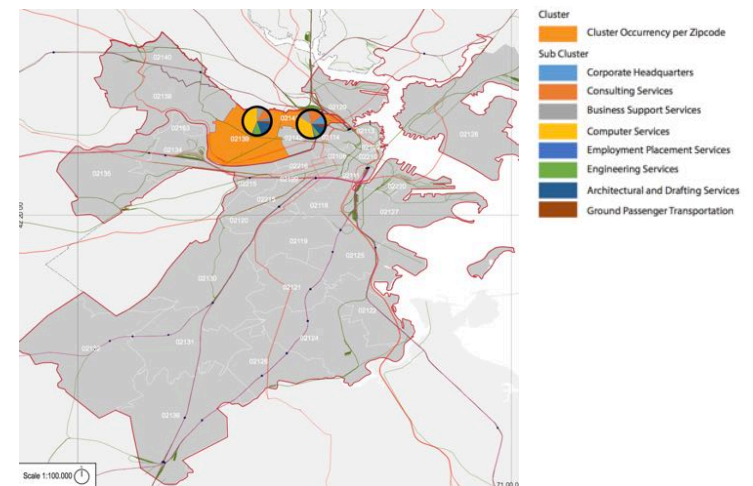
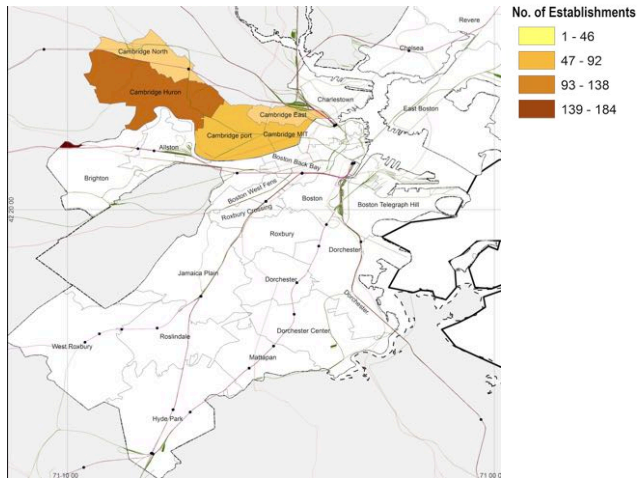


**Establishments per sub-cluster city of Cambridge, 2013**

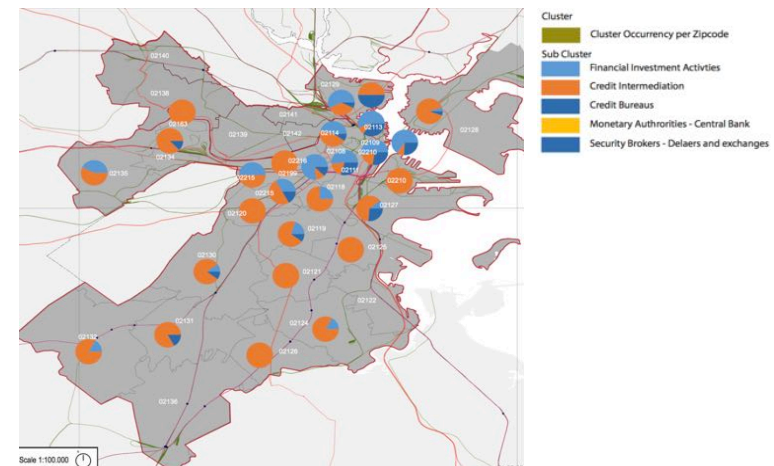
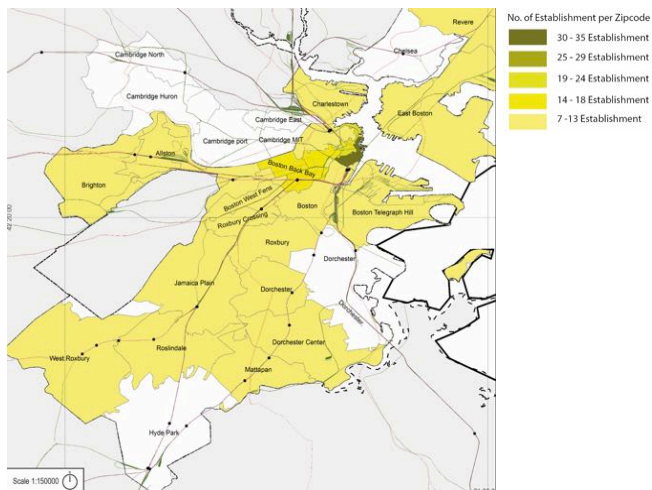


# Preliminary findings

## Business services cluster



## Financial services cluster







# Quick-facts\_**Bio**

CIC is a **private co-working space founded in 1999 by Tim Rowe.**

Vision : “Startups make the world much better. CIC can help them by setting up and managing their office for them so they can focus on their business.”

Mission: “Create a powerful innovation ecosystems.”

Provide opportunities for tech entrepreneurs to collaborate and inspire each other. Stimulate job growth and value creation. Promote networking.

CIC offers office spaces with a range price from \$425 to \$1,500/person/month. In addition CIC provides entrepreneurs with stocked kitchens, conference rooms, Internet, printing & copying, phones, high-end furniture, operational & technical support, concierge and much more. CIC hosts numerous events every week that draws members from across the startup community to CIC.

More than 1400 companies have chosen CIC as their home and many have gone on to prove their value to the world as startups. Currently CIC houses over 800 companies, most of them startups. CIC attracted more than 1.8 B venture capitals funds.



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# Quick-facts\_Objectives

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# Quick-facts\_**Services**

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# Quick-facts\_**Impact**

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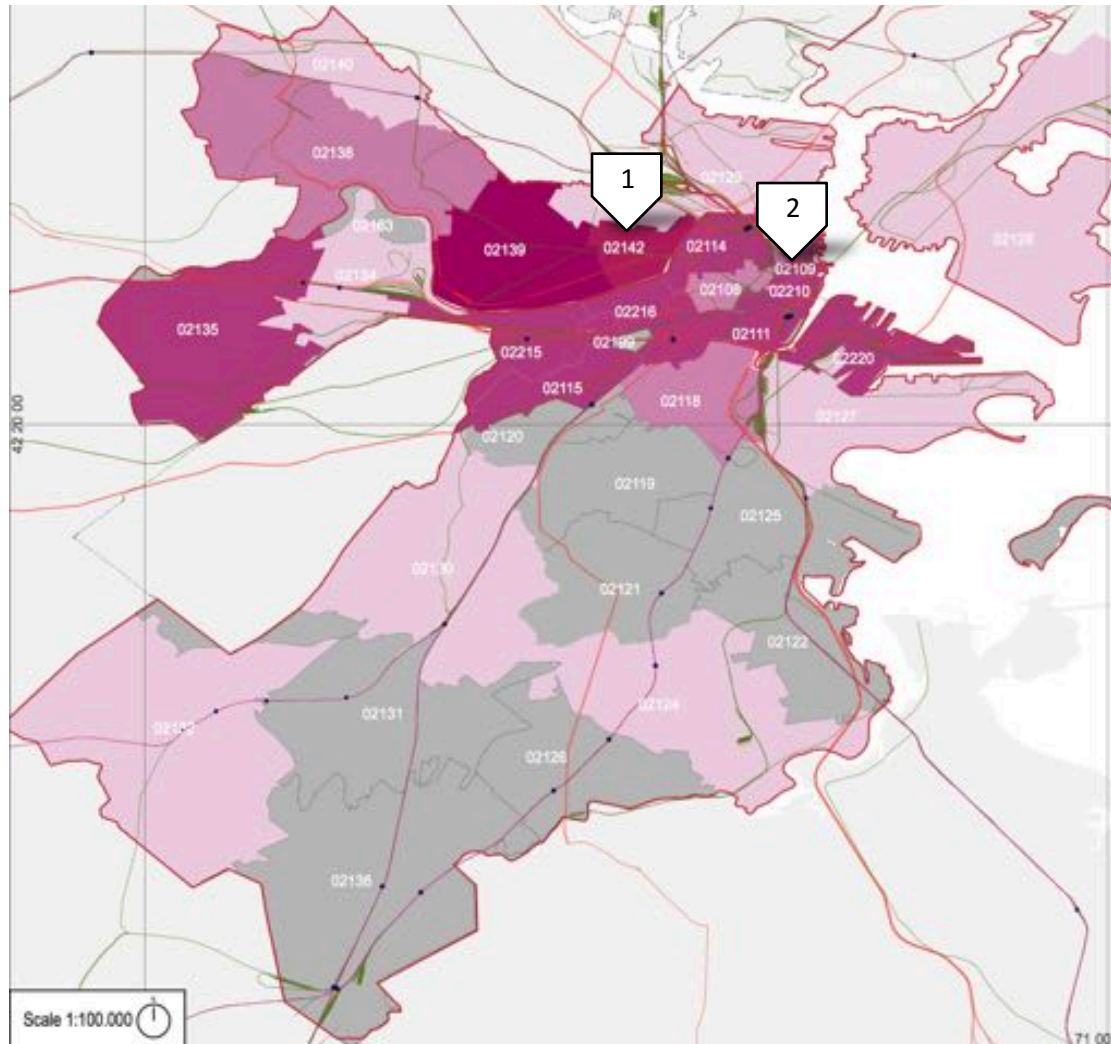
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# Localization



1

1 Broadway, Cambridge,  
MA 02141

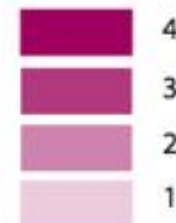
Business services, Education,  
Medical devices,

2

50 Milk St, Boston, MA  
02109

Marketing

Cluster Occurrence per Zipcode





# Structure

The CIC hosts the following organizations:

The Venture Café is a non-profit foundation connecting innovators by: **Connecting communities of innovation** locally, nationally, and internationally. **Expanding the definition of innovation** and entrepreneurship. **Building a more inclusive innovation economy.**

Cambridge Co-working Center (C3) is a community work space located inside CIC Cambridge. C3 uses **shared resources to provide a high level of amenities, service, and location for its members.**

The Impact Hub Boston community is made up of **social businesses addressing challenges both locally and globally.** The members are **entrepreneurs, freelancers, advocates, campaigners, artists, consultants, and more.**

# Partnerships and actions

Morgan Stanley



The PPP joined by City of Boston BGI, Morgan Stanley and CIC resulted in the creation of the District Hall. District Hall is a dedicated civic space where the innovation community can gather and exchange ideas. It is managed and operated by The Venture Café foundation.

**DISTRICT HALL**

A NEW HOME FOR INNOVATION IN BOSTON

cic



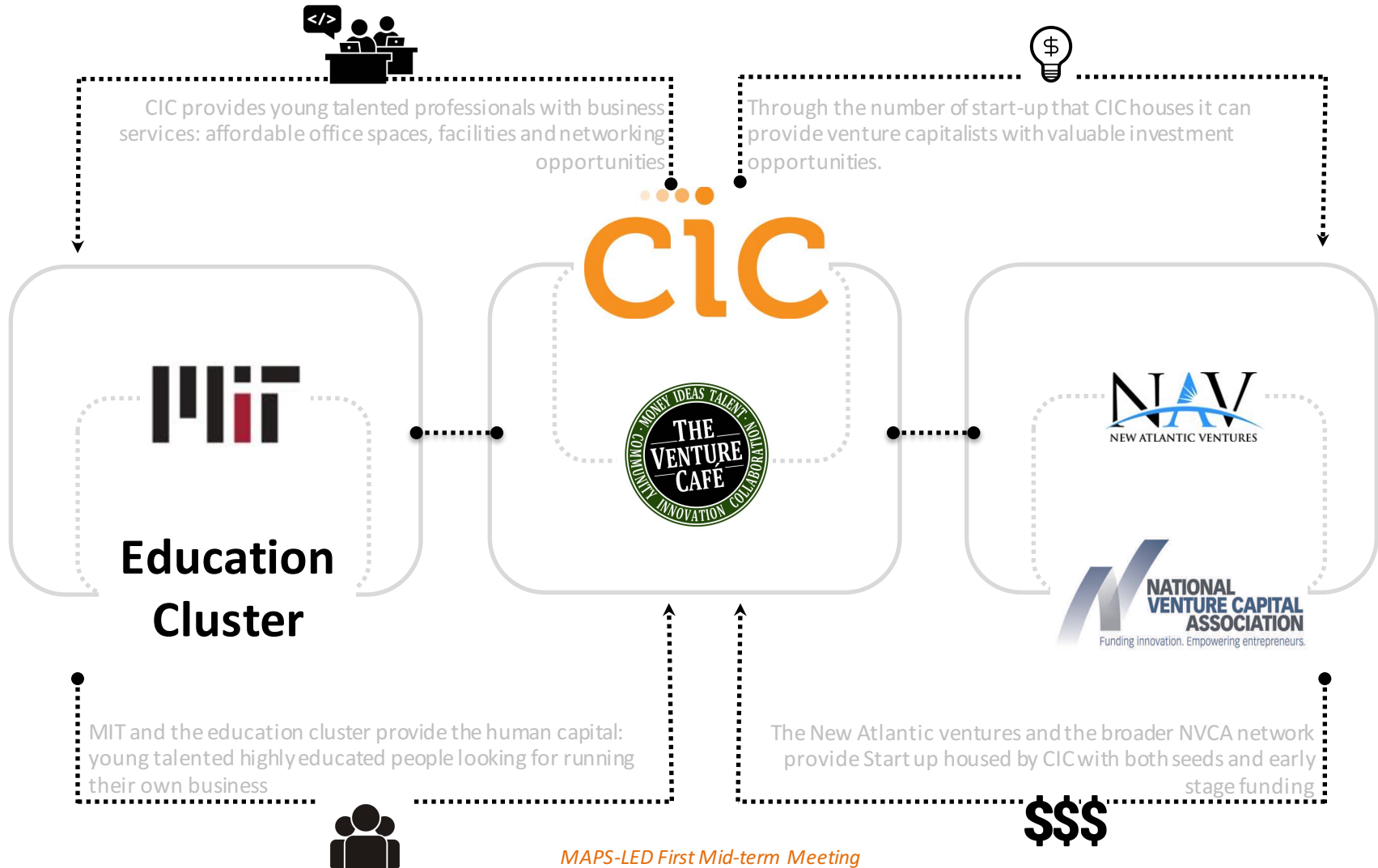
MC

MASSCHALLENGE

The PPP joined by City of Newton, Masschallenge and CIC resulted in the creation of the Newton Innovation Center.

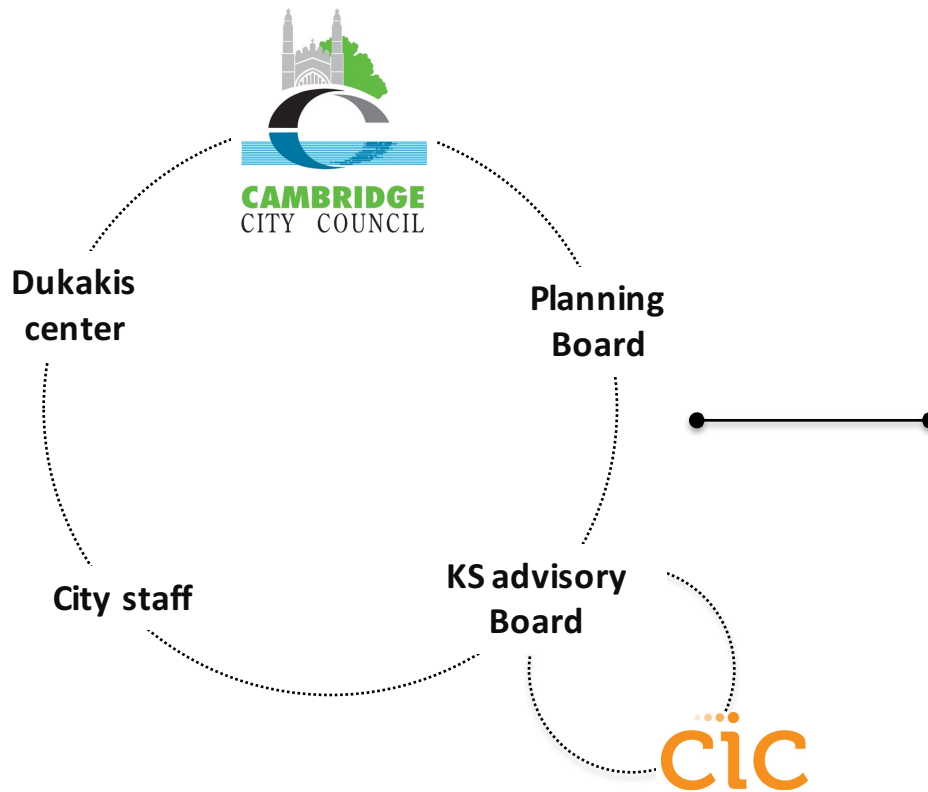


# Strategies

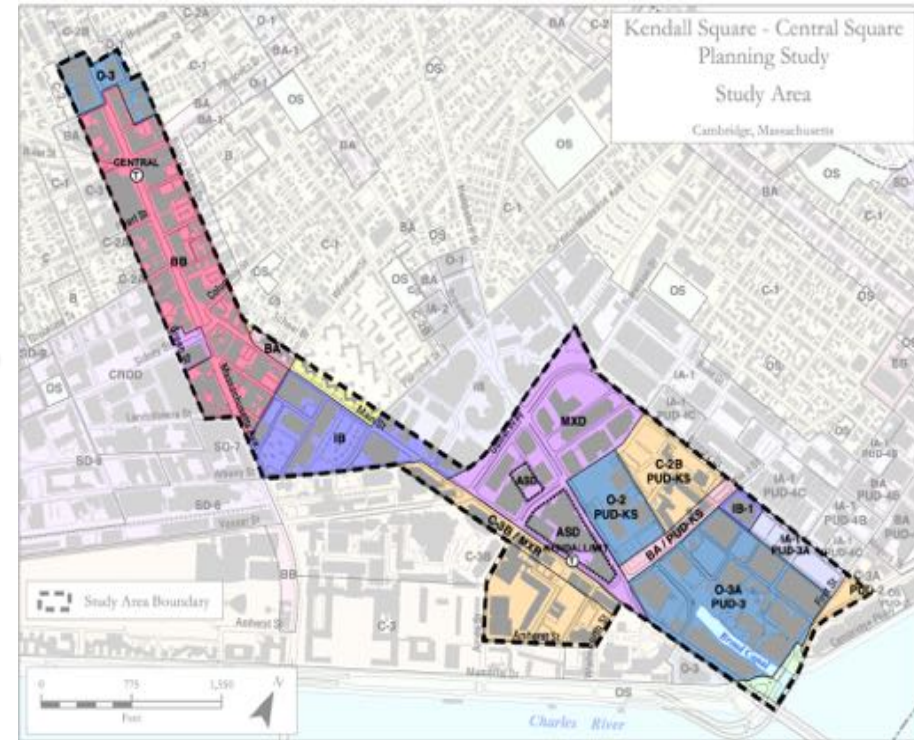




# Spatial impact



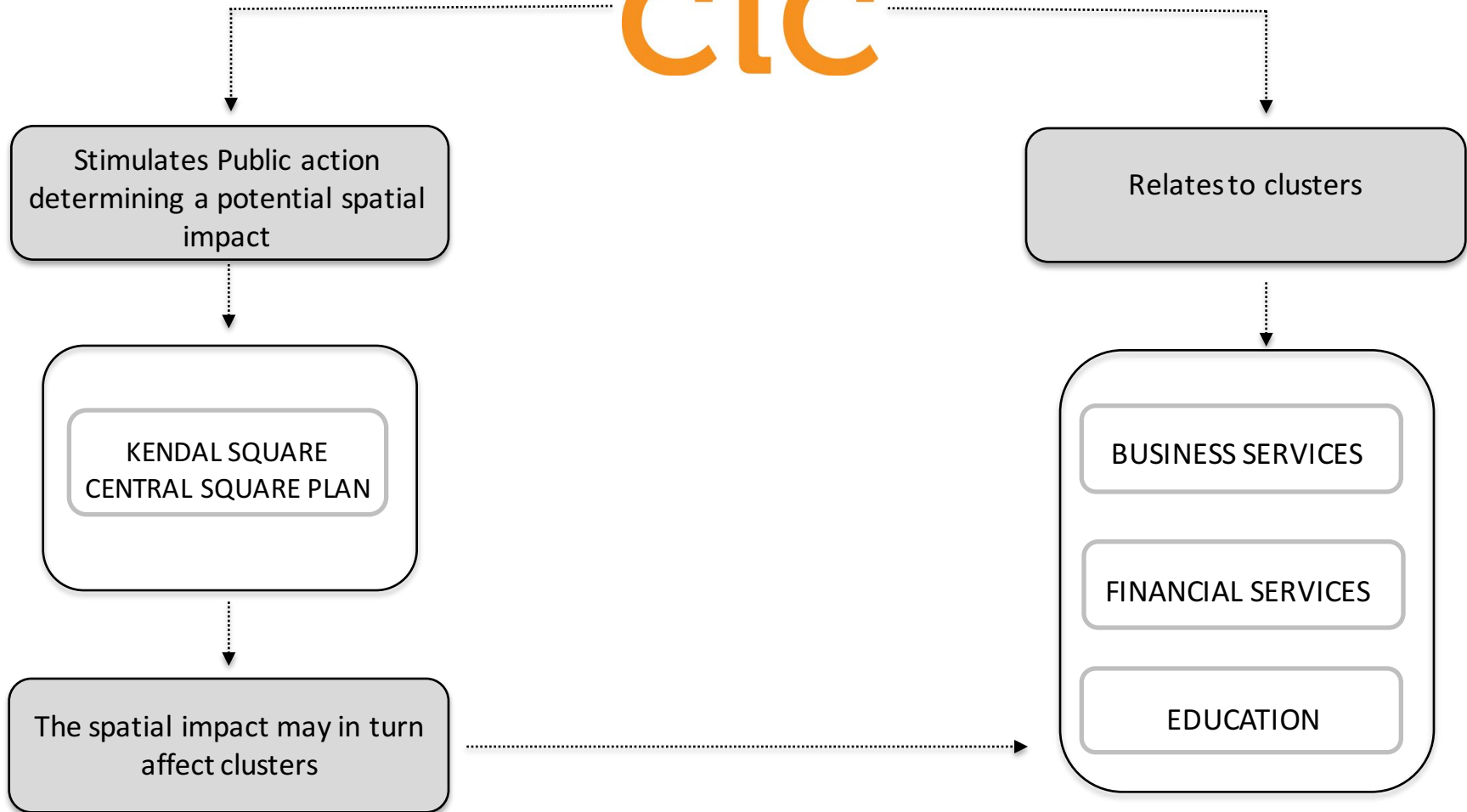
## Kendall square central square plan



The plan requires **that 10% of all non-residential GFA in a PUD proposal must be devoted to affordable ‘innovation space’** specifically to accommodate technology startup companies. Up to 50% of the GFA devoted to startup innovation space may be exempt from the district GFA limit. (Kendall Square – Plan and Recommendations, 2015)

# Conclusion

## cic





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# Thank you!

***Giuseppe Pronestì***

PAU Unit

Marie Curie ER/ESR – MAPS\_LED Project

*MAPS-LED First Mid-term Meeting*  
30.05.2016  
Northeastern University, Boston, MA, USA