



Sam Blackman
c/o Elemental Technologies, Inc.
225 SW Broadway, Suite 600
Portland, Oregon 97205

Dear City Council members,

I am here today representing Elemental Technologies. Elemental was founded in 2006, and we sell multi-screen video processing software, enabling the delivery of video to any Internet-connected video-capable devices. Examples of our customers include the iPhone, iPad, Android devices, Apple TV, and others. If you've ever watched HBO GO, Comcast Xfinity, ESPN.com or a live stream from OPB, you've been viewing our video processing in action.

Since our founding, we've grown rapidly. Elemental now employees over 90 people in downtown Portland, and another 36 elsewhere. These are primarily high-end software jobs; in 2012, when we had an average of 60 Portland-based employees, we paid gross wages of \$6.1M to Oregon residents and \$488,000 in taxes to the State of Oregon.

I'm a first-time CEO, as are many of the executives running early-stage tech companies in Portland. So the entire process of building Elemental has been a learning experience. Luckily we have enjoyed tremendous support from the Portland Development Commission to help us through the challenges that come with growth. Chris Harder and his team have consistently helped the company as we've scaled from \$3M in annual revenue to \$21M last year. A few examples:

- When we were looking for new office space in 2011, PDC helped negotiate with our landlord to ensure that the build out would be LEED Gold certified. This commitment to sustainability is very important to the types of employees we want to attract to Elemental. PDC also allowed us to participate in the Storefront Improvement Program to support the beautiful Elemental signage that now adorns our building. We are completely committed to building the company here in Portland and this signage demonstrates our commitment to the community, as well as providing a tangible symbol of the growth of the software cluster here in Oregon.
- Last summer, when we were looking to expand into Brazil, PDC introduced us to Antonio Lombardi with Sustainable Hub, a Brazil-based development agency. Antonio helped us with introductions to key media customers, as well as provided connections for legal and business administration. Latin America is now a rapidly growing territory for Elemental.
- PDC introduced us to the PSU intern program, where we were able to tap into the talents of 6 very bright graduate students in the Masters of International Management (MIM) program. During the course of the summer, their research provided great information on market demographics and supply chain management for several target countries in Asia.
- As we continue to grow, recruiting and retention of world-class innovators has been one of our largest challenges. There is a global shortage of software development talent, and to remain economically competitive Oregon must be able to attract the world's best engineers. To this end PDC supported the creation of a video called TechTown Portland which highlights 11 exciting startups here in the City. The goal is to show potential recruits that there aren't just 1 or 2 cool tech companies here, but 11, all with strong businesses and terrific cultures. The red carpet premiere of the video is coming up on May 29th at Living Room Theatres; please consider joining me and 10 other great startups to watch the initial screening.

These programs had very little direct cost to taxpayers, but have played a significant role in Elemental's growth. I know the City is faced with a challenging budget cycle, but PDC's advocacy for the software cluster and Elemental has been quite helpful to our continued growth. Investments in PDC that help software companies grow in the region will pay outsized dividends to the region for decades.

Thank you very much,

Sam Blackman, CEO & Co-Founder

Moore-Love, Karla

From: Sam Blackman [sam@elementaltechnologies.com]

Sent: Monday, March 18, 2013 8:41 PM

To: Moore-Love, Karla

Subject: City Council testimony

Hi Karla,

I'd like to testify at the City Council meeting on ^{5/15}~~4/17~~ on the help PDC provided to Elemental growth. Ideally I could testify at 9:30 AM that day. More details:

- Your name: Sam Blackman
- business name: Elemental Technologies
- business address: 225 SW Broadway, Suite 600; Portland, OR 97205
- phone number: 503-222-1222
- date you wish to testify: 4/17

Thank you,

Sam

| Sam Blackman | **ELEMENTAL** | Hear my name | o: 503-222-3212 | c: 503-222-1222 | t: @elementaltech |

3/20/2013

Request of Sam Blackman to address Council regarding the help Portland
Development Commission provided to Elemental Technologies growth
(Communication)

MAY 15 2013

PLACED ON FILE

Filed MAY 10 2013

LaVonne Griffin-Valade
Auditor of the City of Portland

By 

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		