

NEXX

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cloud network



FLYING IN THE FACE
OF TECHNOLOGY

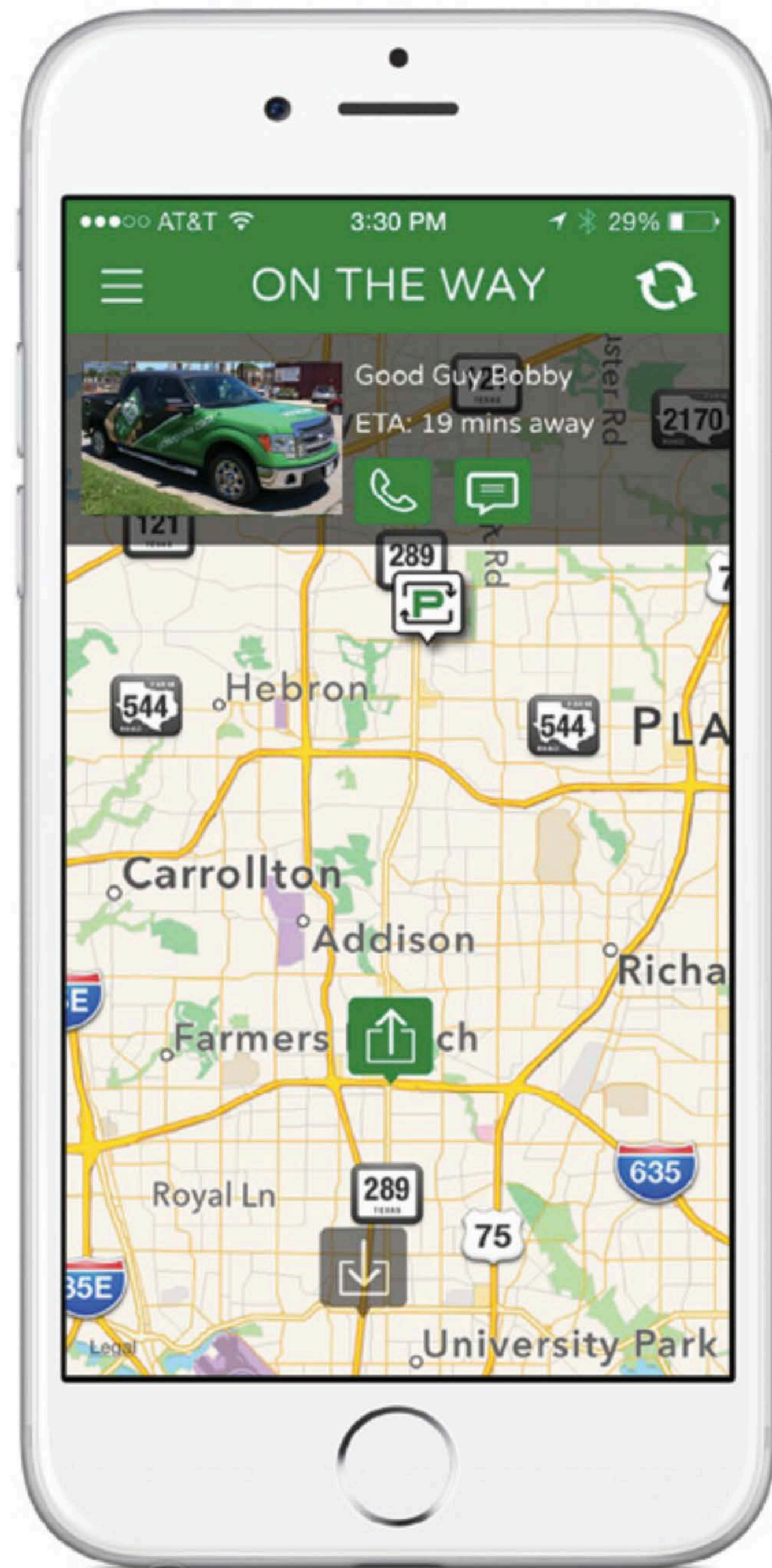
NEXT-GEN UTILITY
MANAGEMENT

A VIRTUAL NORTH TEXAS
IS THE REALITY

THE INTERNET OF THINGS

BRINGING EVERYONE (& THING) TOGETHER

Picking Up and Fueling Up: North Texas App Scene is on the Move



PICKUP App

It's said that necessity is the mother of invention.

For Brenda Stoner, the mother lode she needed to move definitely necessitated a new innovation.

Stoner was driving up the Dallas North Tollway, considering how she was going to move some product from a business she was running to a different location. The idea hit her like a Mack truck: "I was staring at inventory, right there in front of me – all those empty truck beds." Right there on the highway, the idea for PICKUP was born.

PICKUP is an instant delivery service featuring drivers – "Good Guys," as they are known to the company – with pickup trucks. The service provides users a reliable, convenient way to



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BNSF Railway Company plays an important role in the Texas economy. Headquartered in Fort Worth, BNSF employs a workforce of more than 9,200 people in Texas, with an annual payroll exceeding \$1 billion.

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Annually BNSF moves more than 5.4 million carloads of freight in Texas, helping to reduce truck traffic and congestion on our highways and reduce emissions. We also use new cleaner burning, more fuel-efficient locomotives that are able to move, on average, a ton of freight 500 miles on one gallon of fuel.

But, our contribution to Texas doesn't end at the rails. BNSF and its employees contribute to the communities we serve in many ways, including volunteering and supporting charities that are making a difference locally and across the state. In addition, the BNSF Railway Foundation has contributed more than \$16 million in the past five years to Texas charities.

move almost anything that fits into the back of a pickup truck. With 24/7 accessibility, users can tap into a network of well-screened pickup drivers who can help haul items from one place to another.

It's "been a trip" since then, notes Stoner, who refers to herself as CEO and "Chief Good Guy." Launched in June 2015 in Addison and servicing the North Texas area, a successful year of capability in

North Texas drove PICKUP to launch in Houston. The strict recruitment requirements for drivers take time and process to thoroughly vet each driver to PICKUP standards.

"When you deliver things, you often have to send someone into the customer's home, and it has to be someone I would trust to be in my own home," Stoner explained. "We go through a pretty significant qualification process."

PICKUP's driver pool is mostly made up of public servants – off-duty police or firefighters, members of the military and veterans. Of those who apply to be a PICKUP driver, only 15 percent make it through the process, Stoner said. "They are representing the PICKUP brand, and they have to be killing it at the curb with great customer service," she said.

PICKUP also verifies that the truck itself meets specific standards – no cracked

windshields, it has to be of a certain age and cleanliness level, and needs to have a certain bed size, as well as registration, inspection and insurance in good standing.

"Our drivers are natural entrepreneurs and service-minded people. They don't just go home and sit," Stoner said. "We have a driver who used to fly Air Force One. He doesn't like to relax; he likes to be busy. These guys are building their own culture. It will be a national brand because of what they have helped build."

Stoner credits her patient investors, which includes North Texas' own Ross Perot, Jr., for allowing the company to grow at a cautious, safe speed. Providing the perfect customer experience for each of the 100 different possible-use cases is something Stoner keeps a careful eye on. PICKUP's demographic is wide – everyone from urban Millennials without access to trucks, to suburbanites who need a hand with moving something. Also, people picking up something they have bought on Craigslist, NextDoor, 5Miles, or any of the social media buying and selling outlets that have transformed the way goods are bought and sold are potential customers. PICKUP is also regularly called on by retailers who need help with Last Mile delivery.

"B2B, B2C, C2C – we intended all three to be part of the deal," Stoner explained. "We thought B2B would be last. But delivery for brick-and-mortar retailers is a tough problem, especially in the age of Amazon. We provide a solution to that. A lot of our businesses find us through our consumer fan base, because they drag us everywhere."

But for everywhere PICKUP goes, there's really no place like home. Stoner credits North Texas with her business's continued success. "It's the velocity we have been able to gain with this business with this community of like-minded start-up people. **You can accelerate a business like crazy here. Everyone seems to care.**"

For now, PICKUP services clients in 10,000 square miles of the North Texas area – Aledo to Rockwall, Denton to Waxahachie – and in Houston. Available via an app for iPhone and Android; online via its website, www.pickupnow.com; or through a toll-free number; the service includes insurance coverage for goods and has easy pricing that starts at just \$45. The company's long-term growth plans include coast-to-coast expansion, which looks real, viable, and on its way. For Stoner and her crew in North Texas, business is definitely picking up – as is IoT in general in North Texas.



Booster Fuels puts filling up at the fingertip

"My read on the next big thing is that it's Internet of Things (IoT) and connected devices," said Kenneth Lowe, technical expert, investor, entrepreneur and IoT specialist with Gremalto. "I've been working in the IoT space since 2011, and it's really getting hot. Here in North Texas, there is a lot of potential that is starting to coalesce into usable applications. That takes real engineering, and DFW is well-positioned to capitalize on that with all the engineering talent."

Useful, connected applications that keep people and business moving have a home in North Texas, a boon to the residents and companies here.

Ever gotten back in your car after a long day of work, only to find that your gas tank is as low as your energy level? Or, been late to a meeting after waiting in line at the pump? For workers at some of North Texas's largest employers, having someone fill your tank is just another benefit that they access easily via their smartphone.

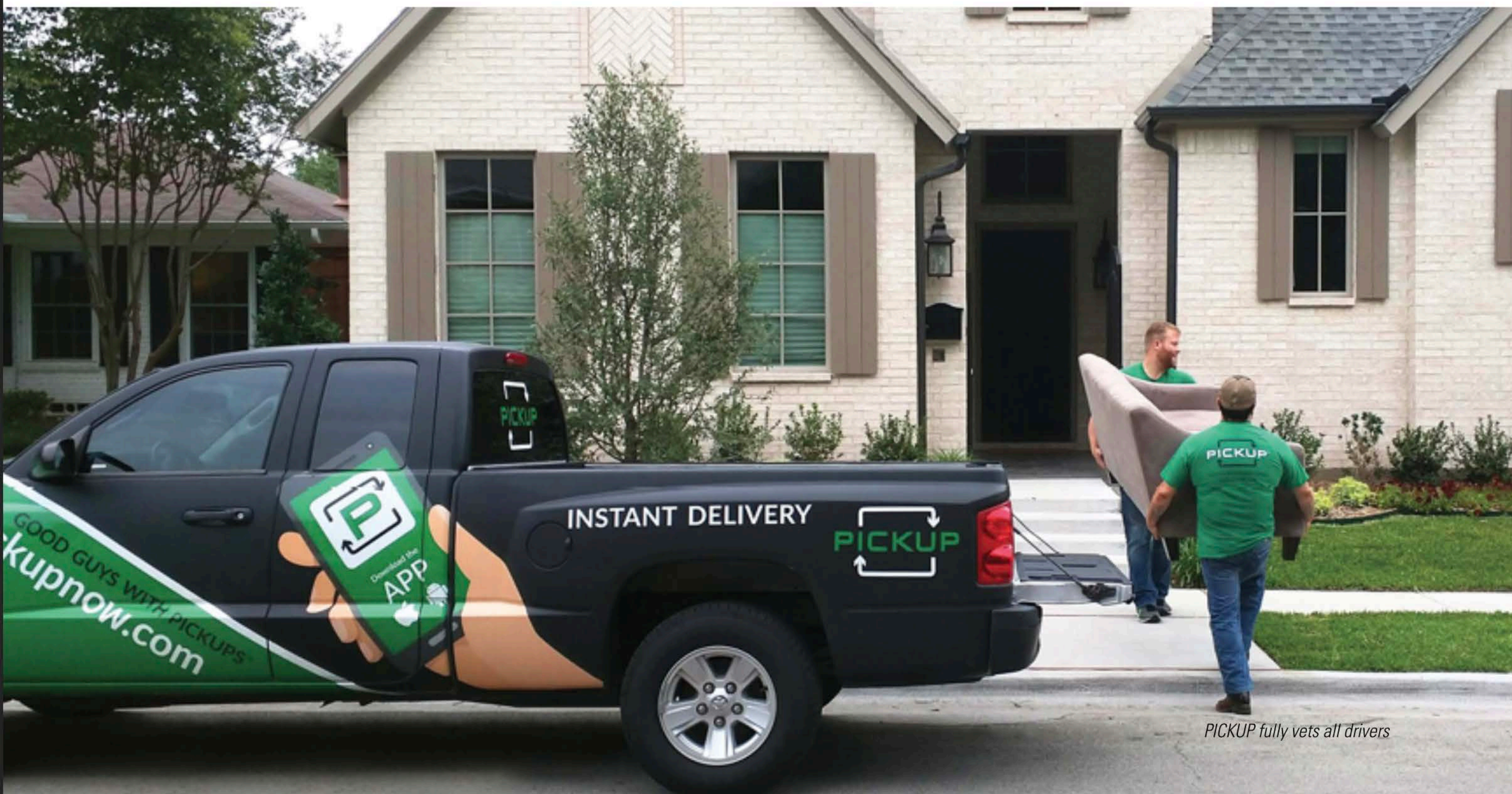
Booster Fuels, a Fort Worth-incubated start-up, is letting nothing stop the drive for employees. Users simply log on to the app via their smartphone, order a "boost," pop the fuel door and go on with their day. Booster comes to the vehicle in a special fuel



Booster Fuels redefines convenience

"If you look behind the wheels of these pickup trucks, you find people who are strong, capable and helpful. I thought, 'Why in the world don't we leverage this flexible workforce and their assets?'"

- Brenda Stoner, "Chief Good Guy"



PICKUP fully vets all drivers

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EMPLOYEES
WANT TO
LIVE
HERE.



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truck, fuels the vehicle with quality fuel that is priced competitively, and then emails the user a receipt. Some users find a nice note and a clean windshield to accompany the time-savings in their day.

"We're big believers that businesses, like Wal-Mart and Amazon, can focus on being efficient and constantly providing that value and savings back to the consumers," said Frank Mycroft, co-founder of Booster Fuels. "We wanted to find a way to provide fuel, delivered – full-service – to employer's campuses and charge no more than what people would pay at the gas station."

The cost is competitive with prices at local gas stations, and the service is free of delivery charges or subscription fees. To keep prices low, Booster Fuels purchases gas at wholesale prices and dedicates its service to large companies with thousands of employees parked in the same vicinity – Frito-Lay, Galderma Laboratories, DynCorp International and Hillwood, just to name a few – as an employee benefit that the company doesn't have to administer or monitor.

Booster Fuels was incubated at AllianceTexas and enjoys investor support from names like Ross Perot, Jr. and Paul Allen. Started in Fort Worth in mid-2015, Booster immediately enjoyed a

community that was open to the idea of innovation quickly.

"Having that vision and forward-thinking to say, 'Hey, do this in North Texas,' is important. What we saw with [Fort Worth] Mayor Betsy Price and the Fort Worth Fire Department, is that they are open to this type of innovation," said Mycroft. "They have a keen focus on safety while also trying to find ways to work with new ideas like this. Because of that support, we were able to get permits to try something new. That willingness to be open allowed us that seed to grow."

Mycroft, who started his career as a spacecraft systems engineer at Boeing and NASA, admits his idealism but believes that people have the opportunity to use technology to leave them free to do what they are best at in life – a sentiment lived out on Star Trek: The Next Generation, a series that Mycroft enjoyed watching and has influenced his perspective. In the IoT, perhaps people don't have to work for the sake of putting food on the table, but rather spend time doing what they want to do. In this Jetsons-esque lifestyle, what would Mycroft eliminate from his own chore list?

"One I don't like doing at all is folding laundry. Why can we not have a machine that can do that yet?" he ponders.

Companies interested in the Booster service can find more information at BoosterFuels.com.

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BUSINESSES
WILL
THRIVE
HERE.



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