

Our Assets

An entrepreneurial hotspot, bridging San Diego and Baja and providing a gateway to Asia, with the capacity to be a leader in social innovation

“Best ideas” – the wall

- San Diego as an example of community involvement for the nation/social innovation hotspot
- San Diego=incubator for social entrepreneurs
- Brand San Diego as innovative and proactive – e.g. clean tech, social entrepreneurship
- Building on natural connection between San Diego and Baja
- Gateway to Asia
- Environment for health

“Rest” – the tables

- Diverse, but siloed neighborhoods
- Vicinity to Mexico
- San Diego
- Economic diversity
- Lots of wealth
- busiest border crossing
- military presence – how can we make it an advantage?
- Wealth
- Knowledge-based industry
- expertise
- universities
- educational
- Strong connection to nature; ocean
- Growing sense of philanthropy
- Love of humanity
- Less ego
- Warmth and generosity