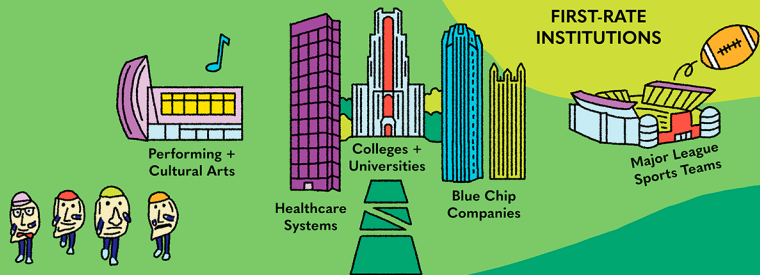


THE PROBLEM

Unresolved symptoms from historical economic and social decline prevent our region from sustaining a population that will positively define our future.

- Aging + homogenous demographic
- Insular communities
- Neglected physical infrastructure
- Fragmented social fabric
- Declining population



Incoming →



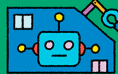
Where is Pittsburgh?



BLANK CANVAS OPPORTUNITIES FOR REINVENTION



Is that the Rust Belt?



Robotics + AI



Biotech



Additive Manufacturing



Clean Energy

EMERGING SECTORS

LEAVING SO SOON?



GO STEELERS?



IT'S BETTER THAN IT USED TO BE

But WE'RE AFFORDABLE



Outgoing →

ANYWHERE ELSE USA AND THE WORLD

THE OPPORTUNITY

Unrealized potential with abundant assets ripe for activation.

Rich history + heritage

Expansive natural playground

Strong cultural institutions

Charming neighborhoods

Deep culture of community



They want what we have!



We've got good bones!

We have an historic opportunity to build the best place in the world.



To get there, we need to think bigger and redefine what's possible – to shift perception and change reality.

PITTSBURGH TOMORROW

Pittsburgh Tomorrow is a social innovator catalyzing the **next wave of pioneers** who will realize our region's potential and put us on a sustainable growth trajectory.

INPUTS

- ➔ Flexible + creative investments
- ➔ Diverse, cross-sector talent
- ➔ New + innovative methods

OUTPUTS

- ← Positive + open mindset
- ← New + inspiring leadership
- ← Deep + wide community connections
- ← Positive internal + external perception

PITTSBURGH
TOMORROW



1 2 3

OUR SOLUTION

1. Identify
2. Understand
3. Activate

OUR PROMISE !

We will mobilize our future.

OUR STRATEGY

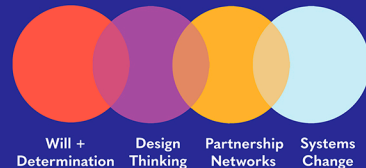
We're focusing on pioneers.

We're providing them with a platform to plug in.

We're uncovering solutions for them to be a magnet for more.



OUR METHODOLOGY



THE VISION

It's **Tomorrow in Pittsburgh**, and we're planting our flag in a future where we have a community that's growing and thriving and attracting outside investment.

Homegrown public offering bells ringing on Wall Street



Moving trucks pulling into vibrant neighborhoods



Multigenerational families finding opportunity and prosperity



Smiles on faces reflecting a shared sense of flourishing



Grand opening signs up and down Main Street



PITTSBURGH
TOMORROW

Incoming
NEWCOMERS FROM ANYWHERE ELSE USA + THE WORLD

Rising
NATIVES FROM URBAN, SUBURBAN AND RURAL COMMUNITIES

Our future, like our past, will be powered by pioneers.