

TECH & THE CITY

How to Get Urban Innovation Right

Investigate how new technologies and business models impact cities and the people who live in them. Learn the approaches that produce the best business outcomes, as well as the most equitable and sustainable outcomes.

Confront the big questions facing urban tech today, such as:

- Can driverless cars solve traffic?
- Does Airbnb make housing less affordable?
- Should "disruptive" startups ask for permission or beg for forgiveness?
- What makes a city "smart"?

Hear from cutting edge practitioners, including venture investors, startup founders, government officials, tech journalists, and community organizers.

Learn to be a more civic-minded tech entrepreneur, a more tech-savvy civil servant, or simply a more critical consumer.

Class Format

Class is fully remote with synchronous sessions that include in-depth discussion and Q&A with guest lecturers. Assignments include required readings, 2 short memos and 1 group presentation.

The Instructor

Molly Turner has taught the popular Tech & the City class to FTMBAs since 2016. This is the first year it is offered to UGBAs.

Turner was an early employee of Airbnb where she founded the company's public policy team. Today, she advises city leaders around the US and startups like Hipcamp, Spin, PadSplit, Blokable, and curbFlow. She is a leading voice on urban tech as the co-host of the Technopolis podcast. And she is deeply engaged in contemporary urban policy issues through her service on the boards of urban policy think tank SPUR, and non-profit affordable housing developer BRIDGE.

Illustrations by Michael Byers, "Four Future Scenarios for the Bay Area", SPUR

