

The KNOCKNOW! Manifesto

Changing the viewpoint of the local business community and ensuring success in the local Technology market

Chicago lags behind most major business communities in its commitment to high-tech. The major factor feeding this problem is **a lack of communication & support** between the various parties involved in the business community.

KNOCKNOW! is dedicated to creating an environment that encourages communication and reaction among the five groups necessary for a viable tech community. These groups are:

1. Entrepreneurs – The people who are trying to build the tech businesses
2. Executives – The managers and decision-makers in the major businesses in the Chicago area
3. Venture Capitalists & Angels – The organizations and people with necessary funding for the tech community
4. Service Sector Companies – The consultants, academics, press, professionals and business incubators
5. Government Organizations – The representatives from the governmental organizations charged with business development; the political representatives with a vested interest in tech growth

HOW KNOCKNOW! WORKS –

Monthly Meetings

Primary in KNOCKNOW is the understanding that in order for these groups to work toward our common goal they must be brought together in a collegial environment where ideas can be exchanged. The cornerstone to that are our monthly meetings. KNOCKNOW members vow to attend as many monthly meetings as possible.

Share Knowledge

Without the intercourse of knowledge, the community will fall prey to misunderstanding, missed opportunities and stillborn ideas. KNOCKNOW members will freely share their knowledge with other members and anyone in the community who will benefit from such. In this light, KNOCKNOW members should attempt to respond to questions from other members within 24 hours.

Share Contacts

Personal contact is one of the cornerstones of civilization. Your community of friends and business associates are invaluable to other members and to the community at large. KNOCKNOW members will always share their contacts with others, where appropriate, as well as offer suggestions to members and the community on ways to reach key individuals in other organizations.

Build the Community

The tech community will only grow if it is tended. KNOCKNOW members will attempt to recruit members into the community who can assist and enable our growth. Key in the health of the community is a balanced viewpoint, hence a balance of the 5 groups in the KNOCKNOW membership is essential and each member should strive to add balance to the group.

Work Together

The community must recognize that the more of our available resources that stay in our community, the healthier the community will be. KNOCKNOW members will strive to bring together local resources and nurture Chicago area growth. This means that if there is a choice – this area should receive the resources of a KNOCKNOW member.

Sell the Idea

The best sales force is one who fervently believes in the product. Therefore, KNOCKNOW members will strive to promote Chicago area tech companies and all members of the business community whenever and wherever they can. Most important, KNOCKNOW members will refrain from negative comments, rumors, stories and the like as they relate to our community. If you can't say anything nice, don't say it.

For More Information – Please Visit: www.knocknow.com