

Project Summary

Go Code Colorado 2020 Business Opportunities Challenge

Anthony Carton and Gretchen Potts

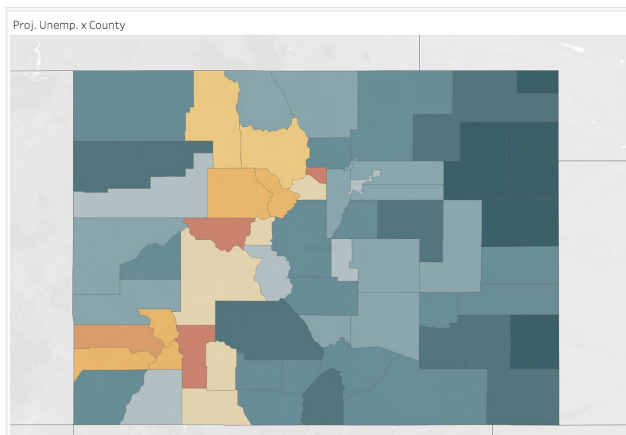
Remote Workers as a New Business Opportunity

Overview

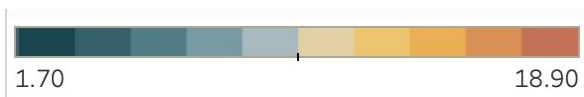
Remote work is more accessible and as a result workers are migrating to more desirable locations. Our business opportunity merges public and private data to create a tool that will both aid remote workers in identifying ideal rural areas to support their needs while also generating novel data on where and how remote workers want to live and work in Colorado. Colorado businesses and municipalities can then gain insights from these emergent migratory patterns to generate new business opportunities.

The Issue

COVID-19 has upended how Colorado citizens work and how Colorado businesses function. It is clear there has been a significant demarcation between industries hard hit by the pandemic and those who have not. In Colorado and across the country, the service industry has been severely impacted. Colorado counties who are heavily tourism based have seen job losses with unemployment projections upwards of 20% illustrated in this map of CO Counties.



Projected percentage point increase in unemployment rate.



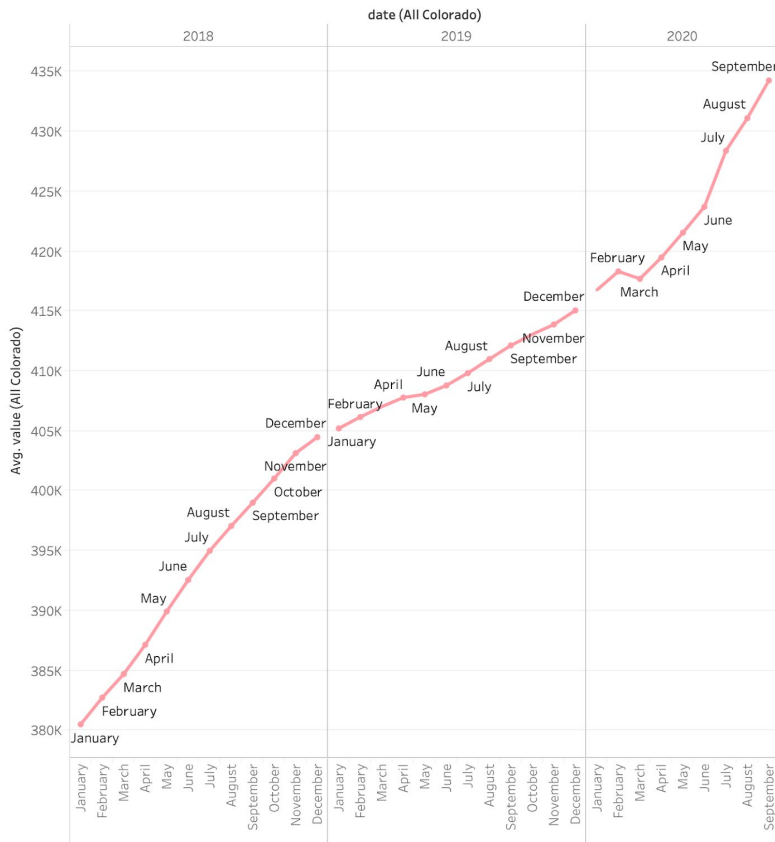
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Conversely, real estate industry is booming, almost statewide according to the [Colorado Association of Realtors July Home Sales Report](#). Single-family homes are in high demand as the inventory remains lower than in previous years, and the rate of homes pending and under contract is nearing 40% higher than last year. Statewide home value increases have also quickened since March 2020.

All CO



Single Family Home Values | All of Colorado | 2018 – 2020
[Quandl / Zillow](#) Real Estate Data

This heating up in the real estate market coinciding with COVID-19 makes sense as we see schools moving to remote learning and workers shifting to remote work as the nation is thrust into a socially distant reality. Many are realizing their current living situation needs an adjustment.

Summer tourists flocked to Colorado—trading growing infection rates in cities to enjoy open spaces, clean air and a desirable climate—with some deciding to stay, settle down and wait out the pandemic. For example, four out of five home purchases in Paonia were by out-of-state

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residents. Similar trends are emerging throughout the state, and these home buyers are bringing their remote jobs and families with them.

So the issue is three-sided. 1) Colorado's service industry is severely impacted by the pandemic, leaving many workers and small business owners scrambling to pivot their businesses. 2) There is an influx of remote workers seeking to wait out the pandemic in locations that allow for social distancing, low infection rates, and optimal lifestyle. 3) Municipalities are feeling the impact of the pandemic with a loss of tax revenues.

Data Sets

We have identified a number of data sets from the Colorado Information Marketplace and aim to source additional data to create an even more robust data collection. We have organized these data into categories pertaining to areas of our proposed business opportunity insight.

Financial

[Cost of Living Calculator](#)

[Unemployment Rates](#)

Real Estate

[Rent Prices](#)

[Quandl / Zillow Home Values](#)

[CO Broadband Map](#)

[Broadband Coverage by City/County and Providers](#)

Health and Well Being

[Well-Being Index](#)

[Health Indicators Index](#)

[CO Health Information](#)

[Sleep: Dark Sky Maps](#)

Recreation

[Parks and Recreation Districts](#)

[Trails in CO](#)

[Bike Routes in CO](#)

[Hunting Atlas](#)

[Ski Resorts in CO](#)

[Fishing Atlas](#)

Belonging

[CO Creative District Map](#)

Churches

[Volunteer and Charity Organizations](#)

Social Organizations

[Census Block Demographics](#)

[Licensed Childcare Facilities](#)

[School Districts](#)

[Gifted and Talented Graduation Rates](#)

[Students with Disabilities Graduation Rates](#)

[Standardized Test Results K-12](#)

[CO Airports](#)

Safety

[Crime Rates in CO](#)

Climate Data - NOAA

Clean Air and Water

[COSAR](#)

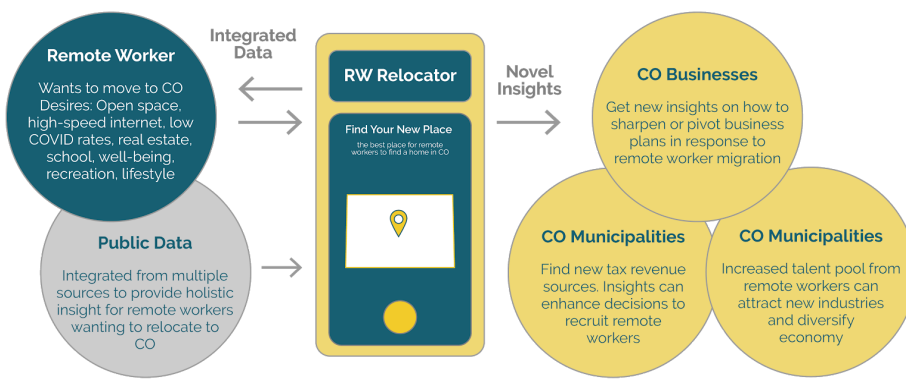
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The Solution

Our solution is multi-pronged. We propose a combination of financial, real estate and lifestyle (i.e. health, recreation, belonging and safety) data to let remote workers know that the things they find important are available in rural areas in Colorado. This will make it easier for remote workers to find the perfect option to relocate. This could take the form of a digital application that would recommend optimal relocation suggestions based on a number of input criteria including climate, housing, broadband, recreation, schools, and lifestyle preferences that the user specifies as important to their lifestyle.



Then, based on this data collected from prospective remote worker inputs, we generate novel data and insights about the emerging remote-worker market. These insights will be valuable to Colorado business owners and entrepreneurs who are wanting to pivot their businesses in response to the changing pandemic landscape.

Finally, this information can aid municipalities re-interpreting the migrating remote-worker as a “small business.” They can use the same insights to recruit remote workers and enhance their communities to be even more attractive to this worker pool, with data helping justify grant applications and local investment. An outcome of this justified investment in our rural areas could also be that as the remote worker pool grows in Colorado, the talent pool will grow, drawing interest from larger out-of-state businesses wanting to relocate.

Impacts

- Remote workers have more flexibility to pursue a higher quality of life
- Remote workers may have an influence on recovering the struggling service industry
- Attract high skilled talent pool and growing industries following them
- Novel insights for municipalities wishing to reinvigorate their communities and diversify their employment and tax base
- Small business have novel insights on how to pivot or enhance their businesses

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Innovation

- Integrative: brings together data from a variety of sources to provide holistic insight.
- Multi-faceted: serves multiple industries (remote-work, CO businesses, municipalities)
- Scalability: can be scaled to be useful more broadly across multiple states, or nationwide
- Novel: generates novel data useful to multiple business stakeholders (remote-workers, CO businesses, municipalities, large corporations)

Introductions



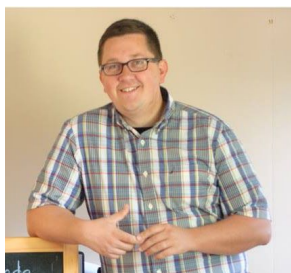
GRETCHEN POTTS

Gretchen is a designer living and working in Durango, CO. Her work focuses on solving business and design problems for her clients. She loves GoCode CO for creating an atmosphere where thinking big is the shared currency to create new opportunities for CO businesses.

gretchen-potts.com

hello@gretchen-potts.com

[LinkedIn](#)



ANTHONY CARTON

Anthony Carton is a designer, developer and educator living and working in Durango, CO. His work focuses on UX design, human factors and typography. The GoCode CO competition gives Anthony the opportunity to do a bit of design work in between teaching courses at Fort Lewis College, and minimizes feeling that the students get to have all the fun!

graphic-interaction.com

acarton@fortlewis.edu

[LinkedIn](#)