



Kendall Square
The Future Lives Here

WE DREAM OUTSIDE THE SQUARE

MEMBERSHIP // 2020

THIS UPCOMING YEAR AT A GLANCE

WELCOME

THE KENDALL SQUARE ASSOCIATION WAS
FOUNDED ELEVEN YEARS AGO BY A GROUP
OF LEADERS WHO UNDERSTOOD THAT
ALONE WE GO FASTER, BUT TOGETHER
WE GO FURTHER. ONE HUNDRED
YEARS AGO, KENDALL SQUARE WAS AN
INDUSTRIAL YARD, AND TODAY IT IS THE
MOST INNOVATIVE SQUARE MILE ON
THE PLANET. KENDALL COMPANIES ARE
SOLVING TODAY'S PROBLEMS WITH THE
TECHNOLOGY AND SCIENCE OF TOMORROW.
IT IS OUR PRIVILEGE TO STEWARD THIS
DYNAMIC COMMUNITY, AND WE ARE
GRATEFUL FOR YOUR ORGANIZATION'S
CONTRIBUTIONS TO THE LOCAL AND
GLOBAL INNOVATION ECOSYSTEM.

WHAT WE DO

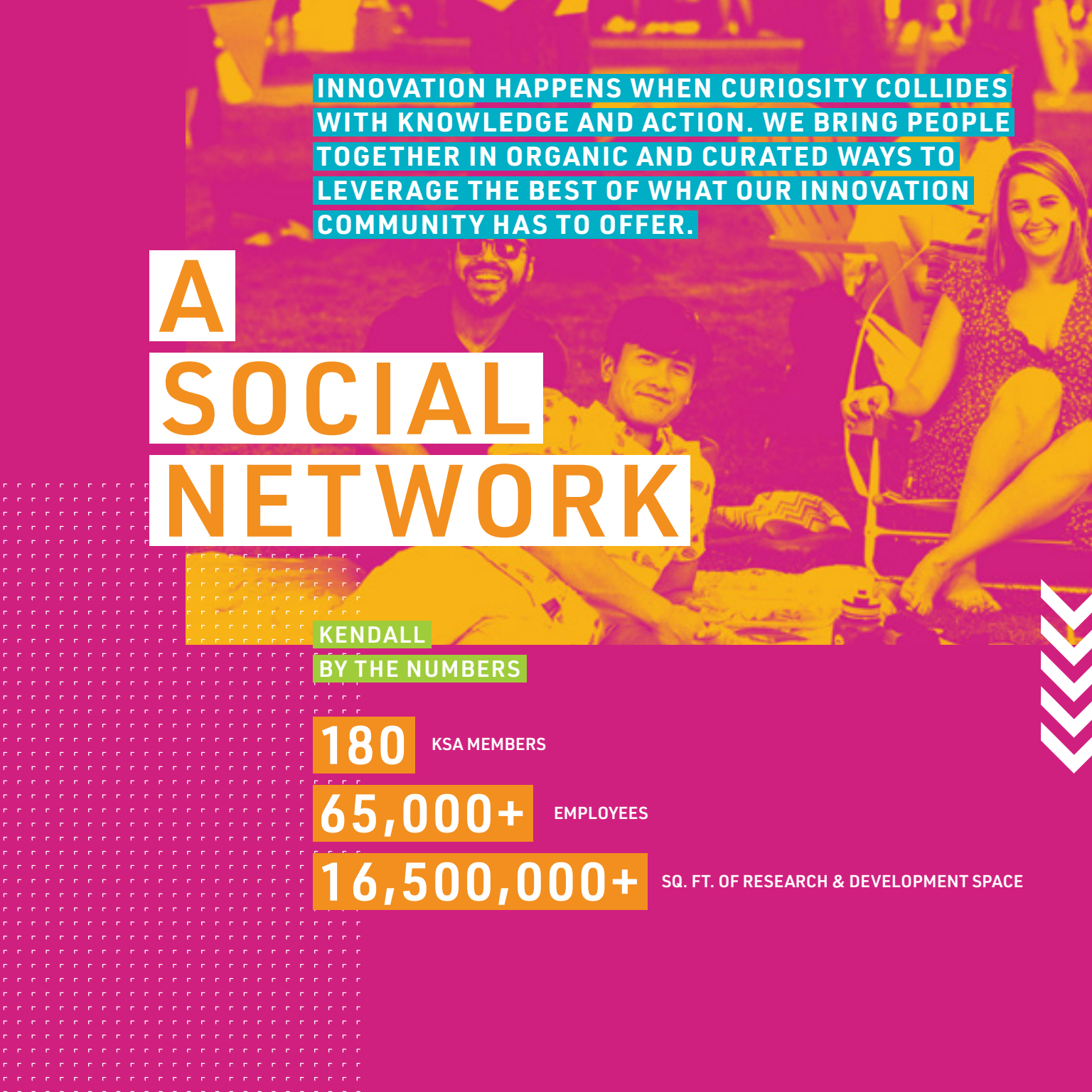
ADVANCING KENDALL SQUARE AS THE WORLD'S PREEMINENT INNOVATION COMMUNITY

A SOCIAL
NETWORK



A BRAND
AMBASSADOR
AND ADVOCATE

A PLATFORM
FOR COLLECTIVE
ACTION



INNOVATION HAPPENS WHEN CURIOSITY COLLIDES
WITH KNOWLEDGE AND ACTION. WE BRING PEOPLE
TOGETHER IN ORGANIC AND CURATED WAYS TO
LEVERAGE THE BEST OF WHAT OUR INNOVATION
COMMUNITY HAS TO OFFER.

A SOCIAL NETWORK

KENDALL
BY THE NUMBERS

180

KSA MEMBERS

65,000+

EMPLOYEES

16,500,000+

SQ. FT. OF RESEARCH & DEVELOPMENT SPACE





A SOCIAL NETWORK

CONNECTING KENDALL

OUR MEMBERS DEPEND ON US
TO HELP THEM CONNECT WITH
OTHERS ACROSS KENDALL
SQUARE SO THEY CAN BUILD
CRITICAL COLLABORATIONS AND
PARTNERSHIPS. 2019 INCLUDED:

Building the Future Developer Showcase

Kendall's largest real estate developers - BioMed Realty, DivcoWest, Alexandria Real Estate Equities, Boston Properties and MIT's Investment Management Company shared plans for Kendall's evolution, including new office and lab space, retail and amenities.

Introducing New Power

Our 10th anniversary Annual Meeting featured keynote speaker Jeremy Heimans, co-author of *New Power: How Power Works in Our Hyperconnected World--and How to Make It Work for You*. Jeremy introduced the New Power model and discussed how platforms like Kendall can advance ideas to change the world.

Film Night

Film Night reached an audience of 400 people with its new beer garden and an introduction to coding and gizmo robots.

Summer in Kendall

Campaigns like #SummerinKendall spotlight seasonal events and programs for people across Kendall.

Kendall Square Challenge

Every May, Kendall Square transforms into a playground, where employee-led teams from more than 50 companies participate in a day of friendly competition to raise money for social change organizations. In an unprecedented tie for the Kendall Cup, the winners were Amgen and Alexandria Real Estate on behalf of Breakthrough Greater Boston, an organization that prepares low-income students for success in college and trains the next generation of urban teachers.

A PLATFORM FOR COLLECTIVE ACTION

THE KENDALL CULTURE STANDS FOR PROGRESS. THAT'S WHY THE KSA CREATES FEEDBACK LOOPS, COMMISSIONS RESEARCH AND CONSTANTLY SEEKS TO UNDERSTAND WHAT MATTERS TO KENDALL'S PEOPLE AND WHAT BARRIERS NEED TO BE OVERCOME FOR OUR ORGANIZATIONS TO ADVANCE TO THE NEXT LEVEL. IN 2019, WE CELEBRATED OUR 10TH ANNIVERSARY BY ANNOUNCING THREE NEW STRATEGIC INITIATIVES:

Diversity, Equity & Inclusion:

Infusing new knowledge and tools into your organization so you can meet your DEI goals and so the Kendall community can identify ways to pursue impact-driven, ecosystem-level DEI work.

Placemaking:

Transforming the built environment to accurately reflect Kendall Square as a global epicenter of innovation.

Transportation Reform & Innovation:

Making it easier to get your people in and out of Kendall Square.



A PLATFORM

FOR COLLECTIVE ACTION

MOBILIZING KENDALL

2019 MILESTONES INCLUDED:

Transportation Symposium & Transport Kendall Report

Gathered 80 business leaders for a half-day session co-hosted with Biogen called, "Get Smart Forum on Transportation Funding." This event was an opportunity for the business community to have access to policy experts and to learn about all of the tools available — big and small — that could keep our economy growing while getting our people where they need to be.


In 2019 we released the Transport Kendall Report, a prioritized list of the infrastructure investments that we need to ensure sustainable growth in Kendall Square.

Placemaking Design Thinking Workshops & Pop-ups

Convened design thinking sessions and conducted person on the street interviews with members of the community to reimagine Kendall Square's physical, cultural, and social identity.

Supporting and Recruiting Diverse Employees

More than 80 HR and recruitment professionals across Kendall gathered for an event we co-hosted with Alnylam Pharmaceuticals to share best practices around supporting and retaining diverse employees. Panelists represented local affinity groups including: WEST (Women in the Enterprise of Science and Technology), Latinos in Bio, Color of Biotech, and OutBio.



TO BE SURE THE NEXT GENERATION OF INNOVATORS BRINGS THEIR DISCOVERIES TO KENDALL, THEY HAVE TO KNOW WHAT IS WAITING FOR THEM. THE KSA COLLECTS, SHAPES, AND DISTRIBUTES THE STORIES OF THE DAY AND ENHANCES KENDALL'S REPUTATION ON THE WORLD STAGE.

THIS WORK MARKS A DEPARTURE FROM THE ORGANIZATION'S FIRST 10 YEARS OF FOCUSED COMMUNITY BUILDING AND ADVOCACY. WE'LL SHAPE THIS WORK WITH OUR MEMBERS VIA VEHICLES LIKE OUR KENDALL GLOBAL INITIATIVE.

A BRAND AMBASSADOR & ADVOCATE

BRAND AMBASSADOR & ADVOCATE

GET INVOLVED

STRATEGIC INITIATIVES:

Transportation

Our transportation system is facing a major crisis. This year, greater Boston earned the designation of “worst congestion,” and you can’t find the cure for cancer while you’re sitting in traffic. Leaders in

Kendall understand that in facing a crisis there is an opportunity for innovation. The KSA has been at the forefront of advocacy on this issue, educating our members about the issues, and convening groups to prioritize solutions.

We also announced the Transportation ADVANCE, a campaign that empowers Kendall businesses to lead on transportation through action. This campaign uses an experimental model that engages and empowers employees to ease short term pain while exploring long term solutions.

Placemaking

How can we further leverage Kendall’s unique power of proximity? How can we stimulate more serendipitous connections every day? How can we make our streetscape look like you’re getting a window into the future? Placemaking is the collaborative community process that answers these questions by activating and experimenting with our public spaces. In 2019, we formed a multi-stakeholder working group and hosted a series of community design thinking workshops and research, connecting with people from all across Kendall and generating hundreds of ideas. In the coming year, experiment and explore with us as we work to make a more inviting and memorable Kendall.

Diversity, Equity, and Inclusion

Kendall’s leaders understand that talent is evenly distributed and that bias and systematic discrimination can block the most talented people from being able to contribute to the future of science and technology. Last year, we started our journey in this work by hosting a series of community conversations on how racism impacts people’s lives at work. From there, we brought together 17 leaders from across Kendall’s industries for a year-long Diversity, Equity and Inclusion learning journey. In 2020, the Learning Community’s work will propel forward in the form of research, convenings, and opportunities for network building among DEI champions and best practice sharing among recruiters, HR leads, and others charged with moving the needle forward on your organization’s DEI goals.



✉ >> Email

alana@kendallsq.org to get involved today.

2020 EVENTS & PROGRAMS

AS A KSA
MEMBER, YOU
AND YOUR
EMPLOYEES
GET ACCESS TO
ALL SIGNATURE
EVENTS AND
PROGRAMS. TAKE
A LOOK!

KENDALL GLOBAL INITIATIVE

APRIL 2020

Senior leaders of member companies gather to chart the path for Kendall to identify the signals and offerings we'll share with the global innovation community over the next decade. Invitation only.

KENDALL SQUARE CHALLENGE

MAY 14, 2020

RAIN DATE: MAY 21, 2020

Corporate teams complete two hours of physical, intellectual and community service missions as they rack up points to claim the Kendall Cup and present prize money to local social change organizations. The adventure-filled afternoon is capped off with a huge outdoor party.

FILM NIGHT

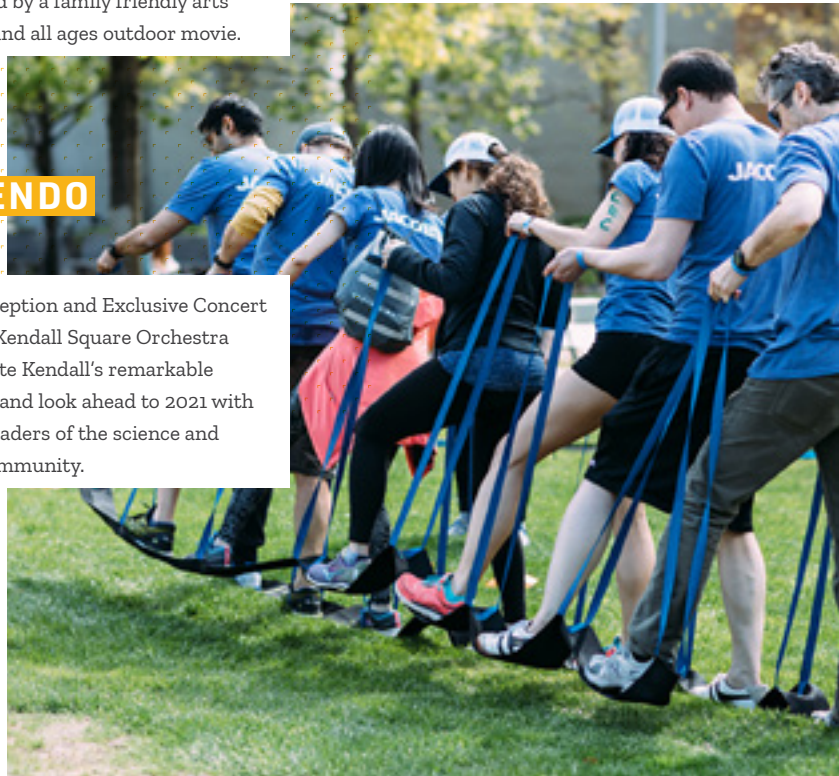
AUGUST 18, 2020

A night of hands on science and engineering for kids plus a beer garden for adults followed by a family friendly arts performance and all ages outdoor movie.

CRESCENDO

DEC 8, 2020

A Cocktail Reception and Exclusive Concert featuring the Kendall Square Orchestra (K2O). Celebrate Kendall's remarkable achievements and look ahead to 2021 with other senior leaders of the science and technology community.



2020 EVENTS &
PROGRAMS

PROGRAMS THAT FIT YOU

EXECUTIVE
WORKING GROUPS



LEARNING
COMMUNITIES



EVENTS &
PROGRAMS

Member Mixers

Speaker Series

Networking Events

Lunch & Learns

KSA Roadshows

Community Meetups

Kendall Walking Tours

JOIN THE KSA

TIER

01

02

03

04

05

INDUSTRY

Retail

Charitable

Startups

Government

Foreign
Consulate

Hotels

Venture Capital

Professional
Services

Financial
Institutions

Incubators

Research
Institutions

Construction

Tech

Life Sciences

Real Estate
Managers &
Brokers

Real Estate
Owners &
Developers

Higher
Education

PRICE

\$500

\$3,000

\$5,000

\$10,000

\$20,000

>>> Discounts available for startups and Tier IV companies with fewer than 50 employees.

SPONSORSHIP OPPORTUNITIES

ANNOUNCE
YOUR ARRIVAL,
BUILD YOUR
BRAND, ATTRACT
NEW TALENT--
AND ADVANCE THE
CUTTING EDGE
WORK OF THE
KENDALL SQUARE
ASSOCIATION.

2020 INITIATIVES

DIVERSITY, EQUITY & INCLUSION

TRANSPORTATION

PLACEMAKING

SIGNATURE EVENTS

KENDALL GLOBAL INITIATIVE

KSQ CHALLENGE

FILM NIGHT

CRESCENDO

NETWORKING OPPORTUNITIES

NETWORKING NIGHT

MEMBER RECEPTION

LEARNING OPPORTUNITIES

KENDALL SQUARE ORIENTATION

LUNCH & LEARN

CUSTOM EVENTS

SPEAKER SERIES

We are happy to curate an experience with you. Contact us to brainstorm how we might be able to partner together.

✉ >> [Email Maya for More Information](mailto:maya@kendallsq.org)

maya@kendallsq.org



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For keeping up to date on
all events Kendall has to offer.

[✉ >> Email](#)

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**WE HAVE PROBLEMS TO SOLVE AND
OPPORTUNITIES TO REALIZE, SO
THE WORLD CONTINUES LOOKING
TO KENDALL SQUARE FOR THE NEXT
SOLUTION. BECAUSE WE KNOW THAT
WHILE YOU MIGHT GO FASTER ALONE,
TOGETHER WE WILL ALL GO FURTHER.**