

COACHELLA VALLEY

# Innovation Alliance

CVIA

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*BUILT HERE. MOVING FORWARD.*

Inaugural Event · May 26, 2026

# *Coachella Valley Innovation Alliance*

Speakers aren't keynote performers. They're neighbors — with backstories, risks taken, and earned wisdom worth hearing up close.

## *Opening Remarks:*

- Mihai Patru, Executive Director, Blue Zones Project Palm Springs
- Grace Garner, Palm Springs City Council Member
- Franchesca Forrer, Blue Zones Project Palm Springs

# "See it here. Be it here."

Speakers aren't keynote performers. They're neighbors — with backstories, risks taken, and earned wisdom worth hearing up close.

*If they built it here, anyone can. Today's keynoters:*

- Mona Babauta, CEO of SunLine Transit Agency
- Paul Carr, Co-owner of The Best Bookstore

## What CVIA events deliver:

Local heroes, real backstories

Successes AND failures — both matter

Up-close, personal format

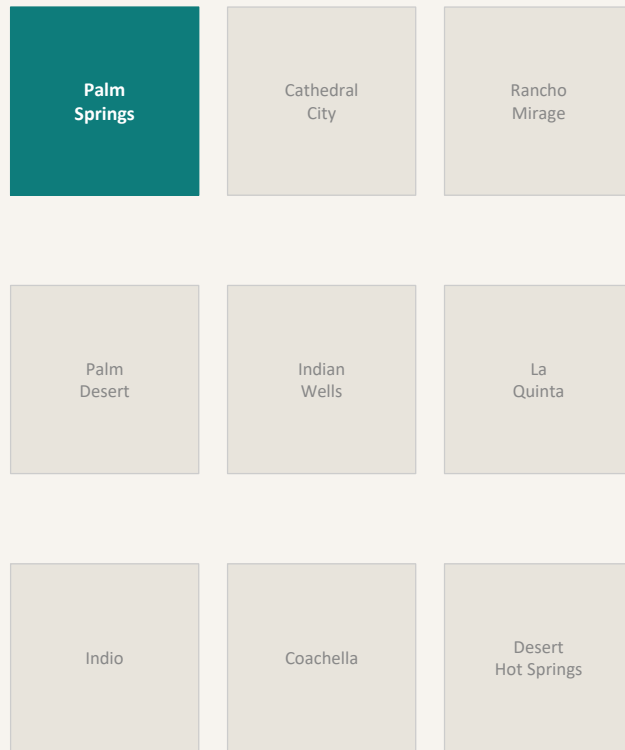
Any age. Any background. Any starting point.

# Stronger as One Than as Nine.

**CV Link connected the Valley physically.**

*CVIA connects it economically.*

When desert cities act as a unified region, they compete for resources and talent no single city can attract alone. CVIA is the first conversation about shared regional success.



**9 cities. One platform.**

# Keep the talent. Grow the economy.

**9**

**Cities Served**

One platform, entire valley

**Year-  
round**

**Not Seasonal**

Infrastructure, not a one-off

**Free**

**Pilot Admission**

Pilot is free — what comes next we learn together

# *The venue is a character, not a backdrop.*

**Studio 4707, Palm Springs — an industrial warehouse with a story as compelling as the people inside it.**

## Discovery

We choose venues you haven't heard of — in neighborhoods worth knowing. That's the point.

## Activation

We're not renting a room. We're proving entrepreneurial opportunity exists in every corner of the Valley.

## Stickiness

Attendees leave with a new mental map of the Valley. Your brand is part of that discovery.

# Today's Agenda:

- Networking
- Overview/Introduction
- Talks, Questions, and Answers:
  - Mona Babauta, CEO of SunLine Transit Agency
  - Paul Carr, Co-owner of The Best Bookstore
- Fireside Chat with Mona and Paul
- Fill Out Survey!
- More Networking

# Impact + Scale = Economic Development

## Goals/Metrics/KPIs:

- 9 events in 9 cities
- 1,000 changemakers activated
- 27 companies formed (3 from each city)
- 54 advisors/mentors (2 per company)
- 18 city representatives (2 per city)
- 5 banks
- 10 angel investors
- 10 community-based partners/organizations
- 100 students

# Thank You!

- Brian Allman, Founding Partner CVIA
- Mihai Patru, Executive Director, Blue Zones Project Palm Springs
- Studio 4707, our wonderful venue
- Caravanserai, our 501(c)3 fiscal sponsor
- Blue Zones Project Palm Springs, one of our flagship sponsors
- Our speakers today (Grace Garner, Franchesca Forrer, Mona Babauta, Paul Carr)
- On The Mark, Organic Wine Exchange, Hey Pops!, our delicious refreshment providers!
- Amanda Klinzing and Matthew Sharp, our talented production team
- Visit Greater Palm Springs Economic Development
- Our lovely volunteers
- You! (our changemakers and our innovators)

# Join us!

- Volunteer
- Connect to speakers/venues/sponsors
- Make a tax-deductible donation
- Attend our next events
- Fill out survey!



*Let's talk about where you fit in the founding group.*

*[www.cvia.ai](http://www.cvia.ai)*