

 **The Best Money Advice I Ever Got**

 **How To Make Money Without A Job**

 **Mac Miller: Indie Music's Savior?**

 **AdVoice: New Business Via Search, Social**

Free Issue >

the Daily Muse **Daily Muse**, Contributor
Sharp, authoritative content & a thriving network for ambitious women
[+ Follow on Forbes](#)

Sponsored by
 **Merrill Lynch**
Wealth Management

FORBESWOMAN | 12/19/2011 @ 11:39AM | 3,350 views

The New Start-up Scene: From Silicon Strip to Silicon Mitten

[+ Comment now](#)

It all started with a computer chip.

Coined 40 years ago, the term “Silicon Valley” originally referred to the silicon chip manufacturers that helped build the high-tech movement in the [San Francisco](#) Bay Area. The region has been a technology hot spot since, but today, it’s evolved from hardware giants into social technology and consumer internet, thanks to companies like [Google](#) and [Facebook](#). “Silicon” is no longer literal, but a metonym for the [entrepreneurial spirit](#) that’s fueled the region’s growth for decades.



But the Bay Area isn’t this country’s only pocket of innovation, and “Silicon (fill-in-the-blank)” is an increasingly popular shorthand for regions with brewing start-up scenes. With [predictions](#) that start-ups will bring the United States [out of its recession](#), entrepreneurs across America are stepping up to the plate. Here’s where the action is happening.

Silicon Alley (New York)

The subtle competition between Silicon Valley and the next-largest U.S. start-up scene is much like sibling rivalry—the regions might seem similar, but they certainly have their own personalities. Some Alley ventures are cut from the same social technology fabric as their Valley counterparts ([Foursquare](#), [Bitly](#)), but most have a distinctly New York flavor. “We exemplify a new type of tech



Most Popular

NEWS [People](#) [Places](#) [Companies](#)

Top Ten Reasons Why Large Companies Fail To Keep Their Best Talent
+105,242 views

Kim Jong Il, Dead At 69 +36,362 views

Five New Management Metrics You Need To Know +32,988 views

Mac Miller: Indie Music's Savior?
+29,564 views

Scott Walker Kills Women's Cancer Screening Program For Political Gain
+28,415 views

[+ show more](#)

the Daily Muse **Daily Muse** Contributor
[+ Follow on Forbes](#)

The Daily Muse is a career- and lifestyle-focused magazine and community for professional women. We target a tremendously under-served demographic: smart women who want insightful articles and career advice written just for them, who

company that focuses on our established industries like fashion and advertising,” explains [Manhattan](#)-based entrepreneur Amanda Peyton. New York is home to innovative e-commerce companies [Etsy](#), [Warby Parker](#), [Fab.com](#), [Bonobos](#), and [Artsy](#), and has been a hot spot for female-lead companies like [Gilt](#), [Birchbox](#), and [Rent the Runway](#).

The Big [Apple](#) is also catching up quickly to the Valley when it comes to funding: It’s currently the second-most active market on [AngelList](#).

Silicon Beach (Los Angeles)

Even though venture capitalist [Mark Suster](#) does his very best [Regina George](#) impression when he suggests we [stop trying to make “Silicon Beach” happen](#), prominent L.A. angel investor [Paige Craig](#) continues to use the term to describe the city’s nascent tech scene.

And with at least [11 start-up incubators](#) planned for 2012, the scene is getting hot. [Beachmint](#), L.A.’s start-up darling, raised \$23.5 million this year to expand its celebrity-partnered social commerce platform, and Craig’s company, [BetterWorks](#), was just named one of Business Insider’s [20 Best New Start-ups of 2011](#).

Not surprisingly, L.A. entrepreneurs take advantage of their natural resources in the entertainment industry to start ventures like [MovieClips](#) and [Machinima](#). Nothing goes with entertainment like lawyers, and contract simplifier [DocRun](#) is following in the steps of L.A. startup pioneer [LegalZoom](#). “Even though L.A. is a big city, Silicon Beach makes it feel like a small town,” explains [ShareSquare](#) founder and L.A. StartupDigest curator Matthias Galica. “For years, we hemorrhaged talent to NorCal, but that’s starting to change.”

Silicon Strip (Las Vegas)

Shoe retailer [Zappos](#) has been based in the Las Vegas suburbs for nearly a decade, but it’s finally getting some company, thanks in part to CEO Tony Hsieh. His [Downtown Project](#) is making plans to turn Las Vegas into a meta-incubator of innovation and ideas: With \$350 million committed to seed businesses and build infrastructure, it’s almost as though the city itself is a start-up. “In the last six weeks, at least four tech start-ups moved here from other states,” Hsieh explains excitedly. “We’re building this community from scratch—it’s Sin City to Sim City.”

This entrepreneurial renaissance is also evocative of a co-working space, where like-minded organizations come together to build a community. But what unites the diverse ventures—from robot maker [Romotive](#) to local marketplace [Rumgr](#)—isn’t their industry, it’s their founders’ desire to be part of the reinvention of a city.

Silicon Mitten (Michigan)

In the state shaped like a cold-weather accessory, Michigan residents fondly refer to their homeland as “[The Mitten State](#),” and they’re not letting the cold—or the region’s economic decline—keep them down. From Ann Arbor’s clean

[+ show more](#)

The author is a Forbes contributor. The opinions expressed are those of the writer.

DAILY MUSE’S POPULAR POSTS

[Final Cut: Words to Strike from Your Resume](#)
378,978 views

[4 Networking Mistakes You Don't Know You're Making](#) 92,213 views

[Effective \(and Non-Creepy\) Ways to Stalk People on LinkedIn](#) 38,312 views

[5 Types of Friends You Don't Need To Have](#)
6,443 views

[The Man who Became a Logo: How we Memorialize Steve Jobs](#) 4,162 views

MORE FROM DAILY MUSE

Daily’s News Stream

Show all activity (20) 

New Post 4 hours ago

Daily Muse [The New Start-up Scene: From Silicon Strip to Silicon Mitten](#)

New Post 4 days ago

Daily Muse [Is it Time to Leave Your Job?](#)

New Post 5 days ago

Daily Muse [Help! I'm the Breadwinner -- and He's Jealous](#)

New Post 6 days ago

Daily Muse [4 Ways to Stay Productive When You Answer to Yourself](#)



tech scene to Detroit's manufacturing-based start-ups, young entrepreneurs and forward-looking investors like [Detroit Venture Partners](#) and [Ludlow Ventures](#) are taking their state's future in their own hands. As [Texts From Last Night](#) founder Ben Bator explains, "We realize that our dream job doesn't exist, and so we have to make it."

One thing Detroit isn't short on is available real estate, and projects like the [revitalization of the Madison Building](#) downtown and Phil Cooley's [Pony Ride](#) property in Corktown will provide much-needed incubator space for Motor City entrepreneurs.

Page 1 | 2 | [Next Page »](#)

[+ Comment now](#)

[Email](#)

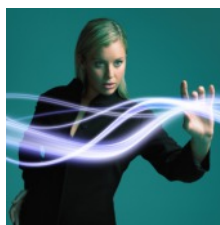
[Report Corrections](#)

More on Forbes Right Now



America's Most Promising Companies

FEATURES



How to Be a Social Media Power Influencer (And Why!)



How To Live To Be 102

TODAY'S TOP STORIES

Top Ten Reasons Why Large Companies Fail To Keep Their Best Talent

+105,115 views

Kim Jong Il, Dead At 69

+36,342 views

Five New Management Metrics You Need To Know

+32,863 views

Post Your Comment

[Log in to post a comment](#)

Don't have an account?
[Join Forbes Now.](#)