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GROWING TECHNOLOGY COMPANIES PLANT SEEDS FOR MICRO TECH HUB IN DOWNTOWN MANCHESTER

Manchester, CT  The COVID-19 crisis has changed the way companies and individuals communicate, educate and conduct business. Now more than ever tech companies are proving to be an essential component of our rapidly evolving culture and economy. Setting their business roots in Downtown Manchester has helped three innovative technology businesses to grow and expand, planting the seeds for a Downtown Micro Tech Hub and post COVID growth.

The Businesses
Arsome Technology is a custom software and systems development company with specialties in software development, immersive technologies and mobile development. Co-Founders David Oyanadel and Benjamin Williams met in 2015 when Benjamin enrolled in David’s graduate level Information Management course at Eastern Connecticut State University. They discovered a shared passion for entrepreneurship and technology and in 2016 jointly founded Arsome Technology and now employ 7 staff.

LESA (Live Event Stream Automotive) is a software company specializing in video apps for the automotive sector, founded by Philip Ly in 2011. Phil identified video as an expanding market medium that would continue to grow. LESA now has a staff of 15 and currently works with over 700 dealerships using video apps and tools to help dealers sell cars.

Quast Media is a boutique digital marketing and immersive technologies agency founded by Winfried (Vinni) Quast in 2013. With a talented team of 10, Quast works to integrate a menu of digital technologies to create effective marketing solutions utilizing digital video, augmented reality, virtual reality, 360 video, holographic displays, and web design.

Why Downtown
Each of these three businesses began within the past ten years. The portability of technology allowed them to start their businesses in their homes. As staffing needs grew they eventually looked to Downtown Manchester to meet their office needs. A central, accessible location, competitive pricing, diverse business base, quality of life and a walkable environment were all factors in their decisions. Phil Ly sees Downtown’s central location and amenities as helping him to attract new staff in a competitive marketplace. David Oyanadel likes the energy of having WORK_SPACE , a co-working, collaborative meeting space and gallery in the Downtown. Vinni Quast touts the “culture of inclusion” in
the Downtown and the larger Manchester community where new businesses and individuals are welcomed and civic, business and community organizations are open to their involvement.

Benefits of Creating a Tech Cluster in Downtown
Jeff Durham, Director of Strategy for Quast Media, pointed to the “mutual benefit of creating a culture of innovation…. an incubator of creativity” within a span of several blocks. All three businesses see both advantages and opportunities in the growth of a tech sector in the Downtown. Proximity breeds collaboration and a sense of community according to Leyda Quast of Quast Media. David Oyanadel likes the ease with which he can talk to other tech firms, citing a recent meeting with Phil Ly at Urban Lodge Brewing.

What Will Drive Future Growth
Each of these businesses sees their future growth driven by new innovative applications of AR and VR technologies in existing and new industries and sectors. David Oyanadel forecasts the application of virtual instruction to industries like health, education and manufacturing where job training can take place off site, readying workers to be productive upon arrival. Phil Ly sees continued, strong expansion in the automotive sector. Vinni sees the expanded application of technologies to business communications and marketing. All agree that a strong, talented business team and exceptional customer service will continue to be an important foundation for success and Downtown is a great place to grow.

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See photos below:
Photo 1 – Quast Media (L to R Leyda Quast, Winfried Quast, Jeff Durham)
Photo 2 – LESA (L to R Mary Minor, Andrew Rosenbery, Azmath Rahiman, Philip Ly, Pavel Leykin)
Photo 3 – Arsome Technology (L to R Jocelyn Maminta, Benjamin Williams, David Oyanadel)