

The Utah Startup Platform: GOEO

Deployment Plan

Prepared for: Utah Governor's Office of Economic Opportunity (GOEO)

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1. Executive Summary

Utah is a top-five startup ecosystem nationally, but its digital infrastructure ranks forty-seventh. Currently, discovering state resources requires founders to hunt through fragmented government PDFs, while international investors struggle to underwrite the ecosystem's true depth.

We sell time and clarity. The prototype we built for AI Builder Day proves that we can transform Utah's startup ecosystem from a hidden secret into a queryable, globally accessible asset. We are not proposing a new directory. We are proposing the deployment of an AI-native ecosystem engine that rivals the infrastructure of Dubai and Israel, built on modern, cost-effective architecture.

This document outlines the path from the 36-hour MVP to a full production deployment at startup.utah.gov/finder.

2. The Core Offer & Transformations

The platform serves two distinct audiences with two distinct products, unified by a single data architecture.

The Team

Kim Whitman Salisbury | Product & Go-to-Market Strategy Cornell-educated engineer and multi-time founder. Scaled Yoga Today from zero to millions of viewers across three business models and four technology rebuilds over 13 years. She turns complex user problems into frictionless AI-native products. [LinkedIn](#)

Peter Salomon | Architecture & Backend Engineering Software architect and technical co-founder with 20+ years building scalable systems across Europe and the US. Led end-to-end development of two computer vision pipelines from concept to production. He designed the MCP integration that makes Utah's ecosystem natively queryable by global AI agents. [LinkedIn](#)

The Founder's Navigator

For founders, we sell the shortest path between a business problem and the exact state resource that solves it.

Persona	The Core Transformation
Pre-Idea Dreamer	From Paralyzed and Overwhelmed to Action-Oriented and Supported.
Rural Operator	From Isolated and Underserved to Connected and Scaling.
Veteran Builder	From Struggling to Hire to Fully Staffed.
Venture-Ready Tech	From Bootstrapped and Hustling to Venture-Backed.
Established Scaler	From Domestically Constrained to Globally Distributed.
Academic	From Brilliant Researcher to Funded CEO.

The Utah Startup Map

For investors, we sell the fastest way to underwrite the Utah ecosystem and find deals.

Persona	The Core Transformation
Global Investor	From Skeptical Outsider to Active Deployer.
Angel Investor	From Relying on Word-of-Mouth to Systematic Deal Sourcing.
Talent Seeker	From Blindly Applying Online to Targeting Ecosystem Winners.
Ecosystem Explorer	From Operating in a Silo to Embedded in a Community.

3. The 2026 Design System

A government platform must command trust without feeling bureaucratic. The Utah Startup Platform utilizes a world-class design system grounded in Apple’s Liquid Glass patterns and a natural materials color palette inspired by Utah’s landscape.

Light Mode & Dark Mode Architecture

The interface uses a 24px border radius, an 8px grid, and a `backdrop-filter: blur(16px)` layer to create depth without clutter. The color palette avoids harsh primary colors, opting instead for Salt Flat (`#F5F2EB`), Canyon Shadow (`#1F2937`), and Summit Gold (`#C89545`).

1. LIQUID GLASS CARD — FOUNDER MODE

2. COLOR TOKENS

SURFACE

- Salt Flat `#F5F2EB`
- Aspen `#E8E3D8`
- Linen `#D9D2C5`
- Sandstone `#C8889E`
- Granite `#686E70`
- Canyon Shadow `#1F2937`

ACCENT

- Utah Navy `#1A3A5C`
- Summit Gold `#C89545`

3. TYPOGRAPHY SCALE

Display	Inter Bold 48px
Heading 1	Inter Bold 32px
Heading 2	Inter SemiBold 24px
Body text	Inter Regular 16px
Caption	Inter Regular 12px

4. SECTOR PIN PALETTE

software <code>#4A6B7C</code> lake mineral blue	fintech <code>#6B7561</code> juniper sage	life_sciences <code>#A56B5C</code> oxidized copper	consumer <code>#C89545</code> aged brass	cleantech <code>#5C7A6B</code> spruce green	marketplace <code>#8A6B7C</code> dusk plum	null <code>#9CA3AF</code> granite gray

Figure 1: The Light Mode component architecture.

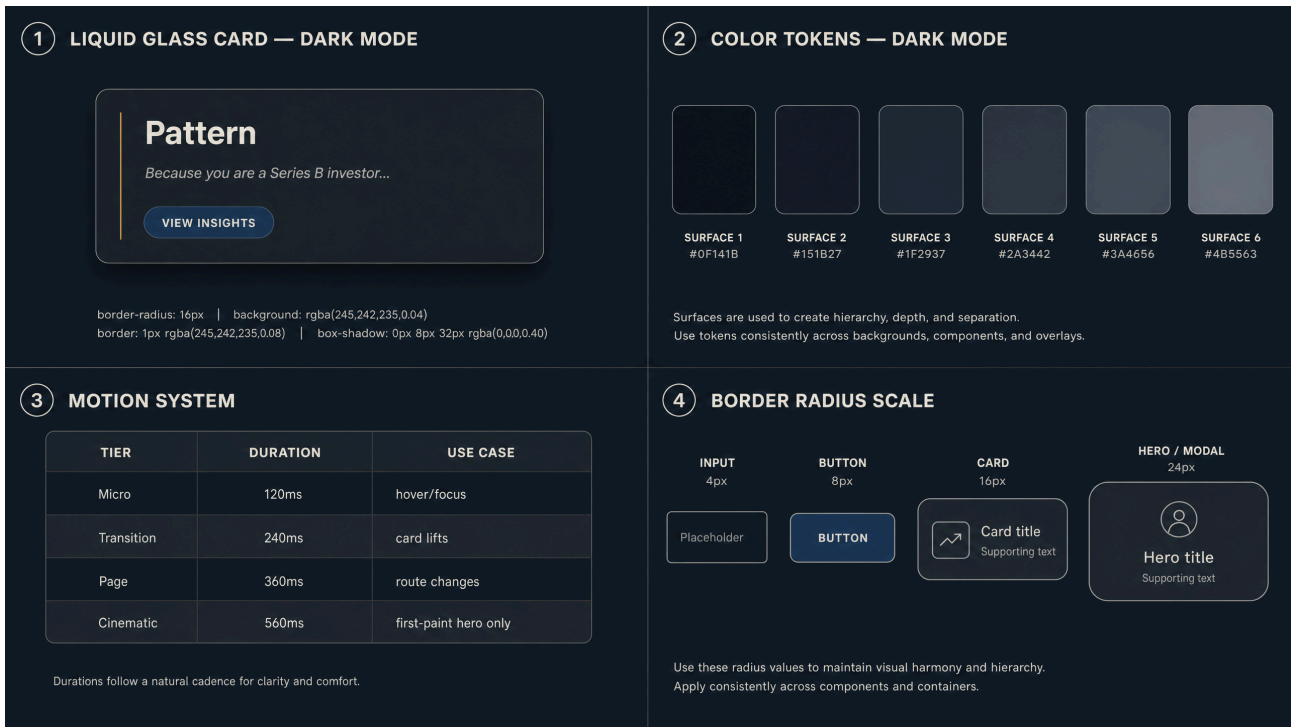


Figure 2: The Dark Mode component architecture.

Persona-Adaptive Modes

The platform dynamically adjusts its visual language based on the active user persona, ensuring that founders see actionable urgency while investors see clean, tabular data.

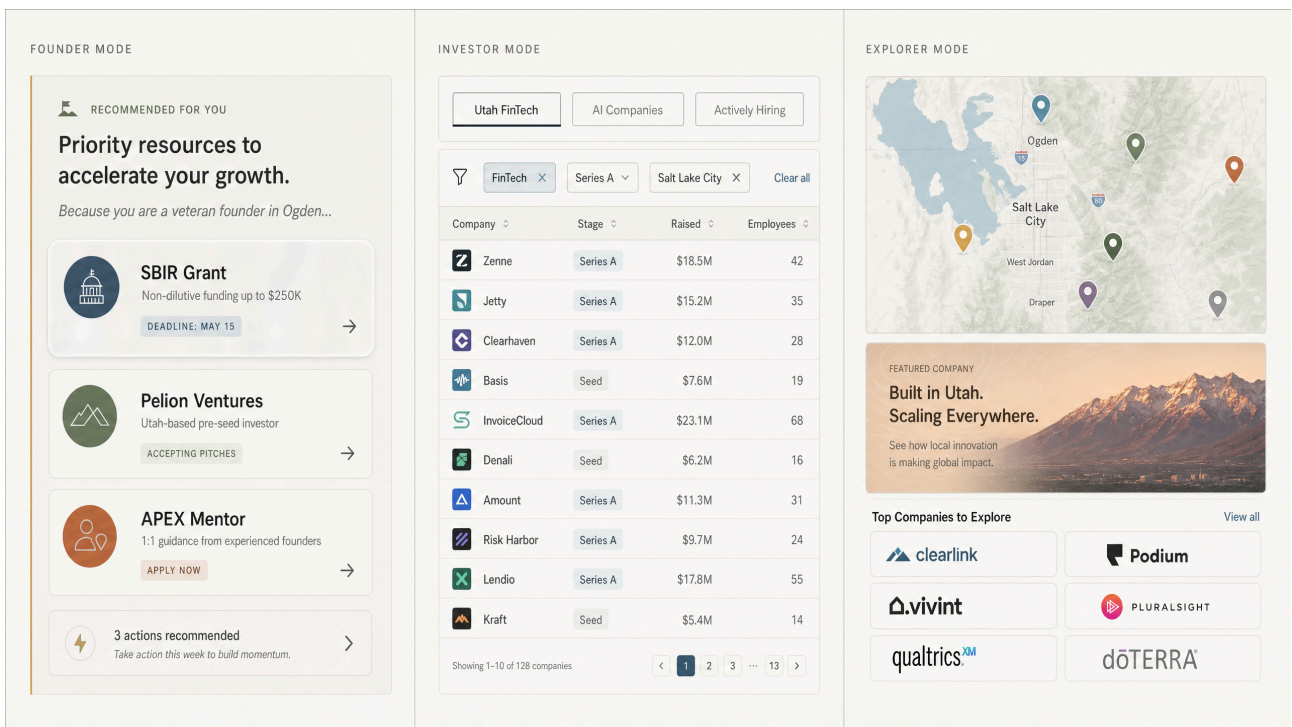


Figure 3: The three adaptive UI states: Founder, Investor, and Explorer.

4. The Technical Differentiator: MCP Integration

The most significant technical achievement of the platform is its architecture. We did not just build a website; we registered Utah's startup ecosystem as a Model Context Protocol (MCP) server.

By exposing the backend via `fastmcp` and `streamable-http`, the Utah Startup Platform becomes natively queryable by global AI agents. An investor in London can ask Claude Desktop, "What Series A FinTech companies are hiring in Utah?" and receive a real-time, accurate response drawn directly from the GOEO database. This makes Utah the first US state ecosystem to be a first-class tool for global AI.

5. The Phase Roadmap

Phase 1: The AI-Native Foundation (Months 0-1)

The immediate deployment of the MVP architecture.

- **The 3-Step Founder's Navigator:** Conversational AI resource discovery.
- **The Investor-Grade Map:** Interactive visual directory with "Tyler Presets" (e.g., one-click "Utah FinTech").
- **The Admin Chatbot:** Natural language database updates for non-technical GOEO staff.
- **The MCP Server Integration:** Native discoverability via Claude and ChatGPT.

Phase 2: Ecosystem Intelligence (Months 1-3)

Moving from a passive directory to a proactive signal engine.

- **The Network Graph:** A live, exploratory visualization showing who invested in whom, who mentors whom, and how the ecosystem connects.

- **Investor Alerts:** Automated digests when new companies match a VC’s saved filters.
- **Automated Data Enrichment:** Nightly cron jobs ingesting the Utah Division of Corporations feed.

Phase 3: The Action Engine (Months 3-12)

The platform becomes the place where deals are made and the ecosystem sustains itself.

- **Government Services Integration:** Pre-filling GOEO grant applications and DBA registrations directly from the chat interface.
- **The “Utah71” Cohort Program:** A co-branded capital incentive program mirroring Abu Dhabi’s Hub71.
- **Public API & Annual Reporting:** Automated generation of the definitive “State of Utah Tech” report.

6. Technical Credibility: What Is Live Today

The prototype is not a mockup. Every data point below is live in the deployed database, ingested from public sources.

Data Layer	Records Live Today	Source
Companies	302	YC alumni directory + SEC EDGAR Form D filings
Resources	209	Live GOEO resource feed + CSV import
Graph Vertices	312 nodes	Companies, Entrepreneurs, Investors, Resources
Mentor Edges	5	Seeded archetypes for live traversal demo
Demo Personas	11	All 6 Navigator ICPs + 4 Map ICPs + 1 Admin

The conversation is the input form. Pills accelerate qualification, but the chat input always works as a fallback. The system prompt enforces a locked vocabulary so the AI cannot drift off-contract.

The graph schema, projection, and Cypher endpoint are all live. Edge population (investments, foundings, employments) activates as companies claim profiles and as the EDGAR enrichment pipeline runs post-hackathon.

Knowledge Graph: Relation Type Schema

The graph is not a flat directory. Each edge type captures a distinct real-world relationship between ecosystem entities, enabling traversal queries that no keyword search can replicate.

Edge Type	SQL Table	Direction	Status
FOUNDED	foundings	Entrepreneur → Company	Schema live; data in Phase 2
INVESTED_IN	investments	Investor → Company	Schema live; data in Phase 2
EMPLOYED_BY	employments	Entrepreneur → Company	Schema live; data in Phase 2
USED	resource_usages	Company → Resource	Schema live; data in Phase 2
ADVISES	advisorships	Entrepreneur / Investor → Company	Schema live; data in Phase 2
MENTORS	mentorships	Entrepreneur → Entrepreneur	Live — 5 seeded edges

This schema enables queries that rival Startup Nation Central’s relationship graph: “Show me all investors who have backed a Utah FinTech company and also advise a Life Sciences startup” becomes a single graph traversal, not a manual spreadsheet exercise. The architecture is ready; the data pipeline is the Phase 2 deliverable.

7. The Ask

We have the architecture. You have the domain.

We request the green light and funding for a 30-day pilot deployment at startup.utah.gov/finder. Together, we will make Utah the most discoverable, actionable, and technologically advanced startup ecosystem in America.