

# MEDC Target Markets

Located in the Dallas-Fort Worth Metroplex just 25 minutes from DFW International Airport, McKinney is one of the most economically vibrant communities in North Texas. *Money Magazine's* #1 Best Place to Live in America, McKinney, offers the perfect mix for successful business development: a highly educated workforce, proximity to major markets, an airport with the ability to accommodate all types of business aircraft, availability of land, competitive incentives, excellent schools and a nationally acclaimed quality of life.

## High Tech

McKinney's highly educated workforce, availability of creative space, unparalleled quality of life and proximity to Dallas has fostered a high tech cluster in McKinney. The startup community in McKinney continues to grow and find success in our community with the available resources and collaborative atmosphere. McKinney's young, educated and creative demographic fits perfectly with leadership's focus on entrepreneurism.

### Industry

- Words with Friends
- Perfectly Green
- PestRoutes
- The WERX in McKinney
- Munzee
- Boss Fight
- Playful Corp.

### Opportunities (sub markets)

- Software and hardware design
- Gaming development
- Research and Development
- Start ups in the above categories eligible for WERX in McKinney incubator



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