An inventive Wisconsin: Ingenuity, enterprise and the knowledge economy

WISCONSIN TECHNOLOGY COUNCIL

The New Constellation Seminar Series

September 24, 2007

Tom Still, president
Wisconsin Technology Council

Who we are

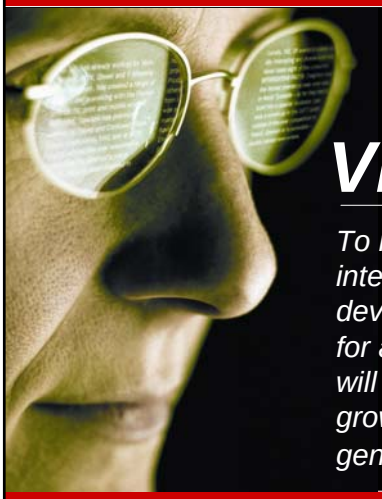
Wisconsin Technology Council

Mission:

To be the leading policy advisor and catalyst for the creation, development and retention of science and technology-based businesses in Wisconsin.

- Statewide, independent, non-profit and non-partisan. Created in early 2001
- 43-member board of technologists, educators, venture capitalists, government officials and service providers
- Executive committee and four standing committees: Technology Development, Investment Capital, Human Capital and Outreach/Public Policy

WISCONSIN TECHNOLOGY COUNCIL



Vision 2020:

To make the State of Wisconsin an international center for research, product development, and new business formation for advanced technology companies that will ensure ample high-income jobs and a growing economy for Wisconsin's future generations.

What we do

Wisconsin Technology Council

Policy Development:

Promote technology development in Wisconsin

- Publish and promote *Vision 2020: A Model Wisconsin Economy*
- Prepare and publish public policy statements regarding changes needed in areas of infrastructure, regulation, venture capital and taxes
- Advise state agencies (Commerce, Financial Institutions, Workforce Development) and other strategic partners (UW System, Tech Colleges, independent colleges)
- Main contact: Tom Still

What we do

Wisconsin Technology Council

Economic development:

- Wisconsin Early Stage Symposium (November 14-15 in Madison, WI)
  - Elevator Pitch Olympics, Wisconsin Angel Network Investor Presentations and "VentureQuest"
  - Company applications due Oct. 12
- Wisconsin Entrepreneurs' Conference (held each June in Milwaukee)
- Main contacts: Liz Katz and Tom Still



Wisconsin Early Stage Symposium

2007 Wisconsin Entrepreneurs' Conference


VISION 2020: A MODEL WISCONSIN ECONOMY

What we do

Wisconsin Technology Council

Economic development:

Provide opportunities for ideas, capital and entrepreneurs to meet

WISCONSIN AngelNetwork MAKING CAPITAL CONNECTIONS

- Wisconsin Angel Network (24 member organizations; 250-plus investors)
- More than 140 companies in our "Deal-Flow Pipeline," where they are available for review by accredited investors.
- Monthly eVestor newsletter
- "ePlan" online and CD presentations
- Networking events such as the Oct. 3 "I-Q Corridor Investors' Symposium"
- Contact: Joe Kremer

What we do

Wisconsin Technology Council

Economic development:

Provide opportunities for ideas, capital and entrepreneurs to meet

BPC
WISCONSIN GOVERNOR'S BUSINESS PLAN CONTEST

- Governor's Business Plan Contest
- 1,000 entries in four years
- $650,000 in cash and in-kind prizes
- Finalists have raised $10M in private equity
- Process helps them move ahead
- Open for entries in December; deadline is Jan. 31, 2008
- Contact: Liz Katz or Ryann Petit-Frere

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What we do

Wisconsin Technology Council

Economic development:

Provide opportunities for ideas, capital and entrepreneurs to meet

WSRC
Wisconsin Security Research Consortium

- Wisconsin Security Research Consortium
- Created to bring more classified research to Wisconsin, with an emphasis on linking academic researchers and private industry
- Goal of connecting Wisconsin resources to national security needs
- Board representatives from UW-Madison, Marshfield Clinic, UW-Milwaukee, MCW, UW System and more
- Contact: Jack Heinemann or Ryann Petit-Frere

What we do

Wisconsin Technology Council

Network Development

Support for an entrepreneurial culture

- High-growth regions and cities are highly networked
- Wisconsin Innovation Network (WIN)
- WIN chapters in Madison, Milwaukee, Northeast Wisconsin, Chippewa Valley, Lake Superior and Central Wisconsin
- Affiliates from Education and Research; Trade Associations; Economic Development; State and Local Government; Technology Networking Groups
- Contact: Liz Katz or Gina Leahy

VISION 2020: A MODEL WISCONSIN ECONOMY

What we do

Wisconsin Technology Council

Network Development

Support for an entrepreneurial culture

- Wisconsin lies in the core of the “I-Q Corridor”
- I = Ideas, invention, innovation, intellectual property, investment and interstate
- Q = Quality of life, quality workforce, quality education and quality environment
- Only 400 miles separate Chicago and Twin Cities, versus 500 from San Diego to the top of California’s Silicon Valley
- 14 million people plus research and capital

What are Wisconsin's technology assets?

We've got a solid research base:

- UW-Madison, No. 4 among public universities in research spending ($799M), 200 spinoffs
- Biotechnology Center, Institutes for Discovery ($150M), stem cell research, $125M Great Lakes Bio-energy Research Center
- College of Engineering (14 industry consortiums), Dept of Computer Sciences
- WARF gets 300-plus disclosures per year. $940 million returned to the university
- University Research Park: 114 companies, 4,100 employees
- Office of Corporate Relations is 'front door'

Our Assets

What are Wisconsin's technology assets?

We've got a solid research base:

- Medical College of Wisconsin, $139M in research, a dozen spin-offs
- Marshfield Clinic, $25M in research. Personalized medicine and zoonotics are specialties; working with WiSys on tech transfer
- UW System, research at UW-Milwaukee and other campuses
- Marquette, MSOE, Blood Center of SE Wisconsin
- Private research and development

Our Assets

What are Wisconsin's technology assets?

We've got regional and corporate strengths:

- Chippewa Valley, nearly 20 computing and communications companies -- the "Crayons"; NanoRite partnership
- St. Croix Valley among state's fastest growing regions; gateway to Twin Cities
- Fox Valley, tech-savvy manufacturers (Menasha Corp., Plexus, Kimberly Clark)
- Southeast Wisconsin is an emerging IT and bioinformatics center; GE Healthcare and I-Q Corridor ties to Chicago; Milwaukee County Research Park
- Rural Wisconsin can build on agriculture, biofuels, natural resources and e-Learning

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Research Centers

Potential Life Science COE

# Unifying Concept	Computer Science	Engineering	Mathematics	Physics	Biology	Biochemistry	Genetics	Immunology	Molecular Biology	Pharmacology	Proteomics
1. Tissue Regeneration	●	●		●	●	●	●	●	●	●	●
2. Personalized Medicine	●	●	●	●	●	●	●		●	●	●
3. Error-free Hospitals	●	●	●				●			●	
4. Genetically Modified Organisms	●	●			●	●	●		●	●	●
5. Zoonotics Disease Control		●			●	●	●	●	●	●	
6. Small Molecule Pharmaceuticals	●	●	●	●	●	●	●		●	●	

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Research Centers

Potential High-Tech COE

# Unifying Concept	Computer Science	Engineering	Mathematics	Physics	Biology	Biochemistry	Genetics	Immunology	Molecular Biology	Pharmacology	Proteomoics
Research Disciplines											
1. Intelligent Networks	●	●	●	●							
2. Mass Data Storage	●	●	●	●							
3. Nanometric Systems	●	●		●	●	●					●
4. Computing & Communications	●	●	●	●							
5. Extreme Materials	●	●	●	●		●			●		
6. Homeland Security	●	●	●	●	●	●		●		●	●

Our Challenges

What are Wisconsin's technology challenges?

We're becoming more competitive, but…

- While we're growing fast in numbers and stature, we're not yet a Top 10 biotech state
- Attracting and retaining strong managers
- Attracting private equity after seed and angel rounds
- We're still lagging in industrial R&D
- Competition is fierce. Many states are investing heavily
- We don't have a 'Big Pharma' base – yet
- Trade is up, but still room to grow

Our Challenges

What are Wisconsin's technology challenges?

Political threats are more damaging than you think

- It's bipartisan. Challenges come from the right and the left. UW's credibility gap must be closed.
- Ideas and researchers are portable. They can and will move
- Most states racing to improve their tech environments
- Environment of political stalemate not healthy for business attraction
- Wisconsin must protect investment in UW System; the public payback in UW-Madison alone is 10-fold

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Our Challenges

What are Wisconsin's technology challenges?

We need more capital, managers and entrepreneurs:

- Wisconsin attracts about one-fourth to one-third the venture capital of Minnesota
- Making progress, but still lagging on creation of new companies
- Names such as Harley, Davidson, Johnson, Babcock, Evinrude, Kohler, Baird and Quadracci are known for building Wisconsin.
- Who will stand in tomorrow's Hall of Fame? Faulkner, DeLuca, Mackie, Linton and Thomson are a few – but we need more managers

VISION 2020: WISCONSIN TECHNOLOGY COUNCIL

PEOPLE

- SCIENTIFIC & TECHNICAL
- YOUNG & AMBITIOUS
- DIVERSE
- 300,000 MORE

Building a 21st century economy

What does it take to be successful?

- Talented people
- Adequate venture capital
- Entrepreneurial culture
- Process for technology business formation and rapid growth

AND

- A commitment to an economic development strategy that includes technology and "knowledge-based" industries

For more information

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