

European Forum 2011 Technology Forum



FFG



Pre-Commercial Procurement (PCP) An Instrument for Creating Innovation

How Effective Is A Demand-Oriented Innovation Policy?

August 26, 2011
Alpbach, Austria

Presented by:
Richard A. Bendis
President and CEO,
Innovation America
Publisher, innovationDaily



Rich Bendis BIO

- ✧ **Founder & CEO Innovation America**
- ✧ **Editor and Publisher innovationDAILY**
- ✧ **Active Venture Capitalist & Angel Investor**
- ✧ **Founder & President of Innovation Philadelphia**
- ✧ **Founder & President of Kansas Technology Enterprise Corp**
- ✧ **Int'l Speaker & Consultant to over 20 countries & 25 states/regions**
- ✧ **Board member TechnoPolicy Network, The Hauge**
- ✧ **Consultant to the United Nations & NATO on IBED**
- ✧ **Founding Board Member of SSTI and NASVF**
- ✧ **Former member of the U.S. Innovation Partnership Advisory Board**
- ✧ **U.S. member National Academy of Sciences (SBIR Review Committee)**
- ✧ **Member Eisenhower Fellowship Selection Committee**
- ✧ **Board Member of University City Science Center – Philadelphia**
- ✧ **Chairman & CEO of Continental Healthcare Systems (NASDAQ IPO)**
- ✧ **Former Executive with Quaker Oaks, Texas Instruments, Polaroid & Marion Laboratories**



Why Is Innovation Essential?

***“INNOVATION
DISTINGUISHES
BETWEEN A LEADER
AND A FOLLOWER.”***

-STEVE JOBS



The Global Innovation Imperative

- **Innovation** is Key to Growing and Maintaining a Country's **Competitive** Position in the Global Economy and to address Global Challenges
- **Collaboration** among Small and Large Businesses, Universities, and Research Institutes is Essential for Innovation & Commercialization
- **New Institutions and New Incentives**, are increasingly important to support collaboration and foster innovation
- **Competitive advantages** are increasingly tied to human capital and innovation
- **Economic growth** is closely related to education/workforce, energy, climate change, environmental, natural resource, geopolitical issues & entrepreneurship focused on **High Growth SME's**



**INNOVATION
MATTERS**

The Atlantic Century II: Benchmarking EU & U.S. Innovation and Competitiveness

Overall Rank

1. Singapore
2. Finland
3. Sweden
4. United States
5. South Korea
6. United Kingdom
7. Canada
8. Denmark
9. NAFTA*
10. Netherlands
11. Japan
12. Australia
13. Belgium
14. France
15. Ireland
16. Germany
17. Austria
18. EU-15**
19. EU-25**
20. Czech Republic



Innovation Economy: Definitions & Terminology

- Knowledge is the confident understanding of a subject, potentially with the ability to use it for a specific purpose
- Knowledge economy is based on creating, evaluating, and trading knowledge
- **Innovation** is the creation and transformation of knowledge into new products, processes, and services that meet market need.....and interactions, entertainment forms, and ways of communicating and collaborating



The Global Innovation Imperative

Key Points:

- Innovation is Key to Growing and Maintaining a Country's Competitive Position in the Global Economy and to address Global Challenges
- Collaboration among Small and Large Businesses, Universities, and Research Institutes is Essential for Innovation—
- New Institutions and New Incentives, are increasingly important to support collaboration and foster innovation



How Leading Nations Responding to the Innovation Imperative?

They are providing four things:

- High-level Focus
- Sustained Support for R&D:
Leveraging Public and Private Funds
- Support for Innovative SMEs
- New Innovation Partnerships to bring
new products and services to market

Note: Many countries are investing very substantial resources to create, attract and retain industries in leading sectors



The New Locational Competition

Definition: The competition for economic activity

Intense and growing competition among nations and regions for well paid jobs and improving living standards.....

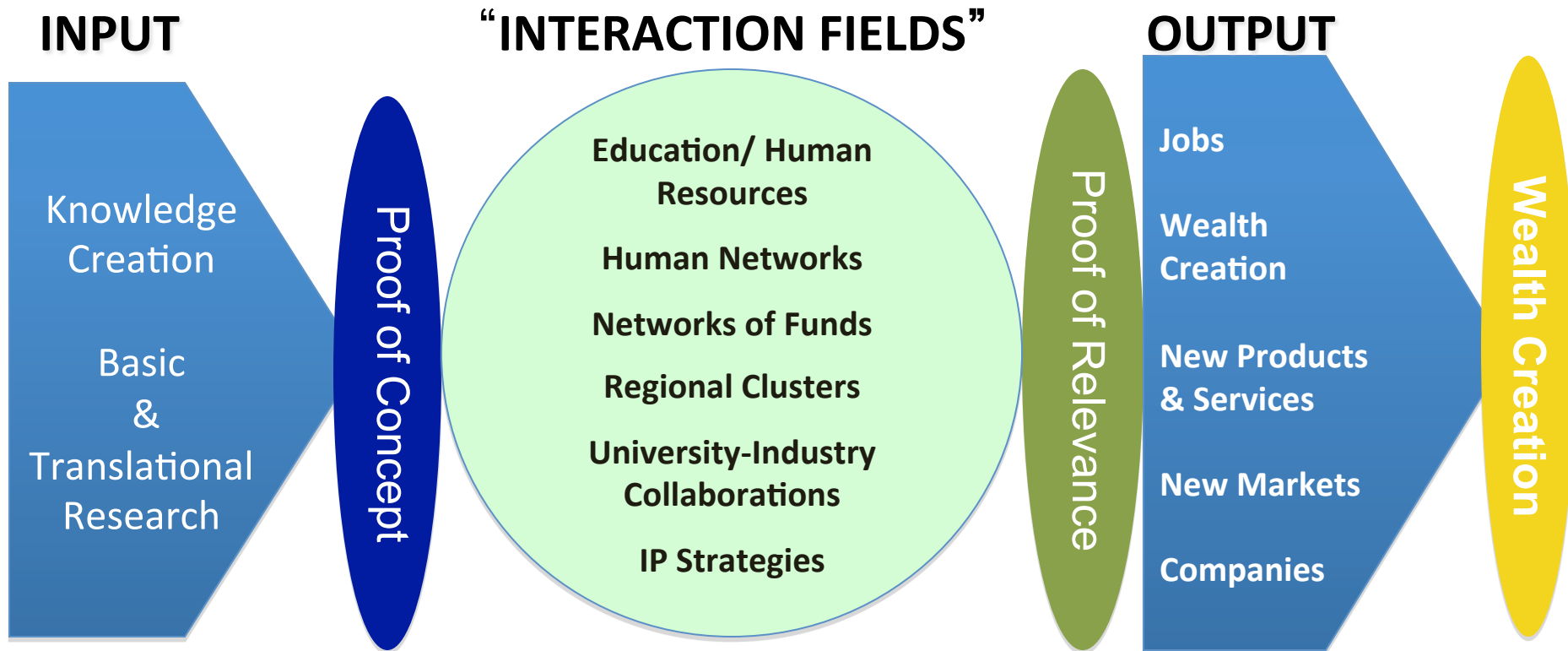


Global Innovation Network

Global Innovation Network



Innovation Ecosystem



The concept of the innovation ecosystem stresses that the flow of technology and information among people, enterprises and institutions is key to a vibrant innovation process.

Essential Collaboration

ACADEMIA

- RESEARCH/T2
- LIFELONG LEARNING
- ECONOMIC DEVELOPMENT

INDUSTRY

- PROFIT
- PROCESS
- PRODUCT

INSEPARABLE MISSIONS

GOVERNMENT

- SUSTAINABILITY
- QUALITY OF LIFE
- ECONOMIC POLICY

FOUNDATIONS

- ECONOMIC GROWTH
- COMMUNITY INVESTMENT
- REGIONAL COLLABORATION

Government's Role in Innovation

- Long term vision and planning
- Identify gaps and trends in science, technology, innovation and SME development
- **Be a catalyst through long-term strategic investments and partnering**
- Develop a balanced and flexible research and development investment portfolio
- Encourage private sector innovation
- Establish performance-based research and development
- Accelerate the commercial exploitation of creativity and knowledge, through innovation and research, to create wealth, grow the economy, build successful businesses and improve quality of life



US Federal Programs to Increase Innovation Capital

R&D Tax Credit Reauthorization (Pending)

- US ranks **24th** out of **38** countries.
- Provides **\$9B in tax relief** to companies and individual - **\$10B of R&D** can be supported by a permanent research tax credit.

National Angel Capital Tax Credit:

- **20+ states** have tax credits for early stage investment ranging **from 10-50%**.
- Senator Mark Pryor (D Arkansas) has proposed legislation talking about an across the board **25% credit**.
- Advantages to having credits includes **Increases the state's risk capital market & stimulates investment in new companies & creates new jobs** from startups.

Patent Reform Proposal:

- Proposed versions of the Patent Reform would switched U.S. patent priority from the existing **"first-to-invent"** system to a **"first-to-file"** system.

SBIR/STTR Reauthorization:

- Increase from **2.5% to 5%** the amount that each federal agency with an extramural research and development budget
- Increase in Phase I and Phase II awards

US Federal Program Competitions



\$12 million Proof of Concept Centers



\$33 million Cluster Program

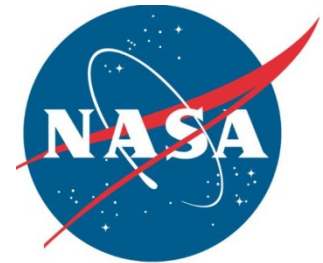
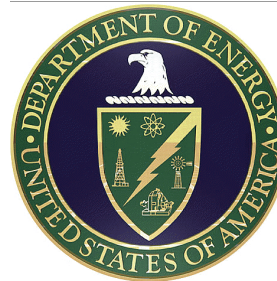


\$387 million sustainable development clusters



High Risk Research-Critical National Need

The U.S. SBIR Program



Small Business



- "On average and for all but seven years between 1977 and 2005, existing firms are net job destroyers, losing 1 million jobs net combined per year. By contrast, in their first year, new firms add an average of 3 million jobs," the study reports.

– Kauffman Foundation

Source: Research Series: Firm Formation and Economic Growth

- Generates 60 to 80% of net new jobs annually
- Employs 30% of high-tech scientists, engineers, and computer workers
- Produces 13 to 14 times more patents per employee than large firms



SME INNOVATE OR DIE!

LESS THAN 1% OF BUSINESSES EVER ATTRACT FUNDING, YET 100% OF BUSINESS OWNERS THINK THEIR BUSINESS IS A GOOD INVESTMENT.

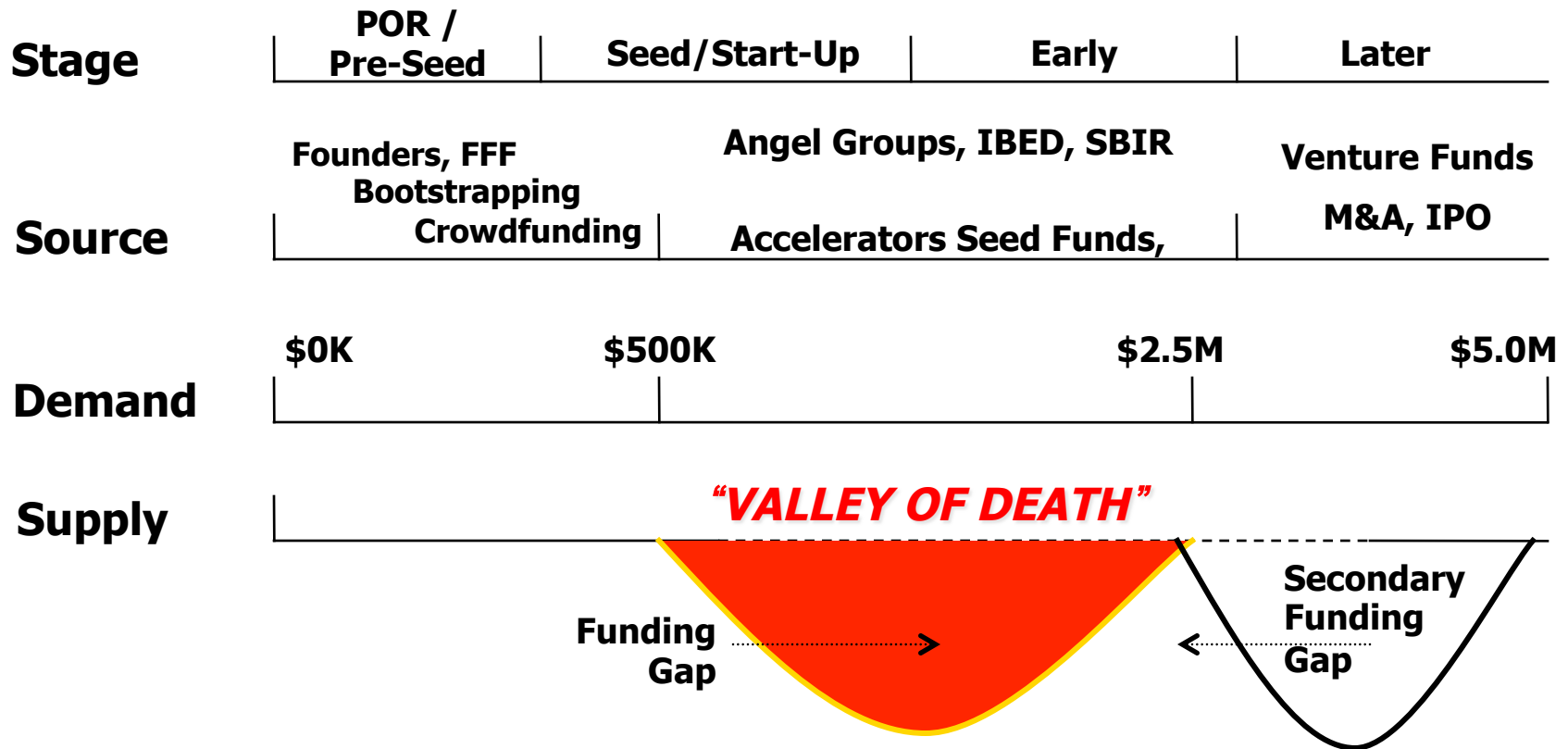
WHERE IS THE DISCONNECT?

Think
HIGH TECH
GROWTH

innovate
or die

Innovation Capital Valley of Death

“VALLEY OF DEATH”



Bootstrapping

The term comes from the German legend of Baron Münchhausen pulling himself out of the sea by pulling on his own bootstraps.



Definition: “*The act of starting a business with little or no external funding*”

Crowdfunding

Crowdfunding—as its name implies—aims to reach a funding goal by getting many investors to put in small amounts.



The Challenge

**A Key Challenge is
Converting U.S. Research
Investments into Jobs and
Growth**

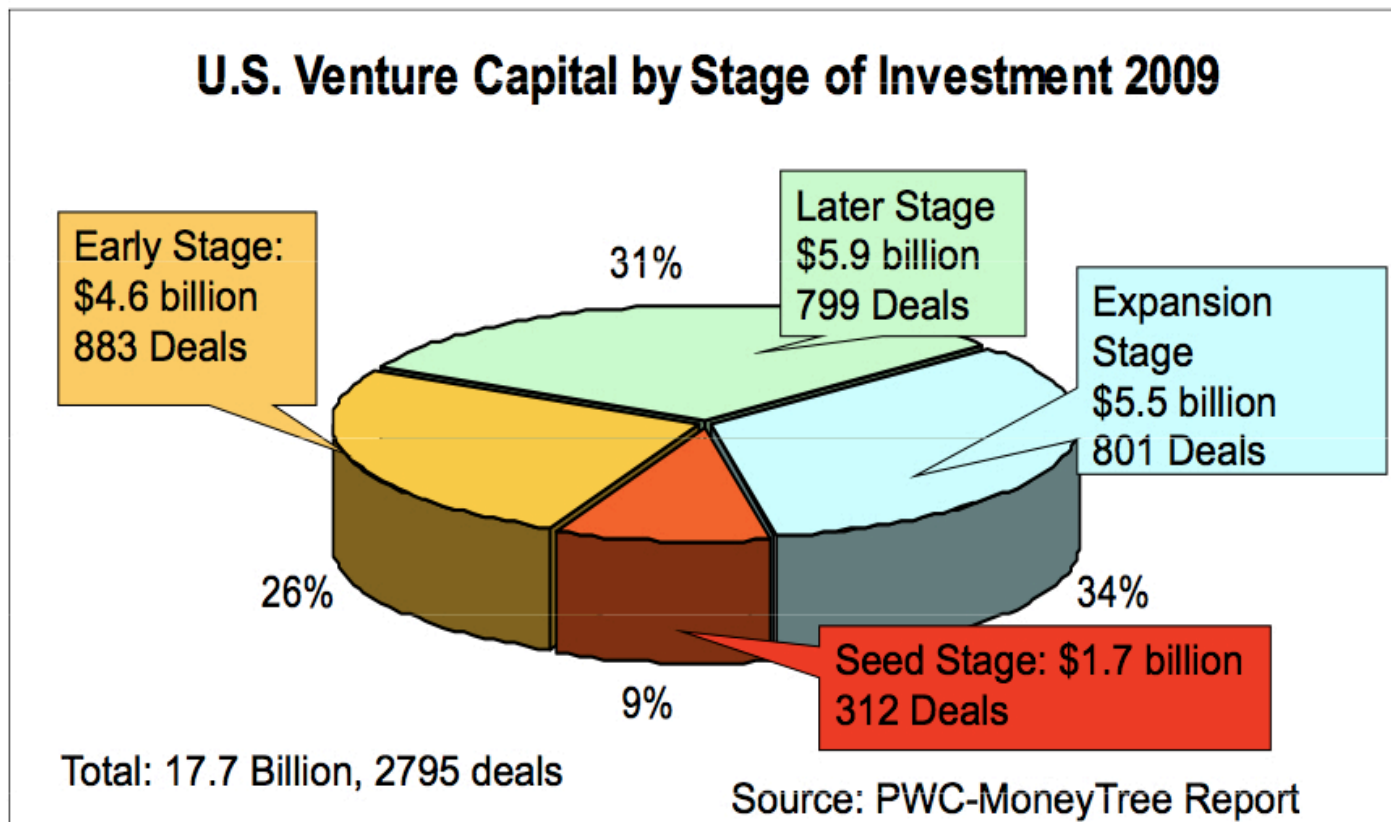
**How to bring innovative
firms across the Valley of
Death?**



Venture Funding

Venture Funds are Only One Path

U.S. Venture Investments Down 37% in 2009



Jobs! Jobs! Jobs!

**Does Seed Investing
REALLY
Create Jobs?**



Public Investment In Job Creation

Category	CDVCA*	State of PA	State of MI	State of UTAH	Stimulus Bill
Funds Invested	\$26M	\$90M	\$291M	\$60M	\$800B
Jobs Created	3,700	8,150	28,854	2,047	1,000,000 To 4,000,000
\$ Per Job Invested	\$7,100	\$11,000	\$11,728	\$29,300	\$800,000 To \$200,000

*Community Development Venture Capital Association

Top 10 States for Venture Capital

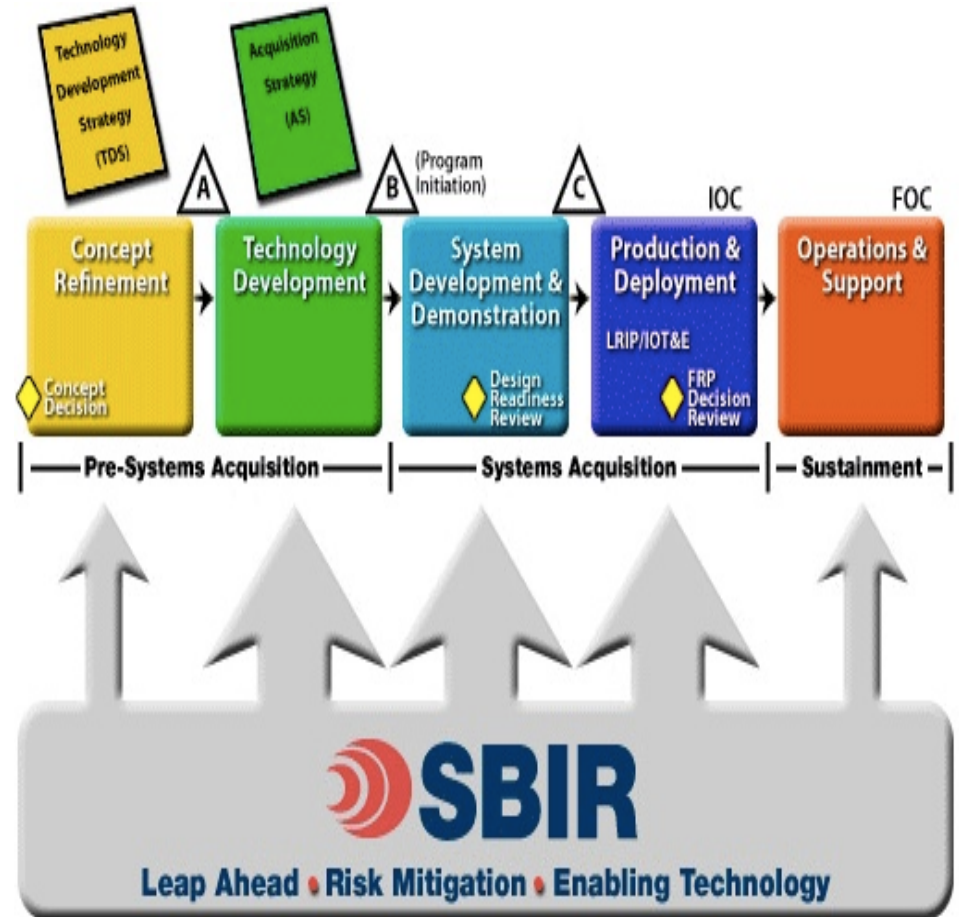
State	2010 VC Raised	1970-2010 VC Invested/Companies	Public Co's VC Backed # of Jobs/ U.S. Revenues	Cost of 1 Job Created per VC \$ invested
CA	\$11.6B	\$215.7B / 9,827	2,822,345/\$846B	\$74,846
MA	\$2.5B	\$53.6B / 2,860	775,151/\$190B	\$69,324
TX	\$981M	\$27.7B / 1,743	1,129,551/\$243B	\$24,525
NY	\$1.4B	\$25.2B / 1,799	656,632/\$188B	\$38,384
WA	\$634M	\$15.B / 837	778,579/\$256B	\$20,293
CO	\$483M	\$15.1B / 793	162,720/\$45B	\$92,812
NJ	\$469M	\$14.6B / 788	328,429/\$66B	\$44,464
PA	\$559M	\$13.3B / 1,130	783,527/\$238B	\$16,930
IL	\$732M	\$9.8B / 726	256,750/\$63B	\$38,693
NC	\$529M	\$8B / 475	195,973/\$42B	\$40,835

Source: PWC/NVCA 2011

SBIR vs. VC Early Stage Investments 2010

SBIR/STTR = \$2.5B

VC = \$1.7B



The Small Business Innovation Research (SBIR) Program

- The SBIR Program converts Knowledge into Products to meet Government and Societal Needs
- SBIR is a highly-competitive, gated innovation system, providing merit-based awards to small companies to– Provide Proof of Principle
- Develop Prototypes
- Successful Companies Attract Private Capital and/or win Public Contracts
- Largest U.S. Innovation Partnership Program: \$2.5 billion per year



SBIR - Small Business Innovation Research

SBIR

- U.S. Federal Agencies with R&D Budgets in excess of **\$100 Million**
- **2.5%** Set Aside of Extramural Research Budget = **\$2.5 Billion**
- **\$14 Billion** Awarded via 50,000 awards since Inception

STTR

- Largest 5 agencies participate
- **.3% set aside**
- Currently = **\$100 million**



SBIR – Qualifications & Eligibility

1. Organized for-profit U.S. business
2. **\$2.5 Billion** available
3. 11 Federal agencies
4. Competitive Process
5. At least 51% U.S. owned and independently operated
6. Business is located in U.S.
7. Principal investigator primary employment is with small business during the project (*either business or university in STTR*) 500 or fewer employees



SBIR – The Mechanics of the Program**

Phase I

- Evaluate viability and feasibility of an idea
- Up to **\$150K** for 6 month period (*STTR 12 months*)
- Win Rates: *approx. 1-8 (varies widely)*

Phase II

- Expand results and Further pursue development
- Up to **\$1,000,000** for up to 24 months
- Win Rates: *approx. 1-3 (varies widely)*

Phase III Commercialization

- Most important requirement in getting to this point is having successfully won a Phase I and Phase II award.
 - Selling Product Development under a Phase II
 - Non-Government Funding to Develop Technology or Product
 - Non-SBIR Funding from Government to Develop Technology or Product



Advantages of SBIR

1. Significant amount of funds reserved for small, innovative firms
2. Public venture funds without dilution features
3. Funds high risk projects
4. No Payback
5. No personal guarantees
6. Firm retains IP – no dilution
7. Provides valuable credibility
8. Offers a simplified route to obtaining federal R&D funds



SBIR 2.0: Simplification and Streamlining

- Application to award at less than 60 days for all agencies.
- Standardizing contracts for faster turnaround times.
- One-stop-shop” web portal with all 11 agencies solicitation topics
- Clarify and simplify data rights for the Federal Government and entrepreneurs.
- Expanding bridge financing programs
- Expanding the use of the SBIR program to facilitate the technology transfer from Federal labs
- Better performance management
- Implementing common performance metrics
- Encouraging agencies to issue joint solicitations
- Share performance data publicly



Innovation Partnership - Pennsylvania

(US Rank/Pop – 6/12.4 Million)



[Subscribe to IPart News](#)

[Contact](#)

[Login](#)

Search ...

Search

Home

Find Help Now

IPart Programs

About IPart

What is the Innovation Partnership?

The Innovation Partnership is a consortium of economic development and business assistance organizations located throughout the Commonwealth of Pennsylvania. Our goal is to help early-stage technology companies in Pennsylvania secure federal funding opportunities. [Find Help Now!](#)



[Proposal Writing Assistance](#)

[IPart assists technology-driven companies in Pennsylvania to prepare high-quality SBIR/STTR grant proposals for submission to federal.](#)



[Travel & Training Assistance](#)

[Candidates are eligible for reimbursement of one-half of the cost of travel and training expenses directly related to their SBIR/STTR.](#)



[Federal Funding Resources & Links](#)

[Your essential starting point to locate solicitations and federal funding opportunities that may be a perfect match for your company.](#)

Our Partners:

Use the arrows to view more partners. Click each logo for additional info.



Nebraska SBIR/STTR Other Innovation Commercialization Funds

(US Rank/Pop – 38/1.8 Million)

Fund Type	Description	Amount	Match
SBIR Phase 0	Planning Grant	\$5,000	None
SBIE Phase 1/2	SBIR Commercialization Grants	Up to \$100,000	None
Prototyping	Prototype creation of product from research and development at a business operating with 500 or less employees	\$50,000	50%
Commercialization Fund	Commercializing a prototype of a product or process	\$500,000	50%
R& D Fund	Nebraska based businesses using faculty or facilities of an education institution for applied research or development of new products	\$100,000 Phase 1 \$400,000 Phase 2	1 to 1
Value-added Ag Fund	Innovation-based Ag development	No max amount (Total \$1M per year)	25%
Microenterprise Fund	For-profit entities with no more than 10 full-time equivalent employees.	\$50,000 Max	35%

Kentucky SBIR/STTR Programs

(US Rank/Pop – 25/4 Million)

Phase Zero -- The goal of the SBIR-STTR Phase Zero grant is to assist Kentucky-based new and existing small businesses, and Kentucky's college and university faculty with the preparation of high-quality, competitive Phase I proposals for submission to participating federal SBIR and STTR programs.

Phase Double Zero -- The goal of the SBIR-STTR Phase Double Zero grant is to assist Kentucky-based new and existing small businesses with the preparation of high-quality, competitive Phase II proposals for submission to participating federal SBIR and STTR programs. The applicant must have previously received a Phase I Federal Grant to be eligible for a Phase Double Zero grant.

The Kentucky Matching Funds Program provides matching Funds for the SBIR/STTR grant awards as follows:

Phase I: Up to \$150,000 in Matching Funds

Phase II: Up to \$500,000 in Matching Funds

(US Rank/Pop – 9/9 Million)

ETF Fund Purpose:

- Encourage companies to pursue SBIR/STTR grants and contracts
- Increase Michigan's competitiveness in obtaining SBIR/STTR funds
- Increase commercial success of Michigan SBIR/STTR projects
- Stimulate early stage technology investing activity in Michigan

Focused Technology Sectors:

- Advanced Automotive, Manufacturing, Materials, Information, and Agricultural

SBIR/STTR Funding: \$1.8 Million

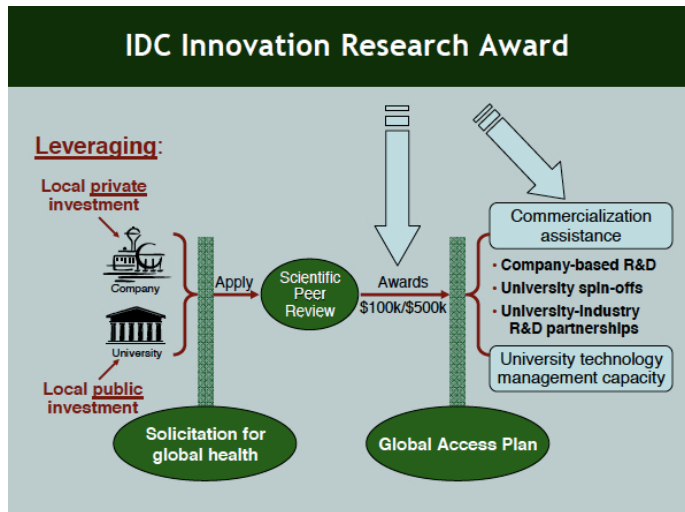
Phase I Funding: Matching Up to \$25,000

Phase II Funding: Matching Up to \$125,000



SBIR/STTR consulting, training & assistance BBC clients experience a 40% success rate 2 ½ X greater than national average

IDC Innovation Research Award Program



- Phase I awards will supports 6-12 month high-risk proof-of-concept R&D projects involving small and medium sized enterprises in the host country.

- Grantees who have successfully completed Phase I and demonstrated the potential merits of their project may apply for 12-24 month Phase II grants to validate and scale-up the process or product under development.

International SBIR-like programs are modeled after the success of the US SBIR program in the following countries:

Brazil, Finland, India, Japan, Korea, the Netherlands, Russia, Singapore, Sweden, Taiwan and the United Kingdom

European Leaders In Innovation Development



(Country Rank/Pop – 94/8.2 million)

The goal of all activities of the FFG is the strengthening of research and innovation in Austria in the global competition and the protection of high value jobs and sustainable prosperity in a country that ranks among the wealthiest in the world.



(Country Rank/Pop – 114/5.3 million)

Tekes works with the top innovative companies and research units in Finland. Every year, Tekes finances some 1,500 business research and development projects, and almost 600 public research projects at universities, research institutes and polytechnics.



(Country Rank/Pop – 91/9 Million)

Vinnova's role is to increase the cooperation between companies, universities, research institutes and other organizations in the Swedish innovation system.



(Country Rank/Pop – 121/4.6 Million)

Enterprise Ireland is the government organization responsible for the development and growth of Irish enterprises in world markets. We work in partnership with Irish enterprises to help them start, grow, innovate and win export sales on global markets.



Country Rank/Pop (78/11Million)

Founded: May 2003 - COTEC is a national innovation intermediary that supports innovative high growth SME's and is funded by largest private corporations in Portugal

Mission:

To promote the competitiveness of companies established in Portugal, through the development and the diffusion of a culture and practice of innovation as well as of “resident” knowledge

Vision:

To become a key agent of business innovation in Portugal, by challenging both public and private organizations of the national innovation system (NIS) and by coordinating its intervention with them

Strategic Themes:

- To promote a culture of innovation as a crucial source of company competitiveness
- To foster the practice of innovation by all the agents of the NIS
- To influence the strategic orientation of both the Portuguese and the European Innovation Systems
- To remove context barriers to innovation

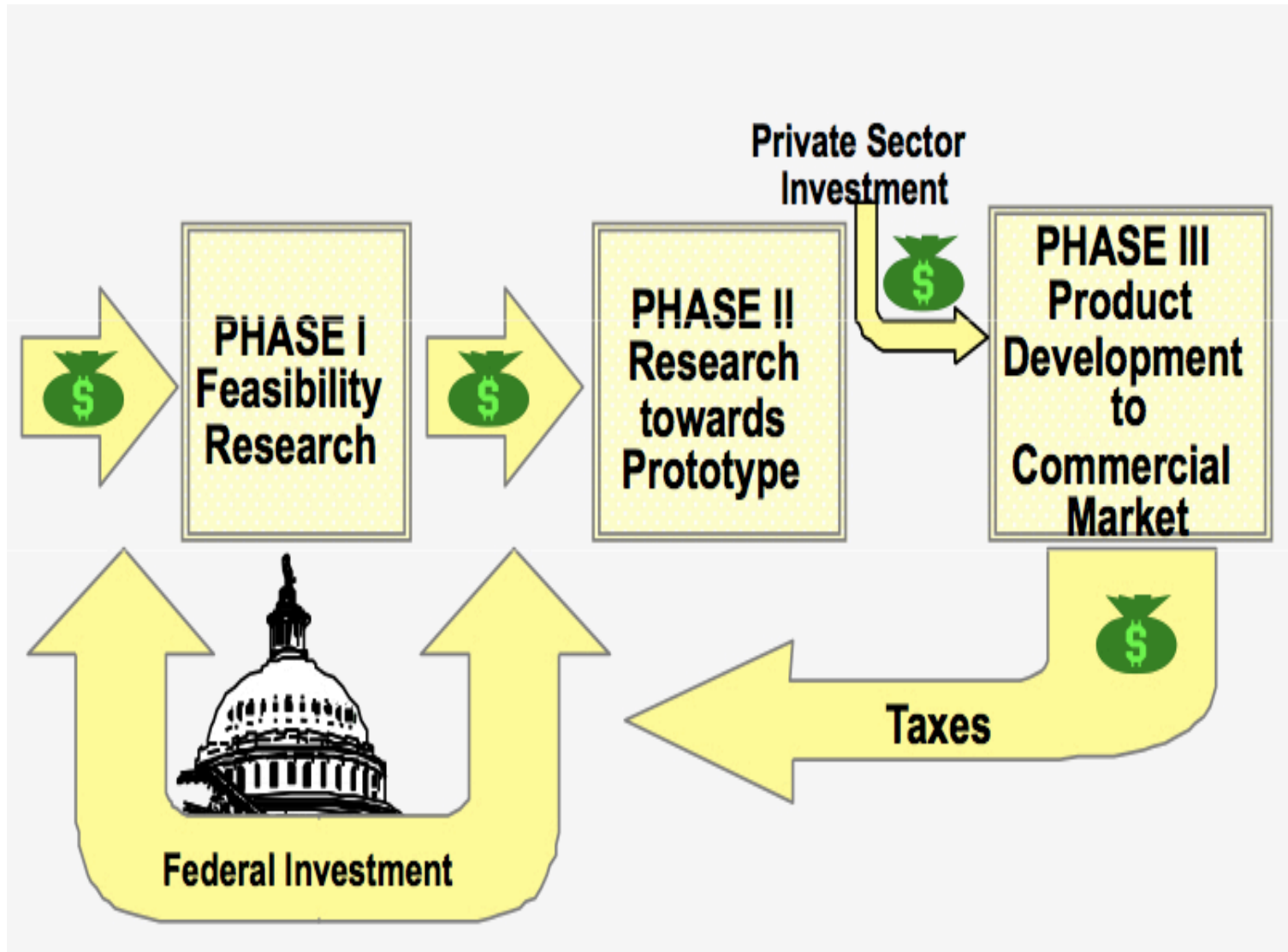
Pre-Commercial Procurement

Pre-commercial
procurement:

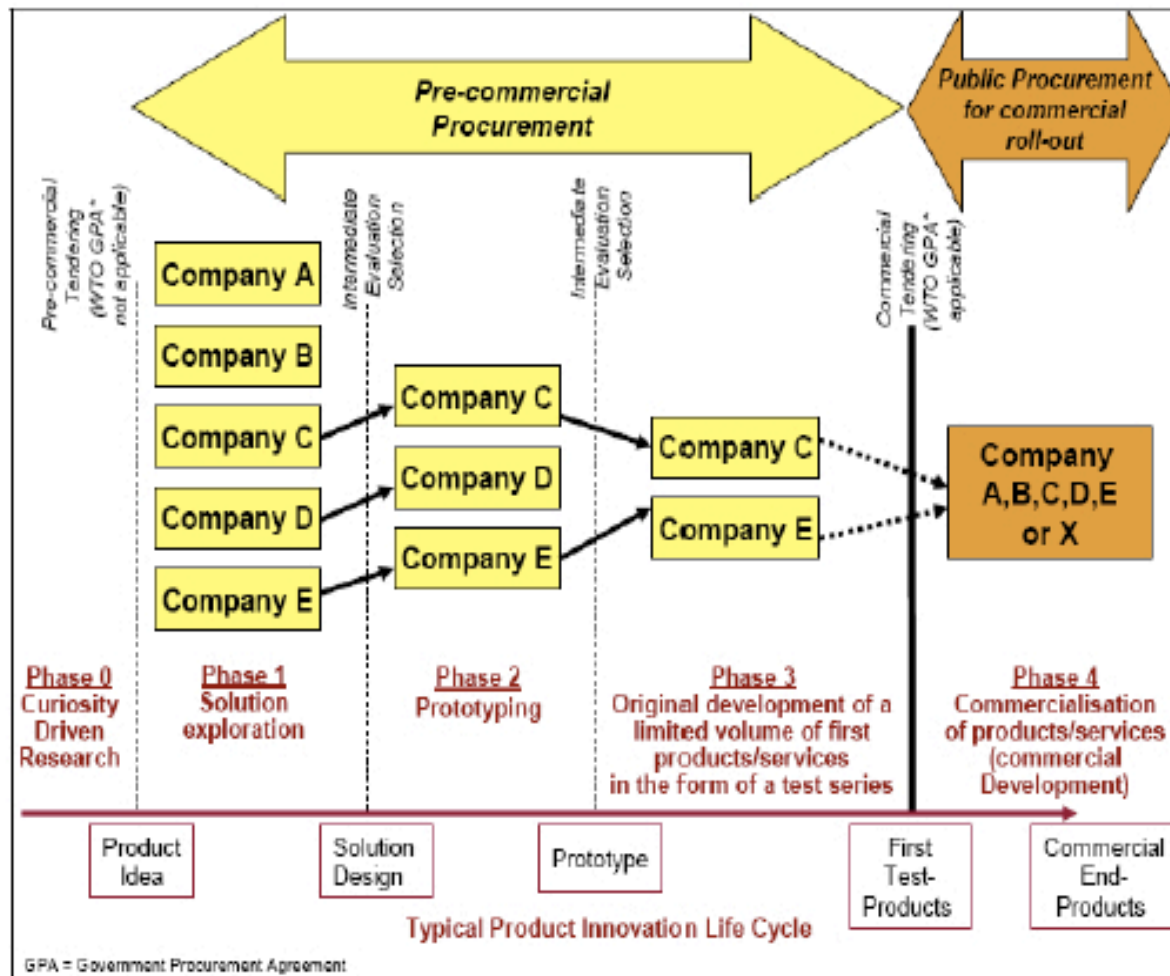
DRIVING INNOVATION TO ENSURE HIGH QUALITY PUBLIC
SERVICES IN EUROPE

- **The scope is R&D services only**
- **The application of risk-benefit sharing**
- **A competitive procurement designed to exclude State aid**

US SBIR Process



2. SBIR and PCP



Some differences:

- SBIR P1 is feasibility study
- SBIR integrates P2 and P3 of PCP
- SBIR can lead to B2G and / or B2B, can PCP?

My conclusions:

- SBIR is more simple and more flexible, cheaper and gives results faster.
- PCP has advantages too, like less risk in complex public procurements!

Status Overview of implementation of PCP Across Europe

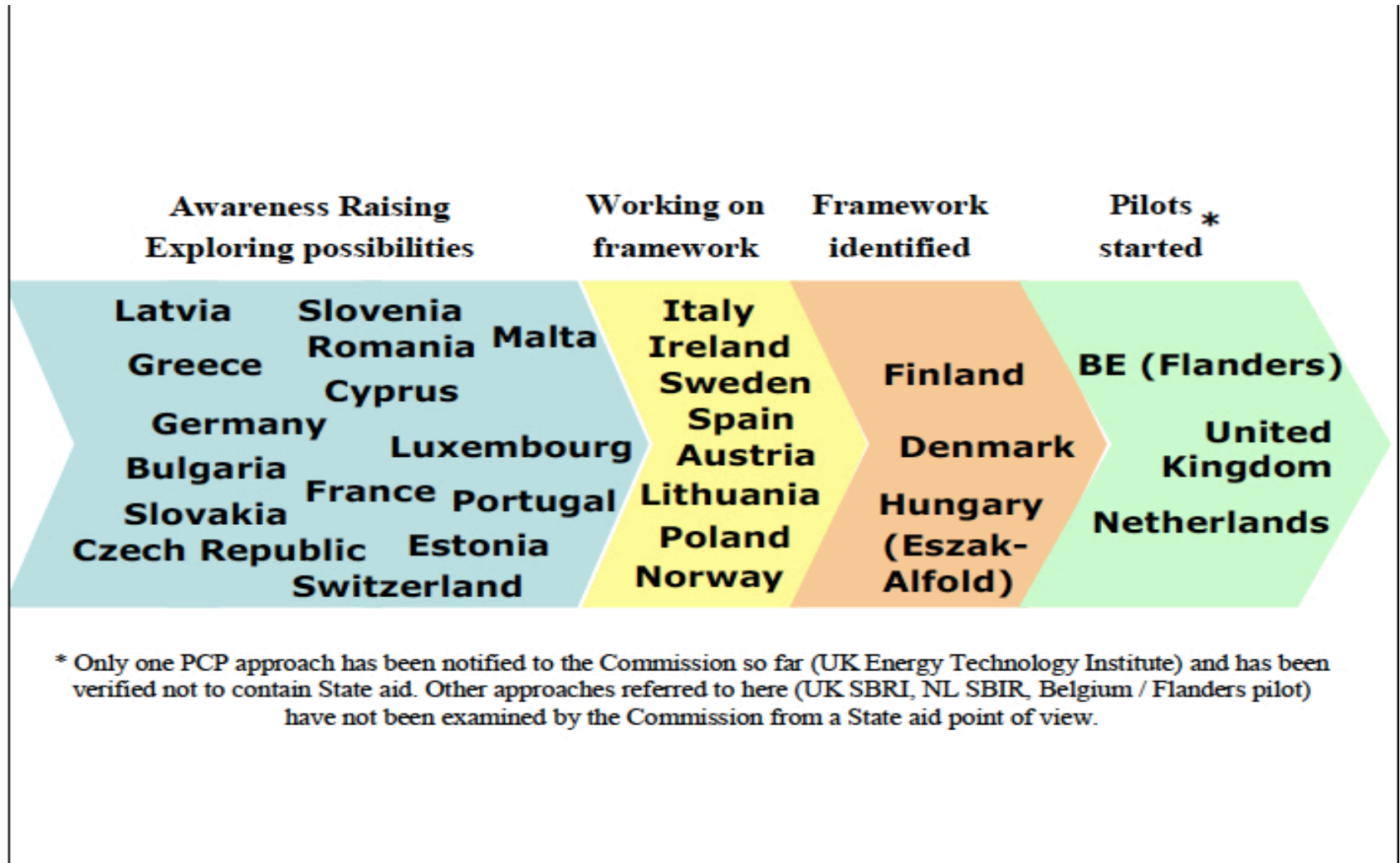


Figure 1: Overview status of implementation of PCP across Europe

(Country Rank/Population 24/62 Million)

Benefits to Business - suitable for SME's & early stage companies.

- Creates opportunities for businesses to engage with a specific department need and to prove their technology or idea.
- Successful companies will gain a lead customer for development and will receive a contract for the full cost of demonstrating the feasibility of their technology, leading to subsequent prototype development.
- Provides route to market & establishes credibility for further investment

Benefits to Government

- Supports the public sector to procure innovative solutions that address current significant department needs.
- Enables departments to appeal for a wide range of ideas and evaluate these through short-term simplified contracts and a two-stage development process.
- Allows government departments and public sector organizations to engage with a broad range of companies they would not otherwise work with. It

Netherlands SBIR

(Country Rank/Population 61/17 Million)

The goal of the Dutch government with the SBIR program is threefold:

- Solving public questions and concerns
- Stimulating innovation among SMEs
- Validation of public knowledge

Unique feature of the SBIR program:

- Contracting authority fully funds the first two phases while the resulting intellectual property remains with the company.
- Result:
- SMEs are encouraged to become more innovative resulting in new products and services.
- New job creation.
- Government gains a variety of innovative solutions to its problems.



Austria PCP Program Status

“Task Force Public Procurement of Innovative Solutions”

- Involves all relevant Austrian stakeholders is under creation
- The Taskforce will be supervised by two federal ministries BMVIT (Ministry of Transport, Innovation and Technology) and BMWFJ (Ministry for Economy, Family and Youth).
- An Austrian PCP-pilot in the area of transport to embark in the second half of 2011 is under discussion.
- The Austrian Research Promotion Agency (FFG) and Austrian Institute of Technology (AIT) are also investigating the creation of a national level PCP support program.



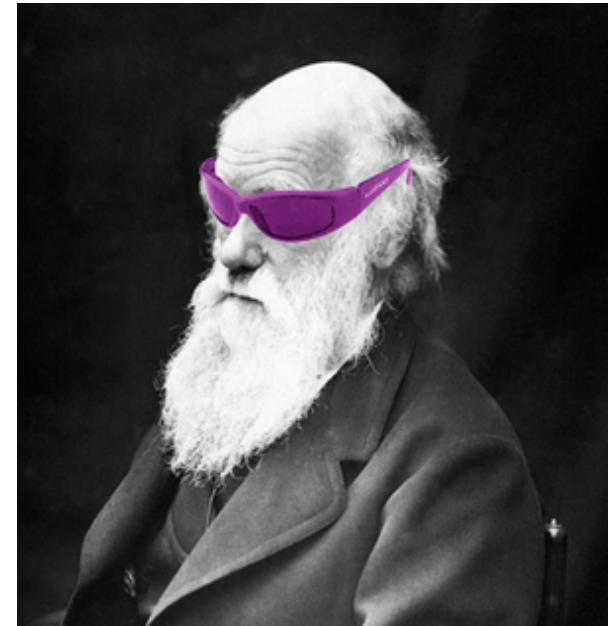
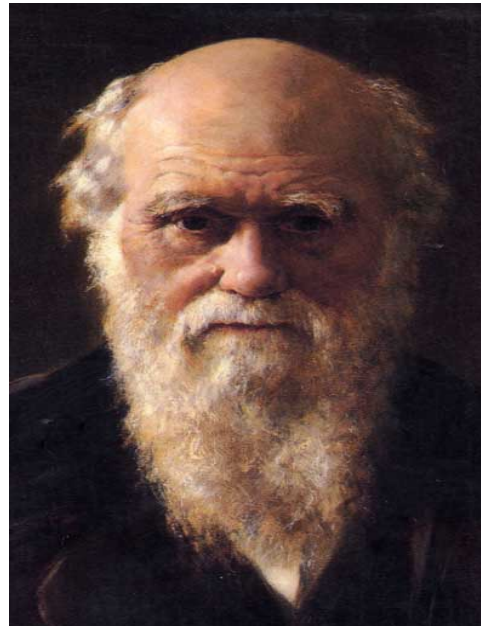
Integration of Traditional Eco Devo & IBED

	<u>Traditional</u>		<u>Innovation</u>
• Competitive Basis	Natural resources Highways / Rail Proximity Costs	➔	Specialized talent Networks, Clusters, University research, Commercialization, Market Positioning Globalization
	i.e. PHYSICAL		i.e. KNOWLEDGE
• Key values / offerings	Business parks Incentives	➔	Access to research Workforce competencies Lifestyle
• Lead Organization	Chambers / EDCs	➔	Economic developers Innovation Intermediaries

Darwin on Collaboration

“ It is the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”

-Charles Darwin

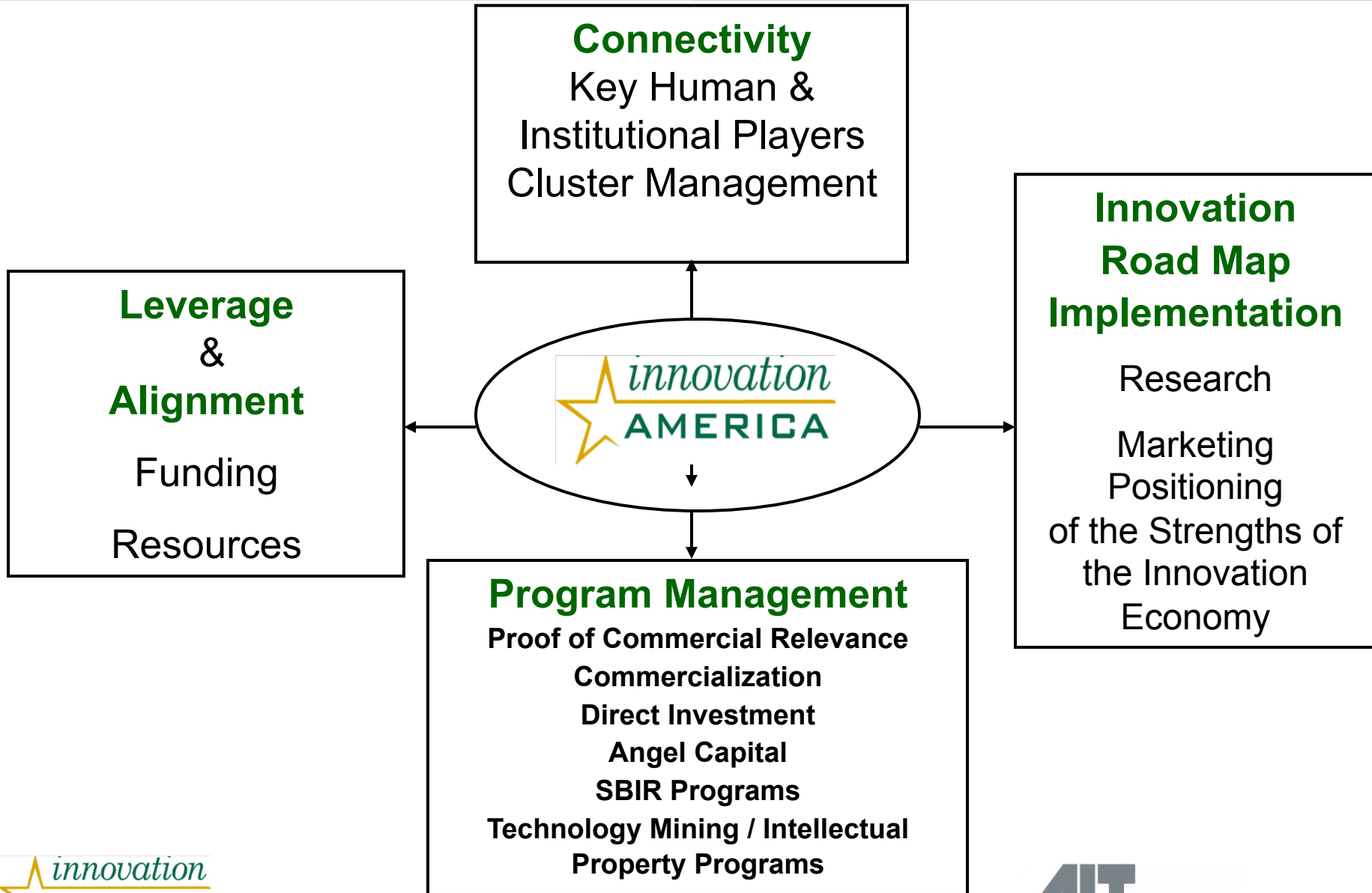


What is a Innovation Intermediary?

An Organization at the Center of the region's, state's or country's efforts to align local technologies, assets and resources to work together on advancing Innovation.



21st Century Innovation Intermediary



Innovation Intermediary Commercialization Structure

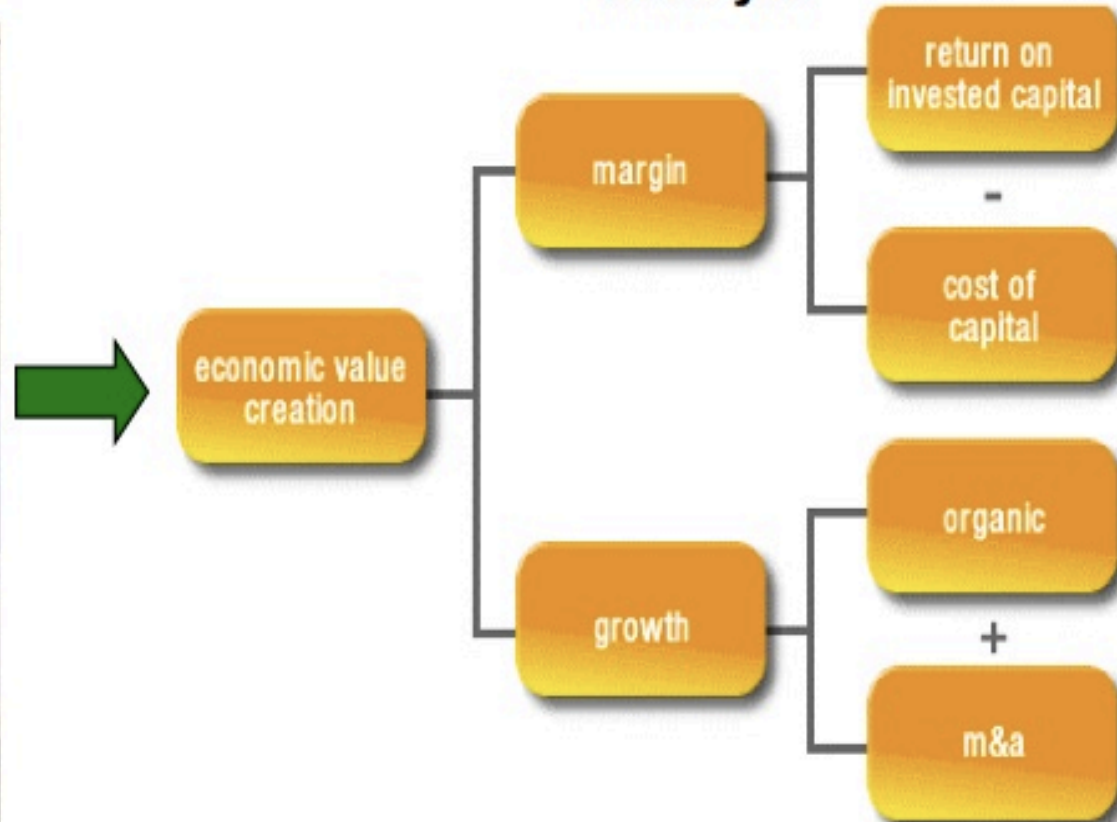
Investigation	Technical	Market	Business
Proof of Concept	Technology Concept Analysis	Market Needs Assessment	Venture Assessment
Development Phase			
Feasibility	Technology Feasibility	Market Study	Economic Feasibility
Planning	Engineering Prototype	Strategic Marketing	Strategic Business Plan
Introduction	Pre-Production Prototype	Market Validation	Business Start-Up
Commercial Phase – Proof of Commercial Relevance			
Full Scale Production	Production	Sales and Distribution	Business Growth
Maturity	Production Support	Market Diversification	Business Maturity
		53	

Innovation Paradigm Shift

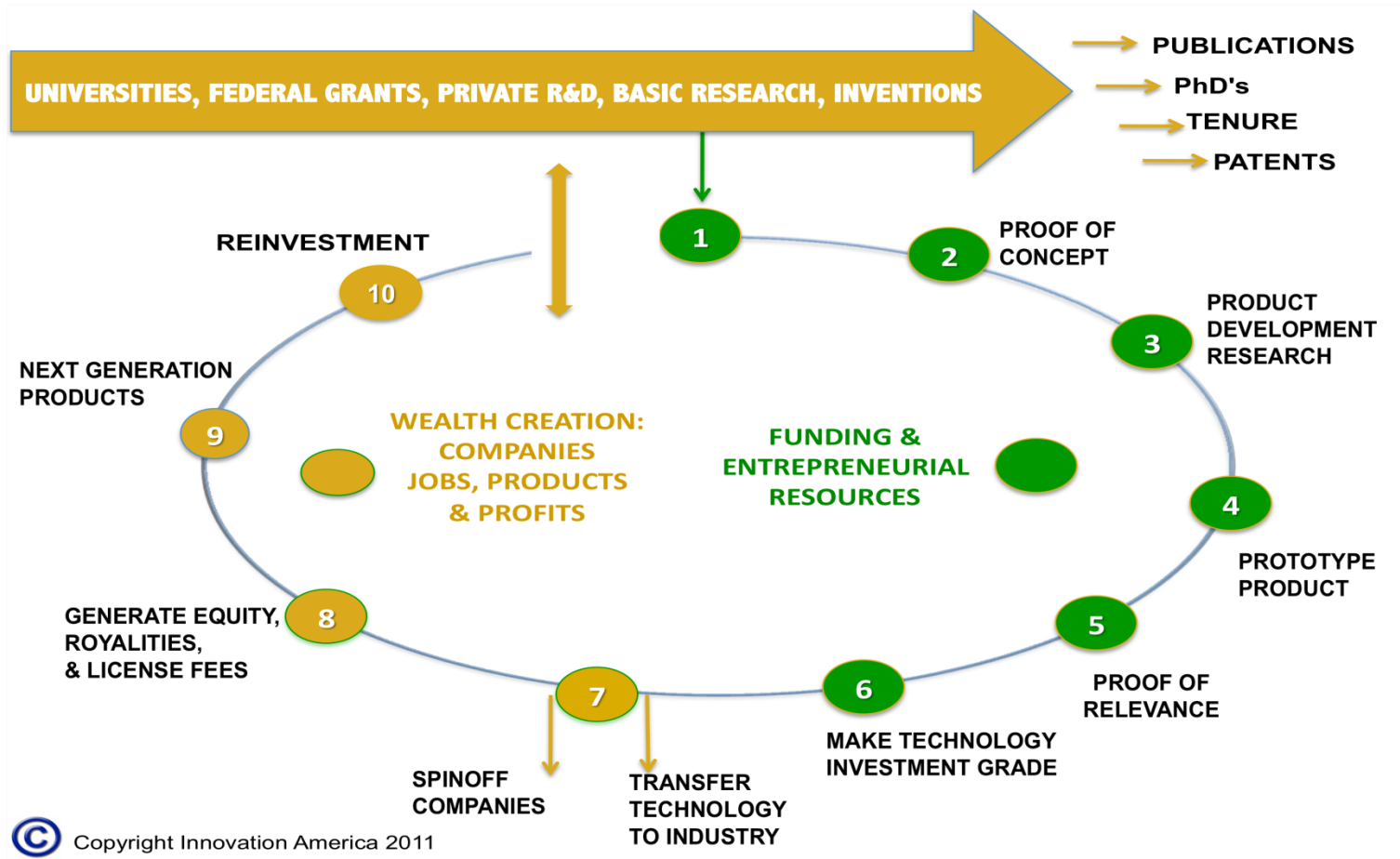
**PROOF OF CONCEPT
(Technological Feasibility)
“It Works!”**



**PROOF OF RELEVANCE
(Market Pull)
“I’ll Buy It”**

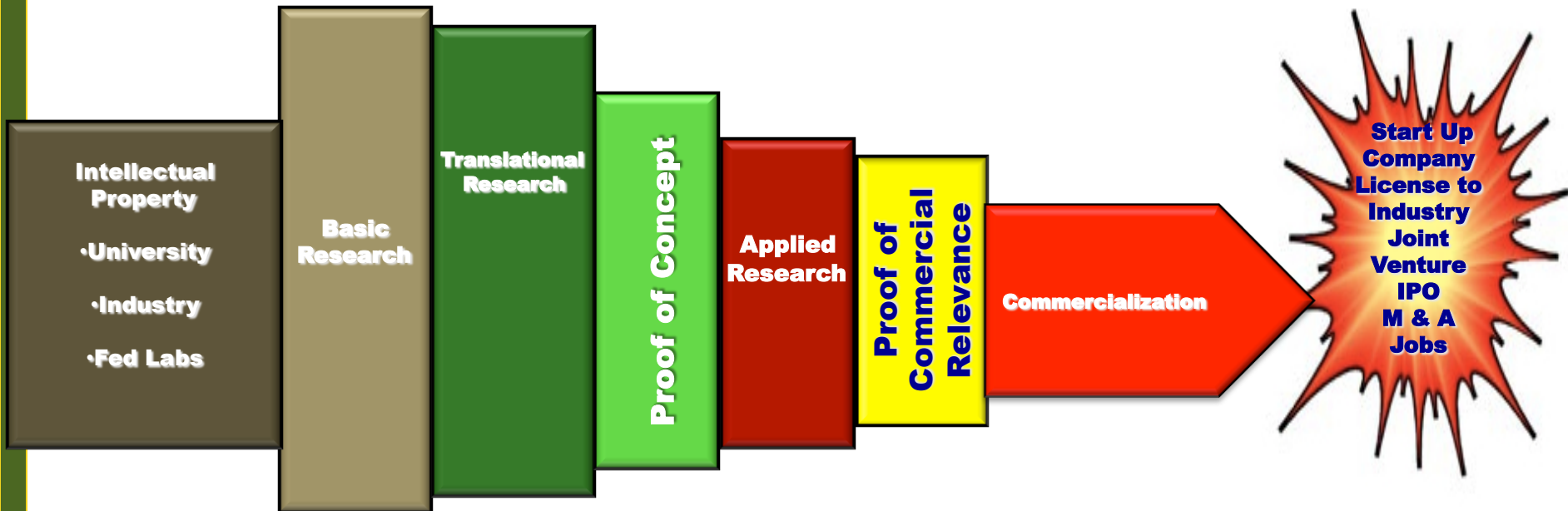


Innovation America Commercialization Model



Knowledge

Infrastructure: Interns → MBA's → PhD's → Post Docs → Univ. Research → IICN → Mentors/Advisors → Industry Management



State & University

Funding: POCC → Demonstration Fund → POCR → State Funds → Iowa Seed Fund

Federal & Public

Funding: SBIR/SSTR Phase I&II → TIP → SBIR 2B → I6 Green → E-RIC → Other Public Funds

Private Funding: Foundation → Angel → Seed → Venture Capital → Mezzanine → Debt → Bank

Funding & Resources for Innovation Capital

<u>Seed</u>	<u>IBED</u>	<u>Federal</u>	<u>Angel</u>	<u>Entrepreneur</u>
				
				
				
		<p>SBIC Program</p>		
		<p>CRADA</p>		
		<p>PCP</p>		
				



U.S. State IBED Programs



Intermediary Best Practices

- Longevity
- Bipartisan Support & Champions
- Independent Organizations
- Continuous Reinvention
- PRIVATE SECTOR LEADERSHIP
- Understand Return On Investment
- Sustainability In Funding
- Accountable
- Innovative
- Effective Leadership



Successful Funding Models



Third Frontier
Innovation Creating Opportunity



KANSAS BIOSCIENCE
AUTHORITY



A U.S. DOE Energy Innovation HUB



\$700M 5-year Bond Issue
62% Taxpayer vote approving

\$581M 15 year Wage-tax TIF

\$160M VC Premium insurance
Tax Incentives

\$60 Million
Angel Tax Credits

\$129M E-RIC Grant



Regional IBED Intermediaries



Northeast Ohio IBED Intermediaries



NorTech, (the Northeast Ohio Technology Coalition) is a nonprofit Technology-Based Economic Development (TBED) organization that champions growth in Northeast Ohio's 21 county region. Foundation funded.



JumpStart is creating economic transformation in Northeast Ohio by providing resources to entrepreneurs to grow their high potential, early stage companies.



BioEnterprise is a business formation, recruitment, and acceleration initiative designed to grow health care companies and commercialize bioscience technologies



Team NEO advances Northeast Ohio's economy by attracting businesses worldwide to the 16-county Cleveland Plus region.



Cleveland Clinic Innovations advances commercial oriented innovation and transforms promising therapies, devices and diagnostics into products by creating spin-off companies, licensing to established companies and enabling equity partnerships.



Founded:2008

Organizational Mission: Unique philanthropic initiative aimed at helping to restore southeast Michigan to a position of leadership in the new global economy.

Original Funding: \$100M – 8 year initiative - 10 national and local foundations

Goal: Accelerate the transition of metro Detroit to an innovation-based economy. Entrepreneurial Eco-System

- Capitalizing on Existing Assets and Resources
- Build and employ a more skilled and educated workforce
- Urban Entrepreneurial Partnership provides assistance to 150 minority automotive suppliers to diversify their customer bases to aerospace, alternative energy, medical devices, military and homeland security.



- Established in 2005
- 2 million Sq. Ft.
- Wet Labs
- Proof of Concept Funding
- Focus on Asia and Europe
- Relationships with JETRO (Japan), Rhone/Alps Region (France) & Belgium Trade Office (Wallonia Foreign Trade & Investment), Spain, UK and Germany
- Networks for Biosciences



Key Difference Between Incubators and Accelerators

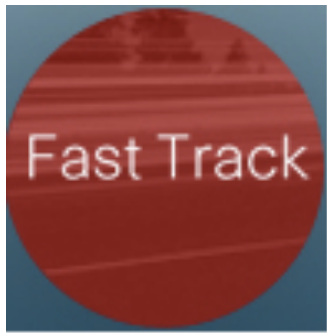
Incubators - incubators allow for slower growth, although they typically have some requirements as to how long companies can remain in the incubators before they graduate.



Accelerators – as their name implies, focus on an intense, boot-camp-like experience to get new businesses up and running in a matter of months.



Accelerators



Best Practices in Innovation Entrepreneurial Support



The PIPELINE is the nation's premier state-sponsored technology entrepreneur fellowship program. PIPELINE is designed to systematically identify high potential technology entrepreneurs and match them with best-in-class training, resources and mentors to facilitate their dynamic growth in Kansas.

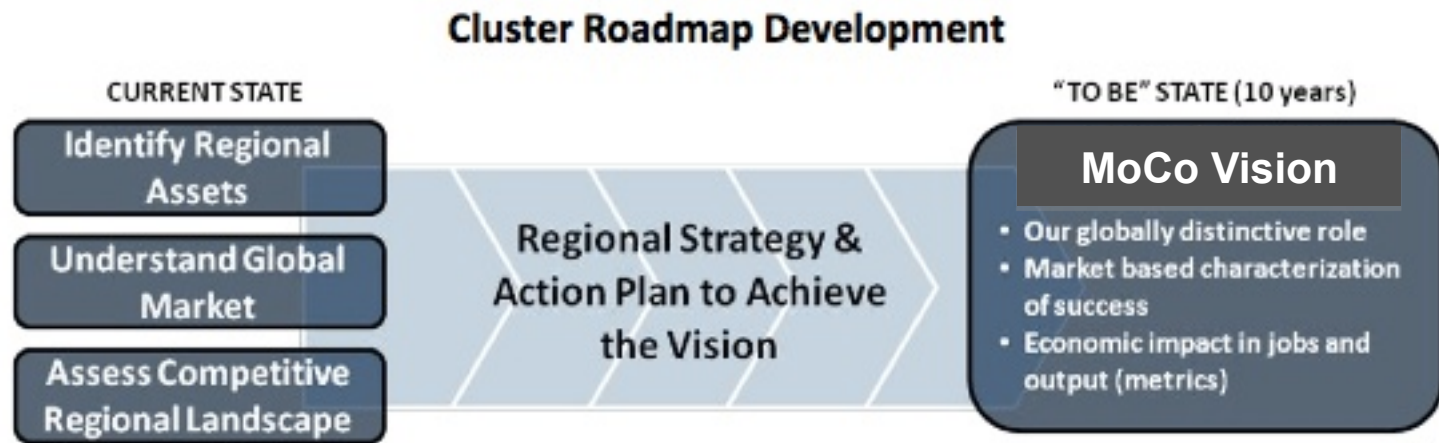


THE
BEST WAY TO
PREDICT
THE FUTURE
IS TO **CREATE**
IT



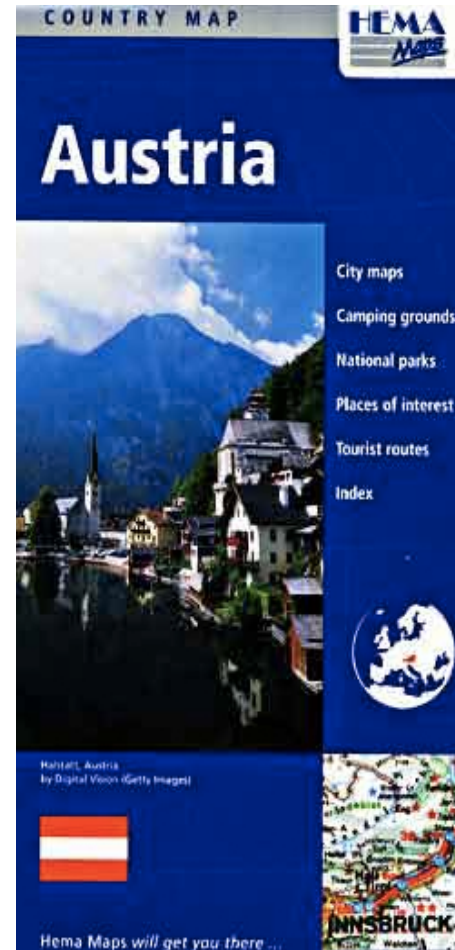
What Is A Road Map.....Why Is It Needed?

- A roadmap answers the *question* “**Where do we want to be and how to we get there?**”
- A cluster roadmap *provides strategies and action* plans to best *achieve a vision of the future shared by a critical mass* of industry-related organizations.
- The strategies and action plans are developed according to the unique strengths of the cluster and region as compared to a global market opportunity.



Innovation America: Innovation Road Map Process

1. Literature Review of Comparables
2. Key Stakeholder Interviews/Recommendations
3. Asset Mapping/Cluster Analysis
4. GIS Innovation Mapping
5. Innovation Benchmarking/Index (Peer 2 Peer)
6. Innovation and Entrepreneurship Resource Identification (Entrepreneur Resource Guide and Database)
7. Innovation Economic Development Organizational Analysis and Matrix
8. Innovation & Commercialization Gap Analysis (programs & services)
9. Innovation Ecosystem Public Policy Recommendations
10. Develop Strategic Plan
11. Organizational Leadership and Staffing
12. Operations/Implementation Plan and Program Portfolio
13. Branding/Marketing Strategy and Market Research
14. Economic Impact Analysis
15. Celebrate Success



Bill Gates - Microsoft

“Never before in history has innovation offered promise of so much to so many in so short a time.”





www.innovationamerica.us/daily



Richard A. Bendis
President and CEO
Innovation America
2600 Centre Square West
1500 Market Street
Philadelphia, PA 19102
(215) 496-8102

rbendis@bendisig.com

www.innovationamerica.us

www.innovationamerica.us/daily

