

INDIANA **iot** LAB  
F I S H E R S  
INDIANA**iOT**.COM

A CATALYST FOR INNOVATION

# John Wechsler



- IU Bloomington / Indy
- IBM
- Serial Entrepreneur
- Entrepreneurship & Innovation

Founder and CEO of Launch Fishers and  
the Indiana IoT Lab

# LAUNCH

## FISHERS

- Founded 2012
- 56,000 SF facility
- ~ 600 members
- \$86M in angel / venture capital





# INDIANA **IoT** LAB

F I S H E R S

- Innovation-driven
- Makers
- Internet-connected





INDIANA IOT LAB

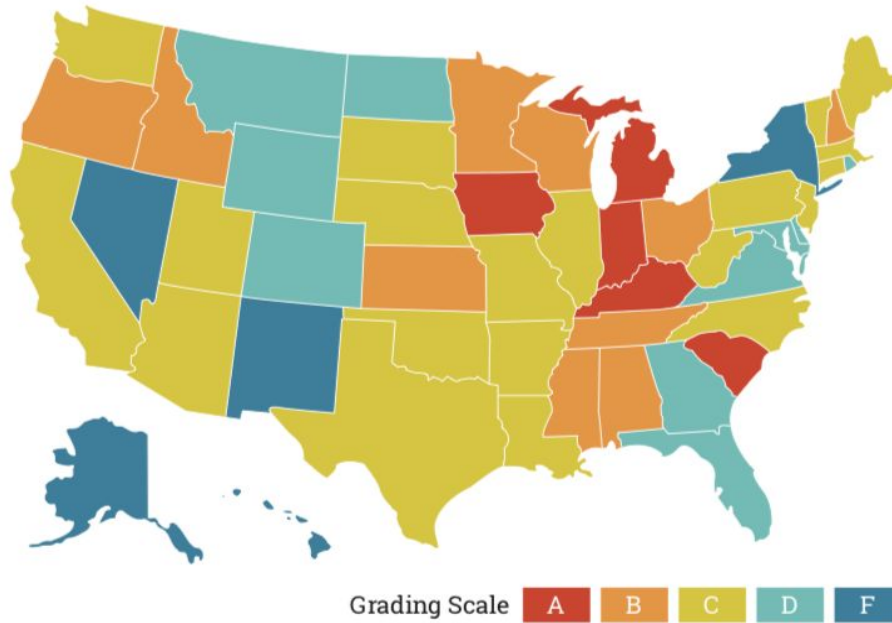
## A CATALYST FOR INNOVATION

Connecting Indiana's best technology companies to bring new and exciting IoT solutions to the market.

- Internet of Things vs. SaaS
- Established firms + startups
- Resources, equipment, experiences



- Indiana economy
- Opportunity to drive change
- Future proof against disruption



Source: Conexis Indiana



- Top manufacturing state
- >500,000 Manufacturing Jobs
- Supported by strong infrastructure, history, and diverse base of goods



Source: Conexis Indiana



- #1 Pass through highways
- #2 FedEx hub
- The Crossroads of America reported >130,000 logistics jobs in 2018





- Top producing state
- Among national leaders in pork, poultry, corn, soybeans, and AgBio
- > 8,000 AgTech industry jobs

Innovation



Sustainability



(In)Security



Accessibility



# Our position in suburban Fishers, IN

## Strengths

- Indiana ranks near the top in all major agriculture categories
- Public:Private partnerships with state and local governments and universities
- Corporate partners lending subject matter expertise and resources

## Opportunities

- Innovation network >700 members and >250 companies
- Emerging tech ecosystem aligned and cooperating
- Access for entrepreneurs for test sites and research organizations

## Weaknesses

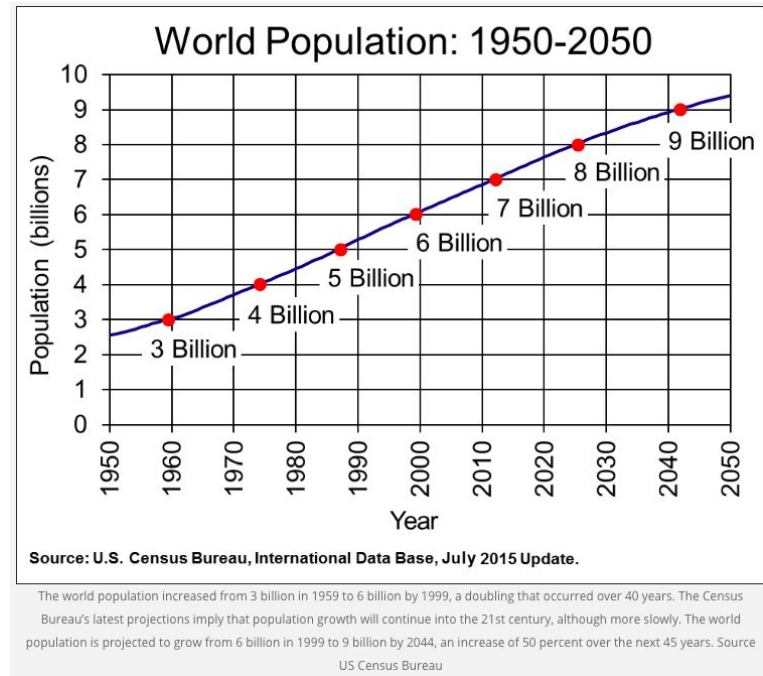
- Ventures focused on SaaS, consumer products, and smarter and safer spaces
- Trust between users/growers and innovation ecosystem -- know-how and real needs not as aligned
- Adoption costs for technology in low quantity (Proof of Concept) vs. scalable opportunities

## Threats

- Economic divide between rural and urban economies vs. innovation ecosystem
- Accessibility to rural broadband
- Willingness to accept and drive change beyond bio-based innovations in traditionally slow adopter category

# Technology applied for real world outcomes

- Population growth vs. number of farms or tillable acres
- Technology applied to yield more with less
- Managing resources: soil, water, air, energy\* (fixed or finite resources vs. variable cost associated with energy)
- Technology helps farmers remain in business vs. the opportunity cost of selling land -- this means productivity and profitability





The Bee Corp



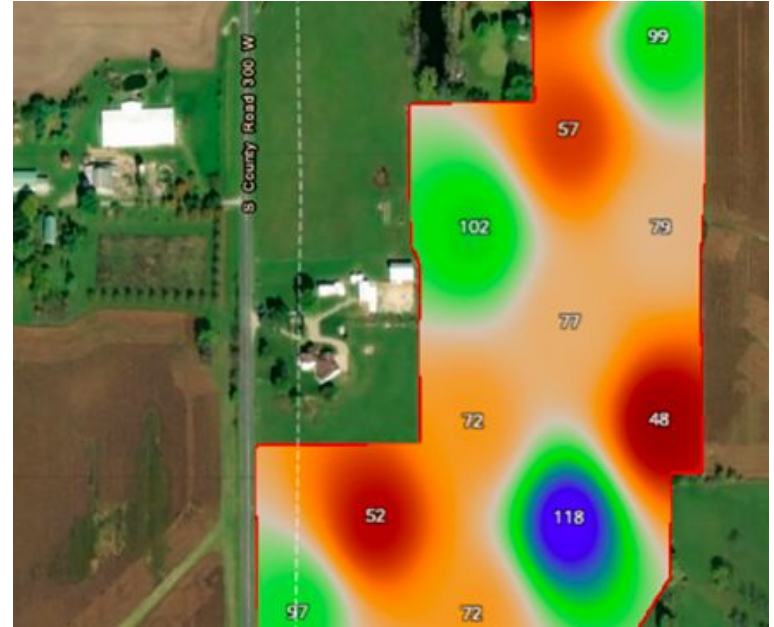
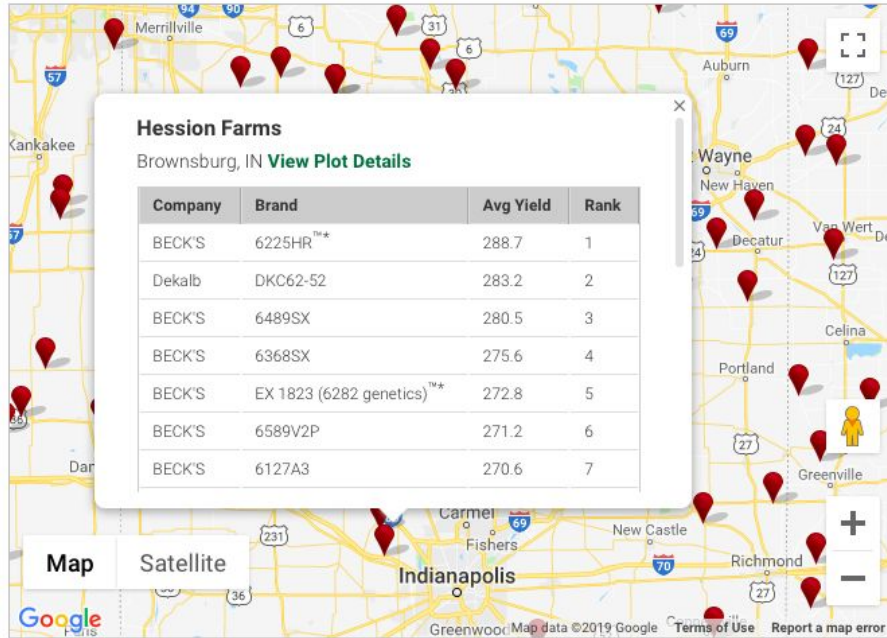
BECK'S

⌵ FISHERS ⌵

TEST KITCHEN

· ——— AT THE YARD AT FISHERS DISTRICT ——— ·

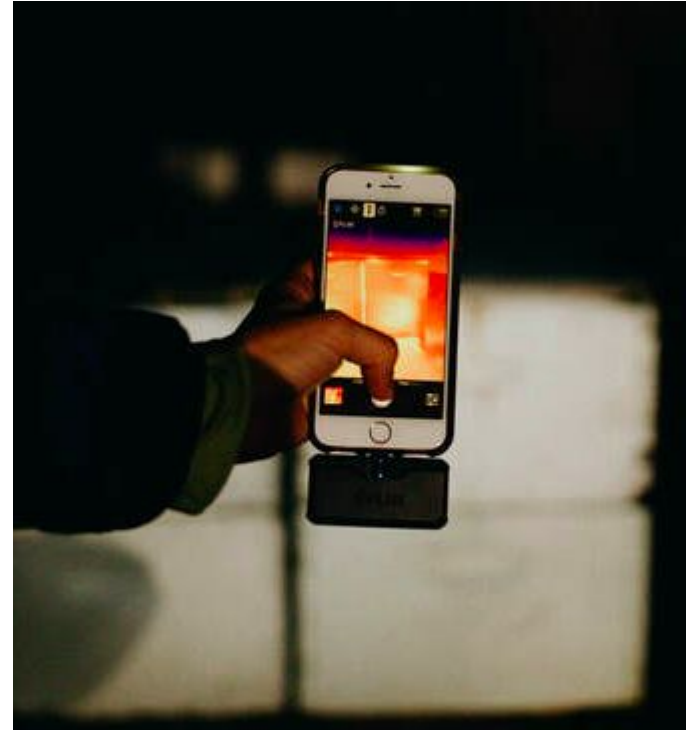
# Macro level partnerships to educate and introduce



# Sustainability in practice



- System perspective for micro level activity with macro level effects
- Data and Analytics provide insights
- The Bee Corp - Hive health. Bee decline, need for pollination, and its role in overall food production





# Food (In)Security



Urban hydroponics and vertical farming indoors close to the consumer

- Consumer demand for health and wellness products, organics
- Economic divide/food desert and price associated with growing and transporting





# Feeding the Innovation Economy

## FISHERS TEST KITCHEN

AT THE YARD AT FISHERS DISTRICT

- The Yard at Fishers District
- Fishers Test Kitchen
- Signature Table





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HEN  
LE

DRINKS  
and more  
at the bar  
CARRYING STATION  
OPEN 11-11 PM





# THE *Signature* TABLE

AT FISHERS TEST KITCHEN



Bill Aulet  
Martin Trust Center for  
May 2013

Ewing Marion  
KAUFER



## BUILDING AN ENTREPRENEURIAL ECOSYSTEM IN YOUR CITY

BRAD FELD



**INNOVATIE EN ENTREPRENEURSHIP**

## DISCIPLINED ENTREPRENEURSHIP

**BILL AULET**

MANAGING DIRECTOR, MARTIN TRUST CENTER FOR MIT ENTREPRENEURSHIP