



THE FUTURE OF TECHNOLOGY DEVELOPMENT AND COMMERCIALIZATION

IEDC FUTURE WEBINAR SERIES #4

Conway Inc.

Founded in 1947, Conway has been providing corporate expansion services for over 60 years.

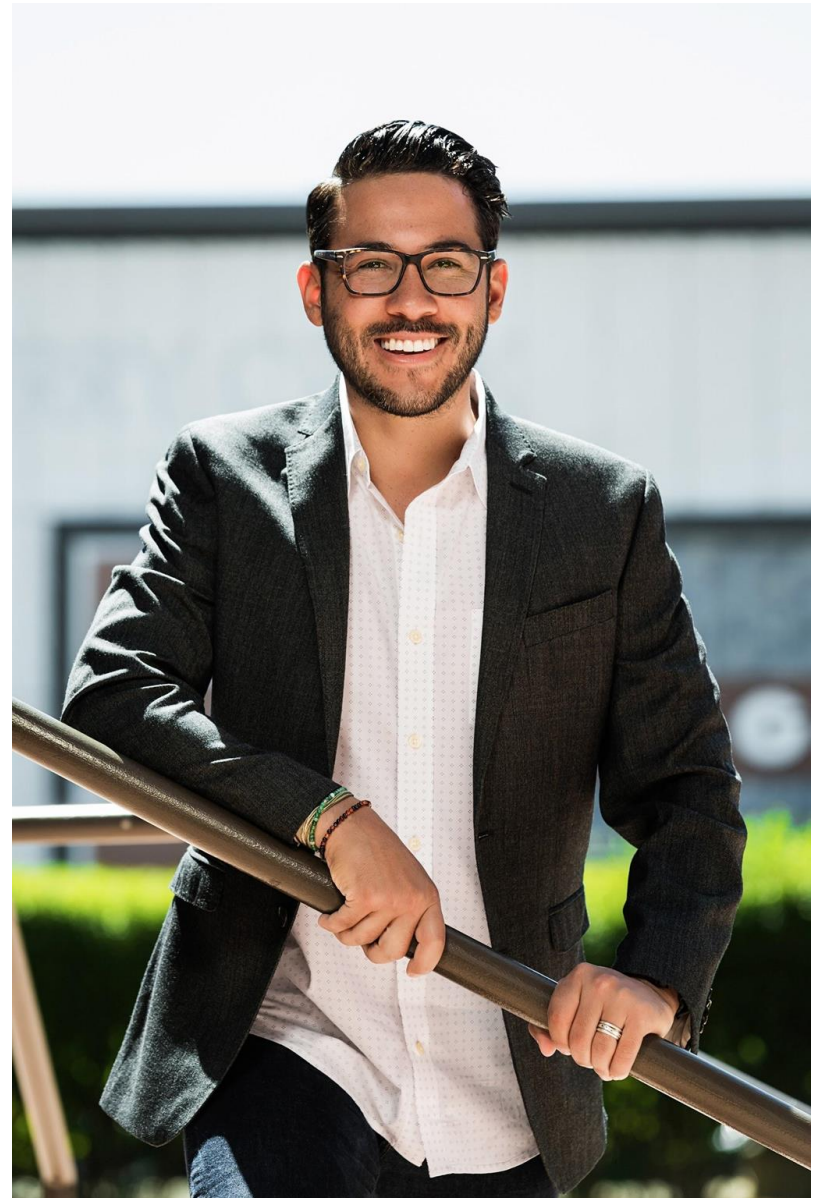
Our network of corporate decision-makers invests more than \$400 billion each year in new facilities, offices and sites.

We believe that economic development is a key ingredient to a healthy economic ecosystem and community.



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Agenda:

1. The Challenge

1. Understanding our
Current Model

1. Understanding an
Integrated
Community Model

1. What if you don't
have the Community
you want yet?

1. Ways Communities
can get more
involved
- Case Studies



1

THE CHALLENGE





2

UNDERSTANDING OUR CURRENT MODEL



	<i>R + D ></i>	<i>Tech Transfer Program ></i>	<i>Value Creation Center ></i>	<i>New Corporate Structure ></i>
<i>Operators</i>	UNIVERSITY GOVERNMENT RESEARCH ORG CONTRACT RESEARCH ORG	UNIVERSITY GOVERNMENT RESEARCH ORG CONTRACT RESEARCH ORG	UNIVERSITY GOV RESEARCH ORG CONTRACT RESEARCH ORG INCUBATOR CAPITAL PARTNERS	NEW COMPANIES
<i>Operator Action</i>	BASIC RESEARCH + STRATEGY	APPLIED RESEARCH + STRATEGY	MARKET FUNDING + GROWTH ENABLEMENT STRATEGIES	MARKET VALIDATION
<i>Market Drivers</i>	MACRO MARKET DRIVERS	STAFF AND PROGRAM RESOURCES	FUNDING, LICENSING AND PATENT MECHANISMS	CURRENT AND FUTURE MARKET DEMANDS
<i>Roles</i>	COMMERCIALIZATION OPPORTUNITY AGENT	COMMERCIALIZATION STRATEGY MANAGER	COMMERCIALIZATION GROWTH ENABLEMENT DIRECTOR	ECONOMIC WEALTH GENERATOR
<i>Benefit Received</i>	TALENT ATTRACTION/ RETENTION	RESEARCH GRANT AND FUND ATTRACTION	INSTITUTIONAL INCOME STREAM CREATION	INCREASED WEALTH

3



UNDERSTANDING AN INTEGRATED COMMUNITY MODEL

	Public Sector Insights >	R + D >	Tech Transfer Program >	Value Creation Center >	New Corporate Structure >	Local Market Entry >	Product Development (City) >
Operators	ECON DEV ORG AND LONG-TERM PLANNING MECHANISM OR APPARATUS	UNIVERSITY GOV RESEARCH ORG CONTRACT RESEARCH ORG	UNIVERSITY GOV RESEARCH ORG CONTRACT RESEARCH ORG	UNIVERSITY GOV RESEARCH ORG CONTRACT RESEARCH ORG INCUBATOR CAPITAL PARTNERS	NEW COMPANIES	ECON DEV ORG AND LONG-TERM PLANNING MECHANISM OR APPARATUS	ECON DEV ORG AND LONG-TERM PLANNING MECHANISM OR APPARATUS
Operator Action	STRATEGIC FORESIGHT ANALYSIS, STRATEGIC PLANNING	BASIC RESEARCH + STRATEGY	APPLIED RESEARCH + STRATEGY	MARKET FUNDING + GROWTH ENABLEMENT STRATEGIES	MARKET VALIDATION	MARKET ENTRY RESEARCH	BUSINESS ENVIRONMENT IMPROVEMENT POLICY, PROCESS, ACCESS
Market Drivers	DISRUPTIVE INDUSTRIES, ACCESS TO R+D OPERATORS	MACRO MARKET DRIVERS	STAFF AND PROGRAM RESOURCES	FUNDING, LICENSING AND PATENT MECHANISMS	CURRENT AND FUTURE MARKET DEMANDS	FLAT EMPLOYMENT BASE STAGNANT TAX REVENUES	STAGNANT POP GROWTH, AGING INFRASTRUCTURE, GLOBAL COMPETITION
Roles	PREDICTIVE ANALYSIS AND FUTURE INDUSTRY MATCHMAKER	COMM. OPPORTUNITY AGENT	COMM. STRATEGY MANAGER	COMM. GROWTH ENABLEMENT DIRECTOR	ECONOMIC WEALTH GENERATOR	COMMUNITY INVESTMENT AGENT	BUSINESS IMPROVEMENT AGENT
Benefit Received	ECONOMIC DIVERSIFICATION PREPAREDNESS	TALENT ATTRACTION /RETENTION	RESEARCH GRANT AND FUND ATTRACTION	INSTITUTIONAL INCOME STREAM CREATION	INCREASED WEALTH	TAX REVENUE AND JOB CREATION	ECONOMIC COMPETITIVENESS

4

WHAT IF YOU DON'T
HAVE THE COMMUNITY
YOU WANT YET?



Create long term plan

Leverage state and
federal resources

Market what you have

Embrace Ecosystem Thinking

5

WAYS COMMUNITIES CAN GET MORE INVOLVED



COLORADO

- “GiveFirst” philosophy
- Providing Economic Prosperity to the “forgotten” rural communities
- Public – Private initiative between Startup Colorado and The Colorado Office of Economic Development

The Process

- Spending time in the community
- Providing trainings
- Supporting networking
- Public Relations

Southside, Virginia

- Rural region based in agriculture → Innovation hub of motorsport engineering, plant biology, polymers processing, and robotics
- Cooperation between Virginia Tech (University), The Future of Piedmont Foundation, and the local government
 - Created an extension **125** miles from campus
 - more that \$80 million in investment in 6 years
- The Institute of Advanced Learning and Research
 - Received research and development funding
 - Federal, state, and industry sponsored
 - Became a renown place for graduate education
 - Began to attract private companies

Cont.

Southside pre-existing assets

- Polymers companies
- Fallow fields
- Greenhouses
- Motorsports tracks

Virginia Tech research strength

- Polymers science
- Plant biology
- Mechanical engineering

“By linking research and education programs with regional assets, the Institute would create the conditions for a talent and innovation ecosystem that would support new companies and jobs”