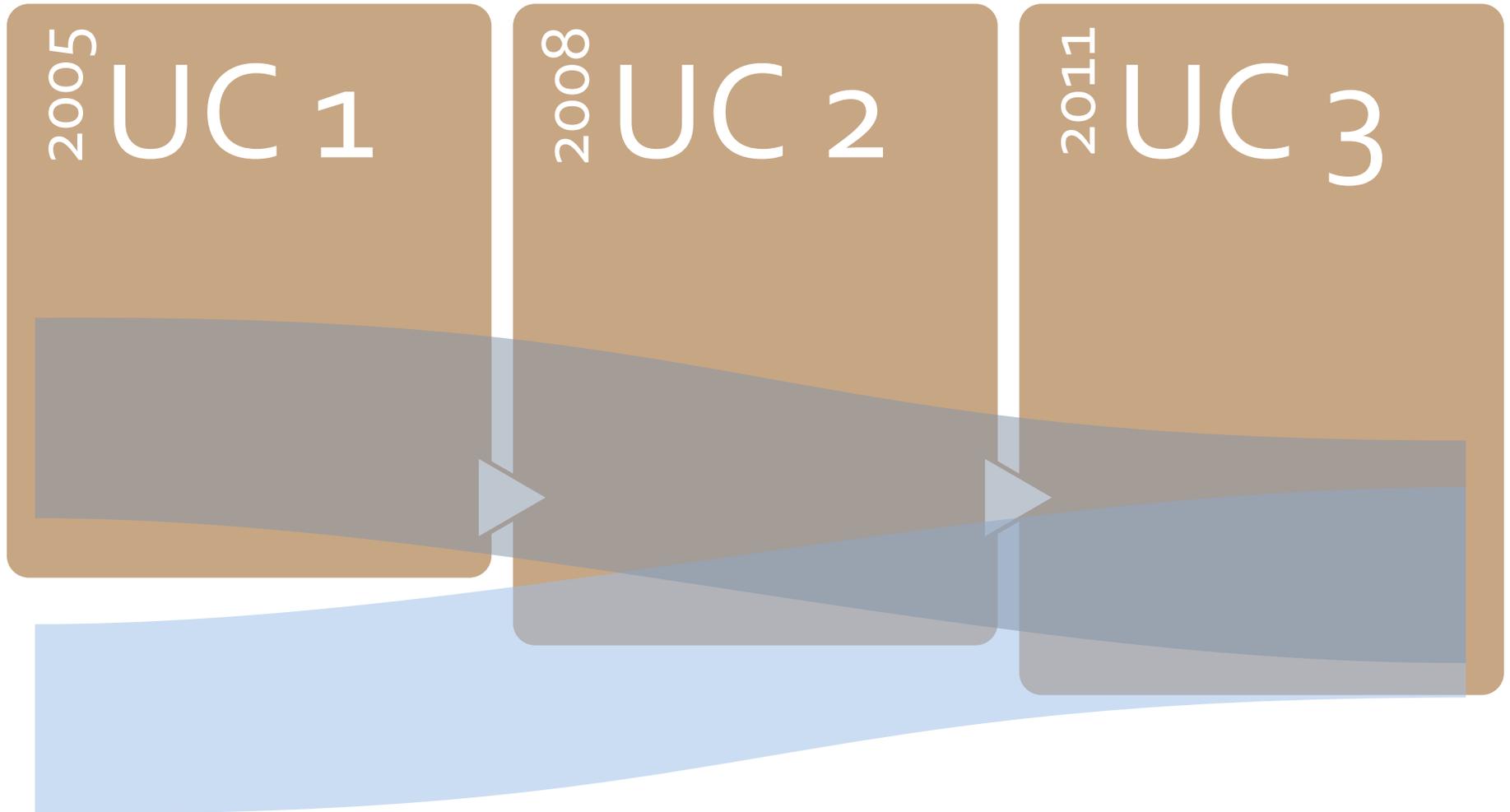


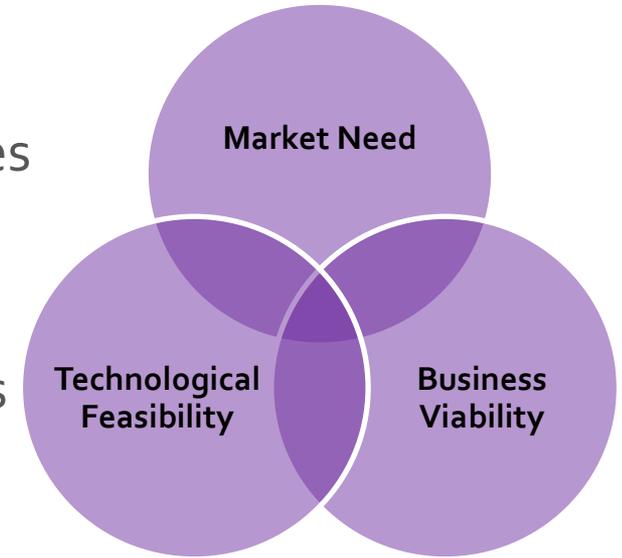
The Relationship Enabler: The EDA U/C Program



UC1: Bridging the Gap Between New Technologies and Commercialization

ESTD Agent

- Develop new products
- Develop new processes and technologies
- Develop the means to bring products to market more rapidly
- Develop the means to produce products more efficiently.



Research

Technology
Development

Product & Process
Development

Commercialization



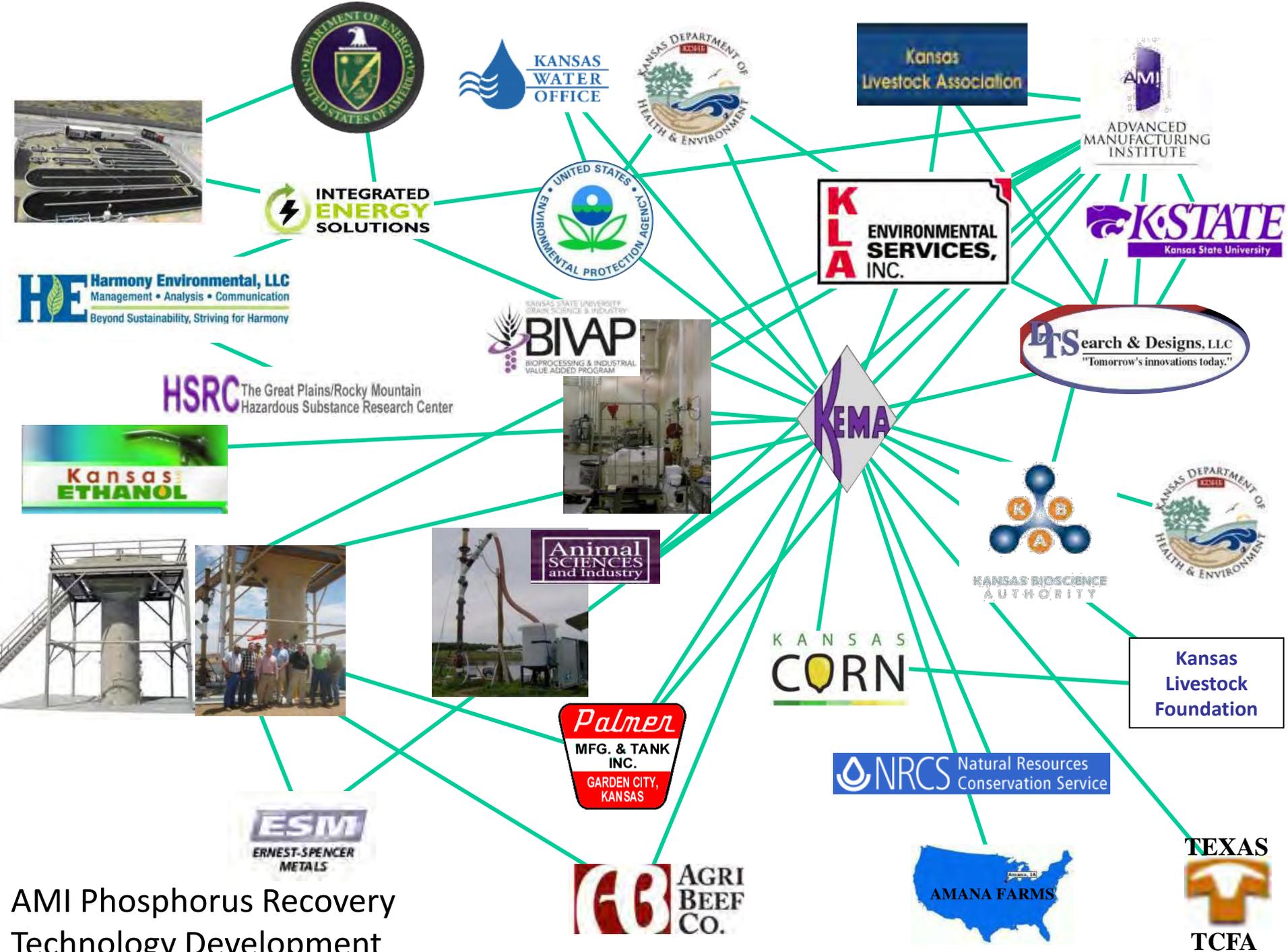
Integrated Business and Technology Development Services



	Preliminary Phase	Development Phase			Commercialization Phase	
	Investigation	Feasibility	Development	Introduction	Full Scale Production	Maturity
Technical	Technology Concept Analysis	Technology Feasibility	Engineering Prototype	Pre-Production Prototype/ Pilot Plant	Production	Production Support
Market	Market Needs Assessment	Market Study (Desirability)	Strategic Marketing Plan	Market Validation	Sales and Distribution	Market Diversification
Business	Venture Assessment	Economic Viability	Strategic Business Plan	Business Start-Up	Business Growth	Business Maturity

Source: Goldsmith Technology Commercialization Model





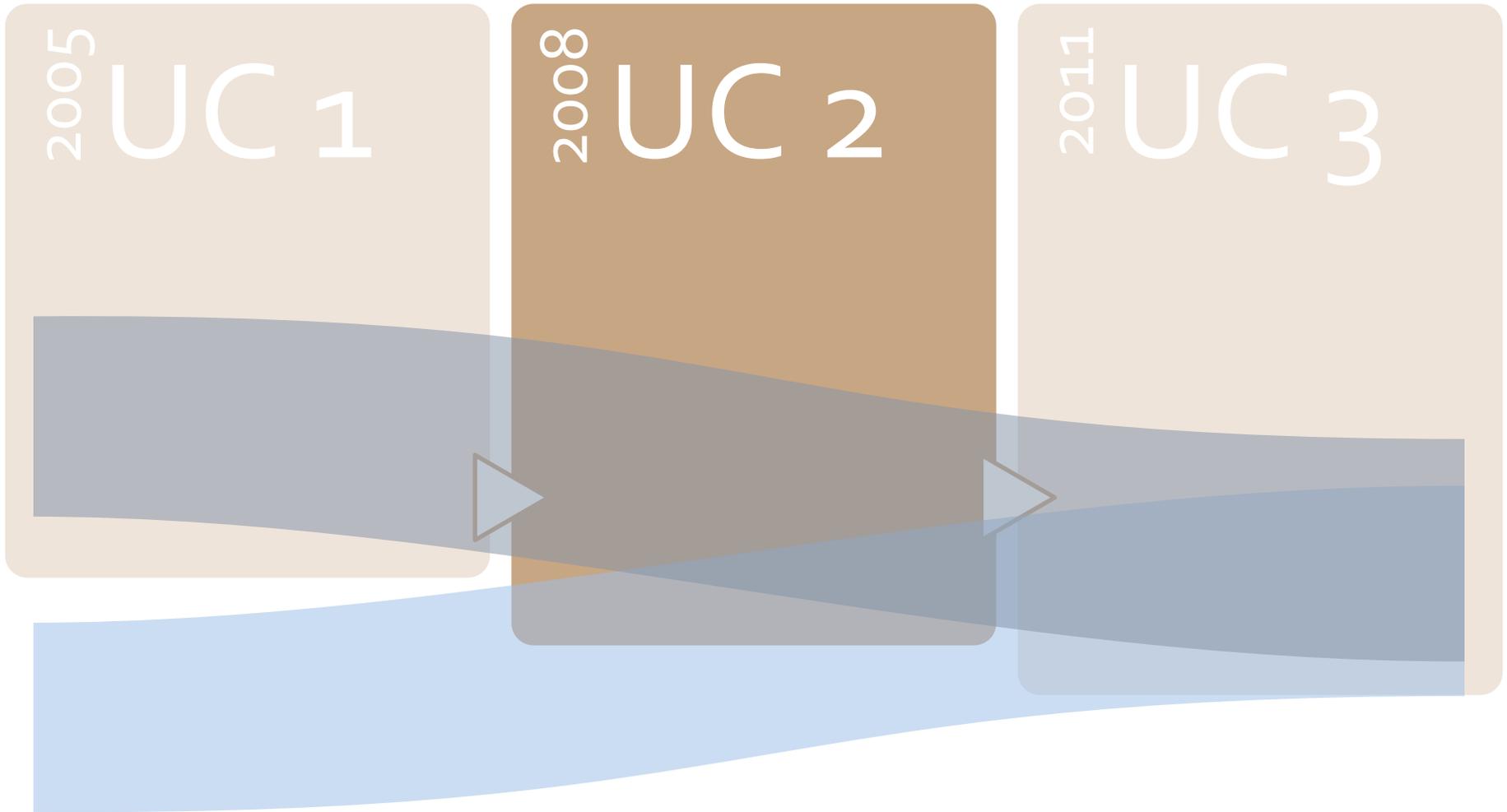
AMI Phosphorus Recovery
Technology Development

Questions AMI Asked at the end of UC₁:

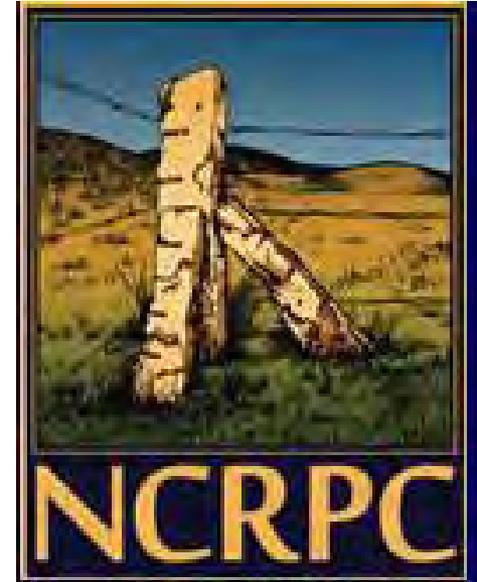
- **How can AMI:**
 - help more Kansas companies systematically connect to and accelerate top-line growth opportunities?
 - help companies connect to required elements for growth regardless of location?
 - **Source of Ideas/Technologies**
 - **Capital**
 - **Infrastructure**
 - **Expertise**
 - **Workforce**
 - facilitate greater connectedness of Kansas companies to identify and pursue new growth opportunities?
 - impact more than one company at a time?



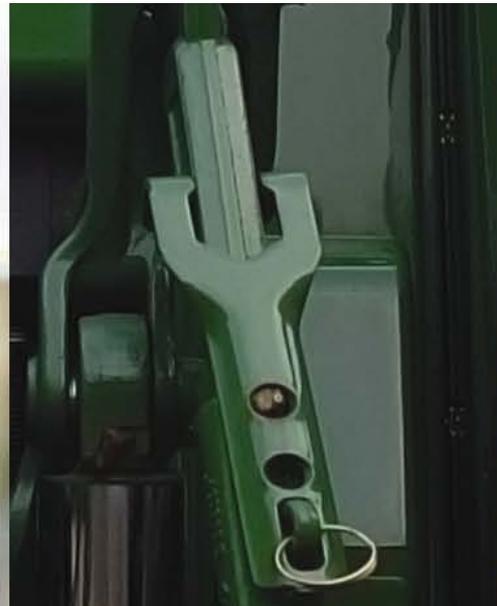
UC2: Accelerating Innovation through Collaborative Partnerships and Networks



On a similar but parallel path in North Central Kansas...

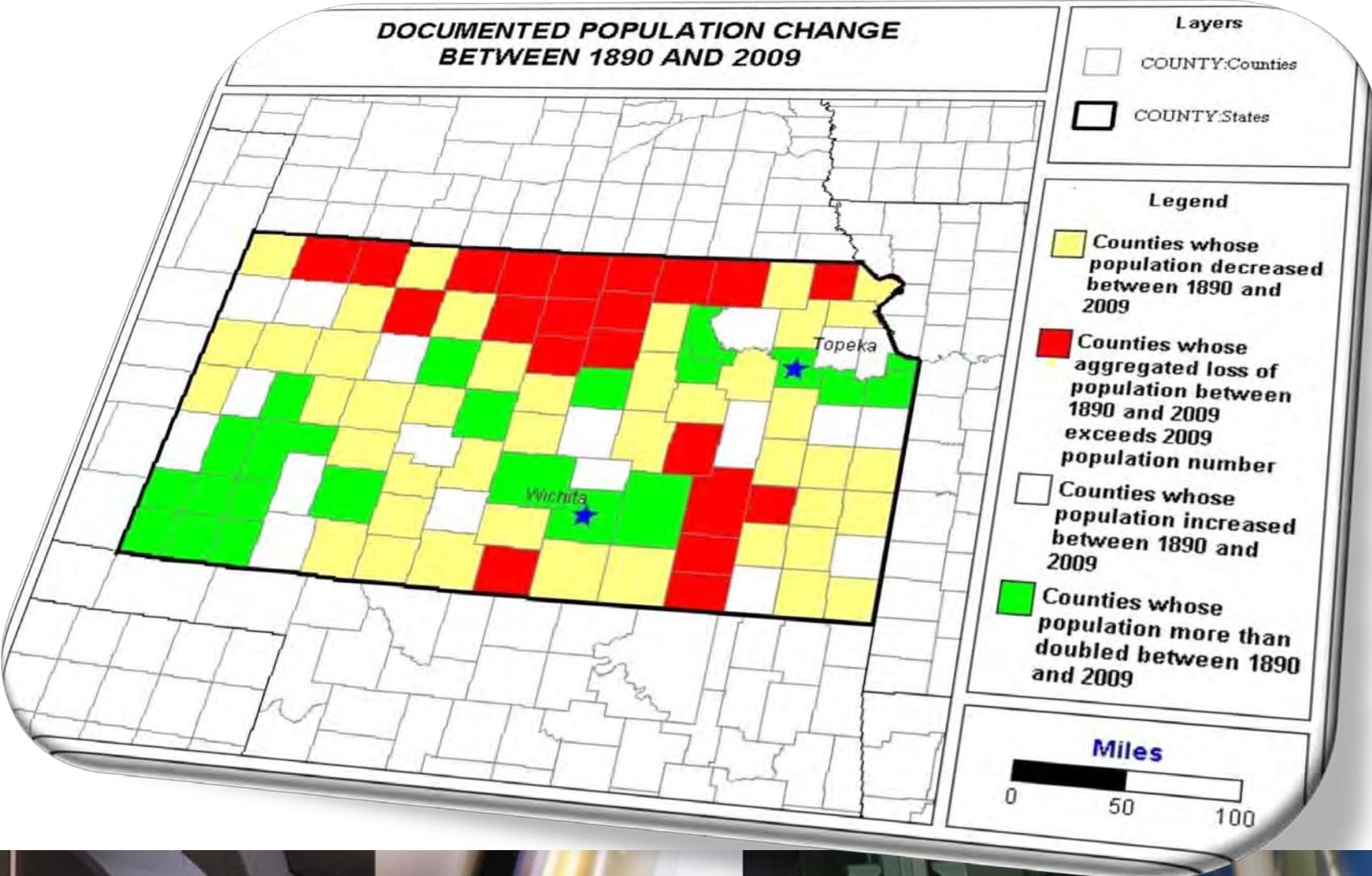


Initial Stage Motivation

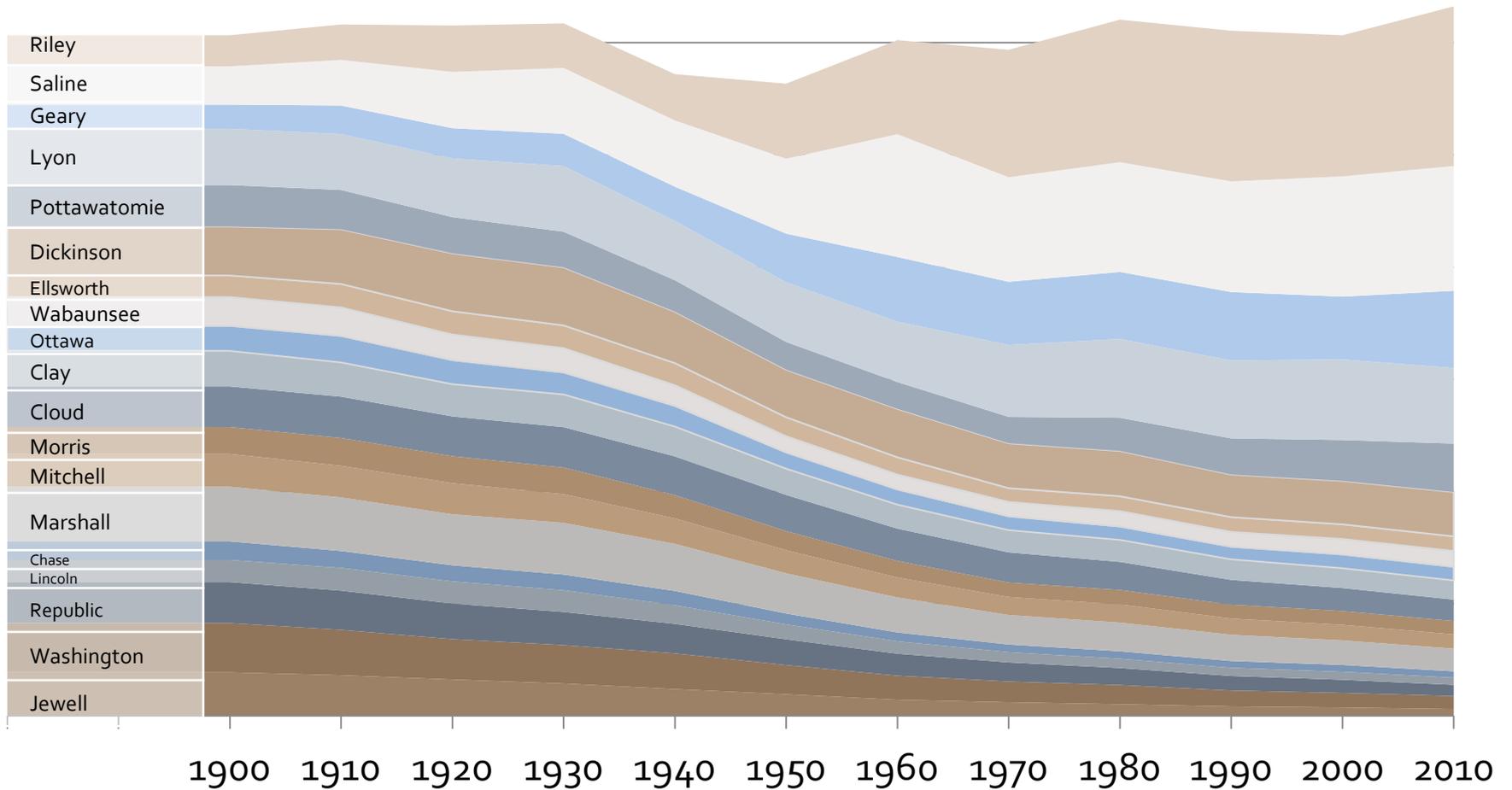


Population vs. Critical Mass

**DOCUMENTED POPULATION CHANGE
BETWEEN 1890 AND 2009**



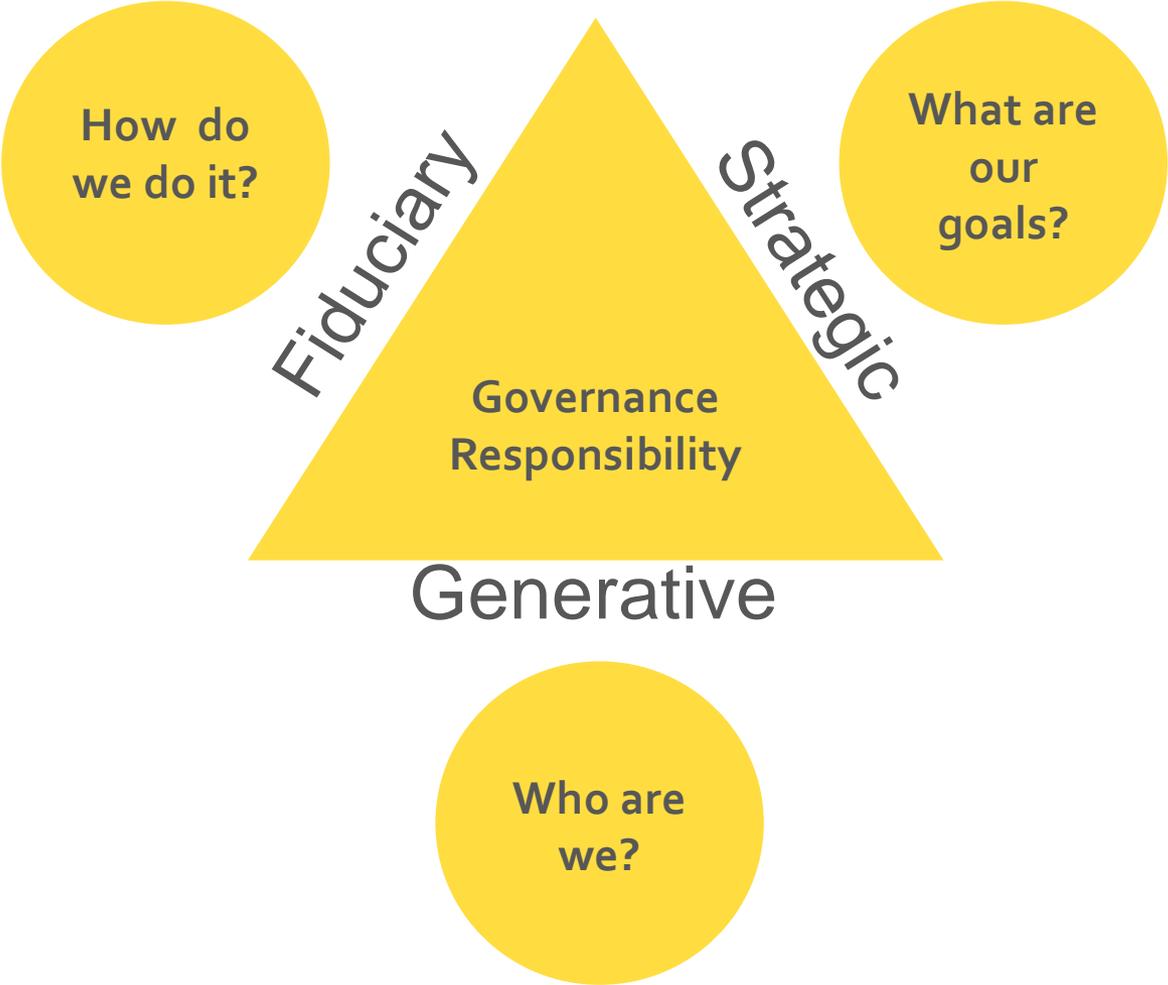
Total Population in Region



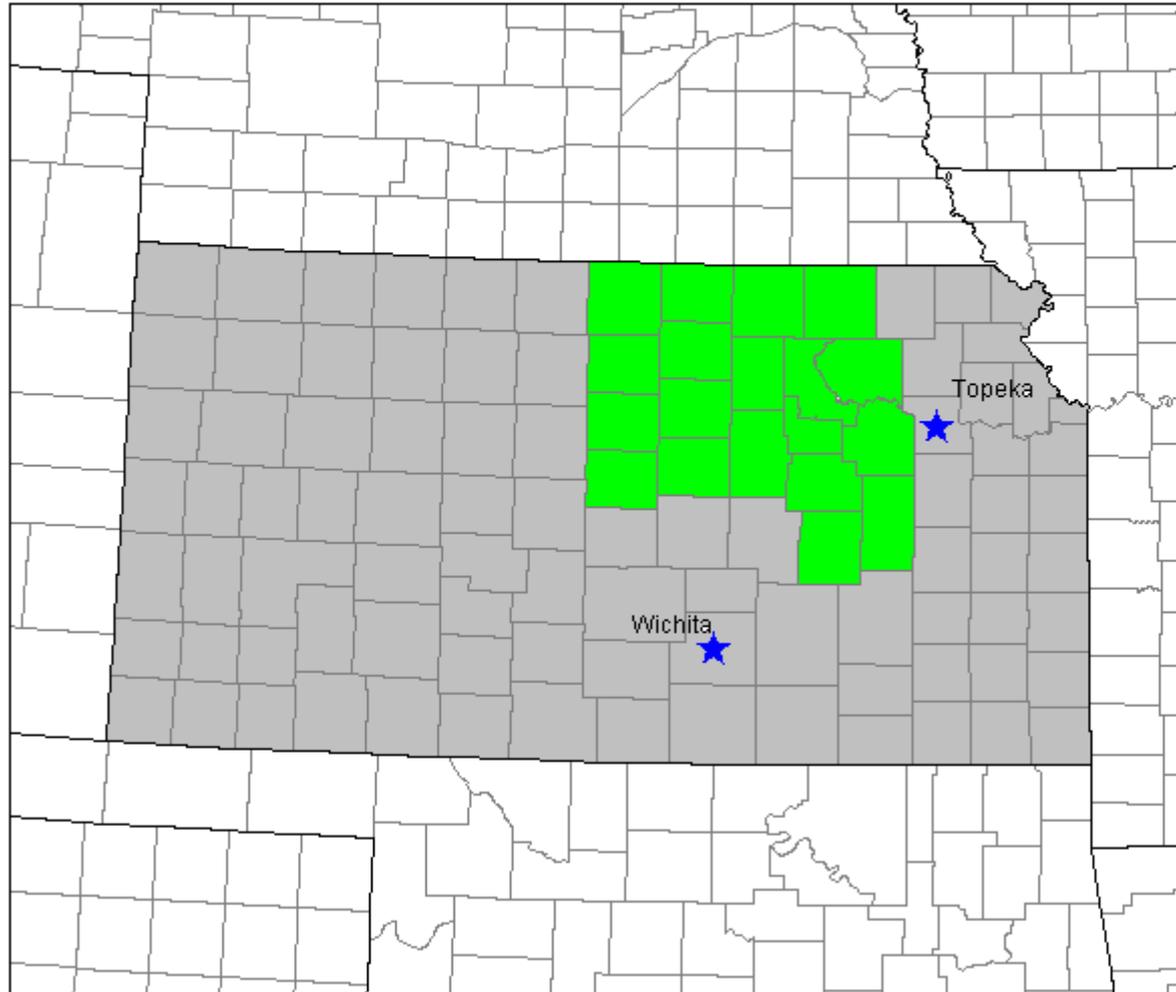
Issues Facing Rural Locations



Strategic Thinking



Nineteen (19) Counties Served by NCK Rural Business Development Tax Credit Program



Layers

 COUNTY:Counties

 COUNTY:States

 North Central
Kansas

Counties included:

Chase, Clay, Cloud,
Dickinson, Ellsworth,
Geary, Jewell,
Lincoln, Lyon,
Marshall, Mitchell,
Morris, Ottawa,
Pottawatomie,
Republic, Riley,
Saline, Wabaunsee
and Washington

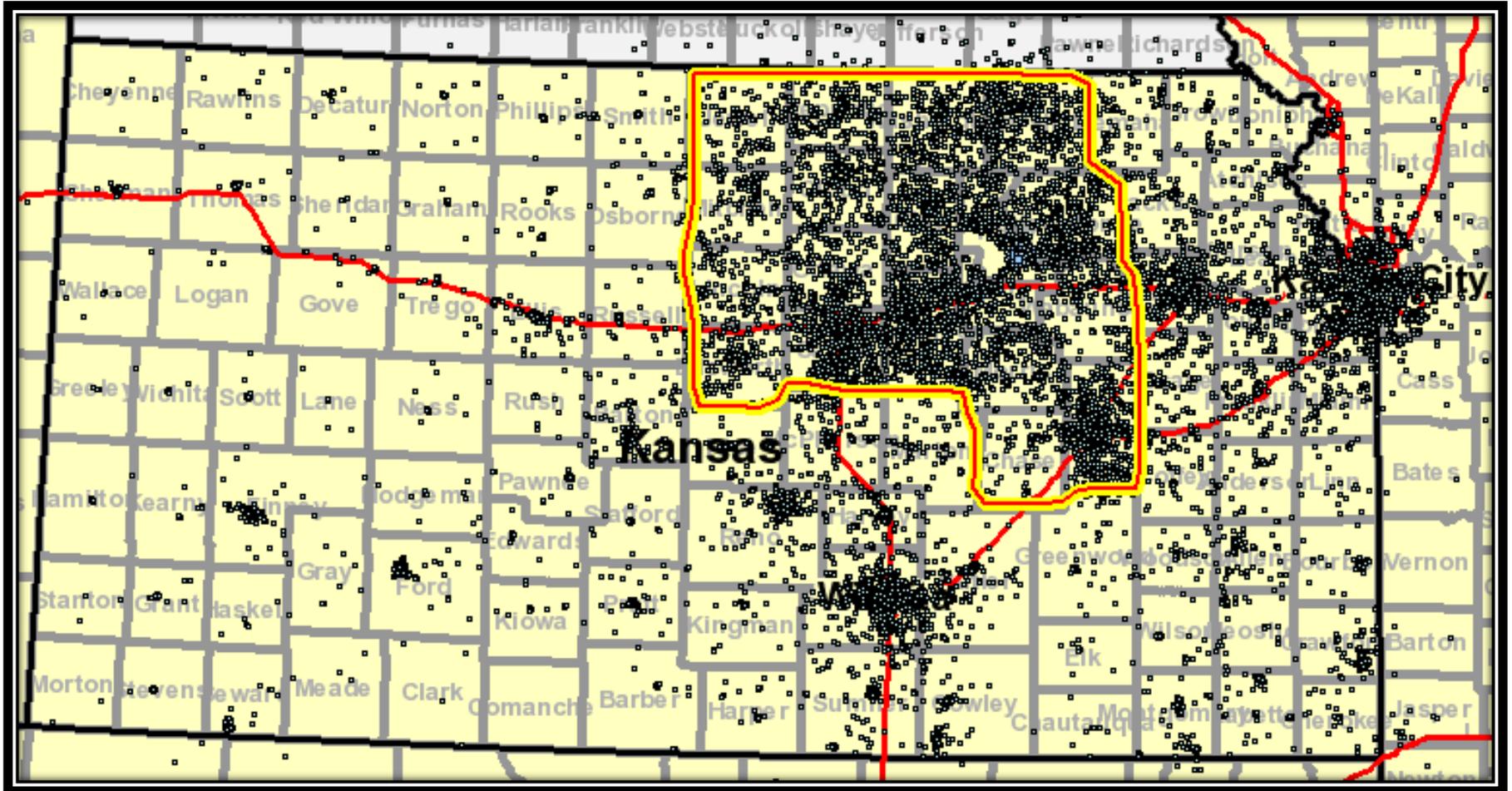
Miles



NCK RBDTC Region

Home Location of Individuals

Employed by Businesses in NCK Region



NCRPC 2005 CEDS UC Integration

Strategy 10: Further engage the Advanced Manufacturing Institute (AMI), which is associated with the School of Engineering at Kansas State University.

- Objective 10.1: Ensure area business has access to engineering, production and marketing knowledge otherwise absent in the region as a means of meeting special business needs.
- Objective 10.2: Create a mechanism whereby AMI can refer product ideas to those North Central Kansas businesses which have both the capacity and capability of producing the product.
- Objective 10.3: Work with AMI to devise a technology based economic development program that provides detailed knowledge on the business networks serving businesses within the region.
- Objective 10.4: Create a “pipeline” that enables qualified ideas and technologies, products, outside expertise, and capital to flow into North Central Kansas.



Initial Regional Pilot Project Origins

Questions / Requests posed of AMI

- What business clusters are operating in NCK?
- Which business sectors are growing and which business sectors are fading?
- What linkages exist between the various business sectors present?
- Is there a way to illustrate the data in map form that makes it easier for local leadership to better understand the regional economy?



Motivation

- “Cooperation ... comes when it is in the best interests of all those involved.”

“Collaborating is ultimately about relationships, and relationships do not thrive based on a rational calculus of costs and benefits but rather because of genuine caring and mutual vulnerability.”

Peter Senge, The Necessary Revolution



Underlying Assumptions...

Basis of IBED Strategy

- Innovation enables sustaining global competitiveness.
- There are key elements required for successful tech ventures.
- Technology-based companies should not be location limited.
- “Blue ocean” opportunities exist where boundaries are spanned.
- Successful entrepreneurs are not necessarily smarter...just better connected.

Driving Questions

- How can we best assist Kansas companies to increase innovation capacity?
- What can we do to level the playing field for tech ventures?
- How can we best help rural communities to grow tech-based businesses?
- How can we bring resources together to exploit “blue ocean” opportunities?
- How can we facilitate greater connectedness to new growth opportunities?

