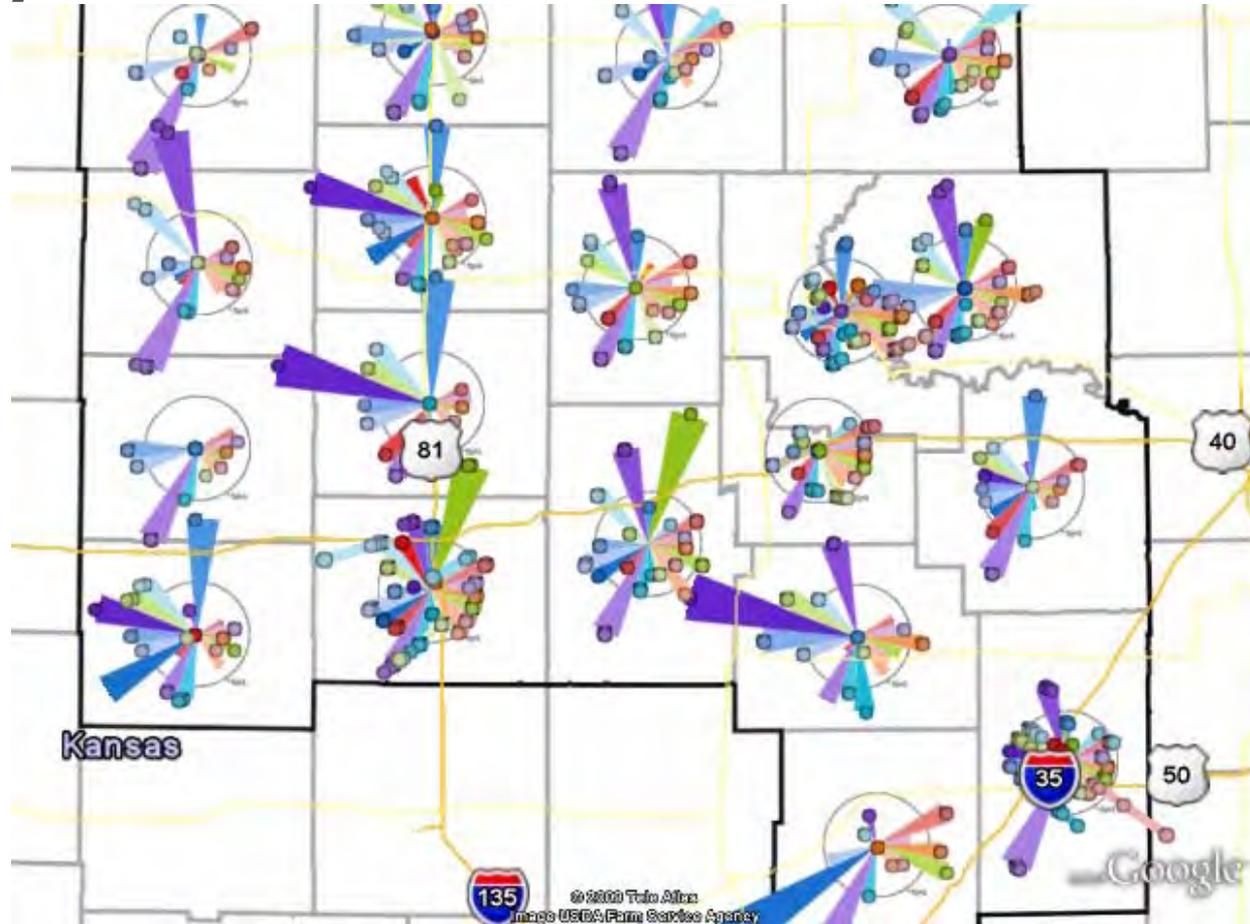


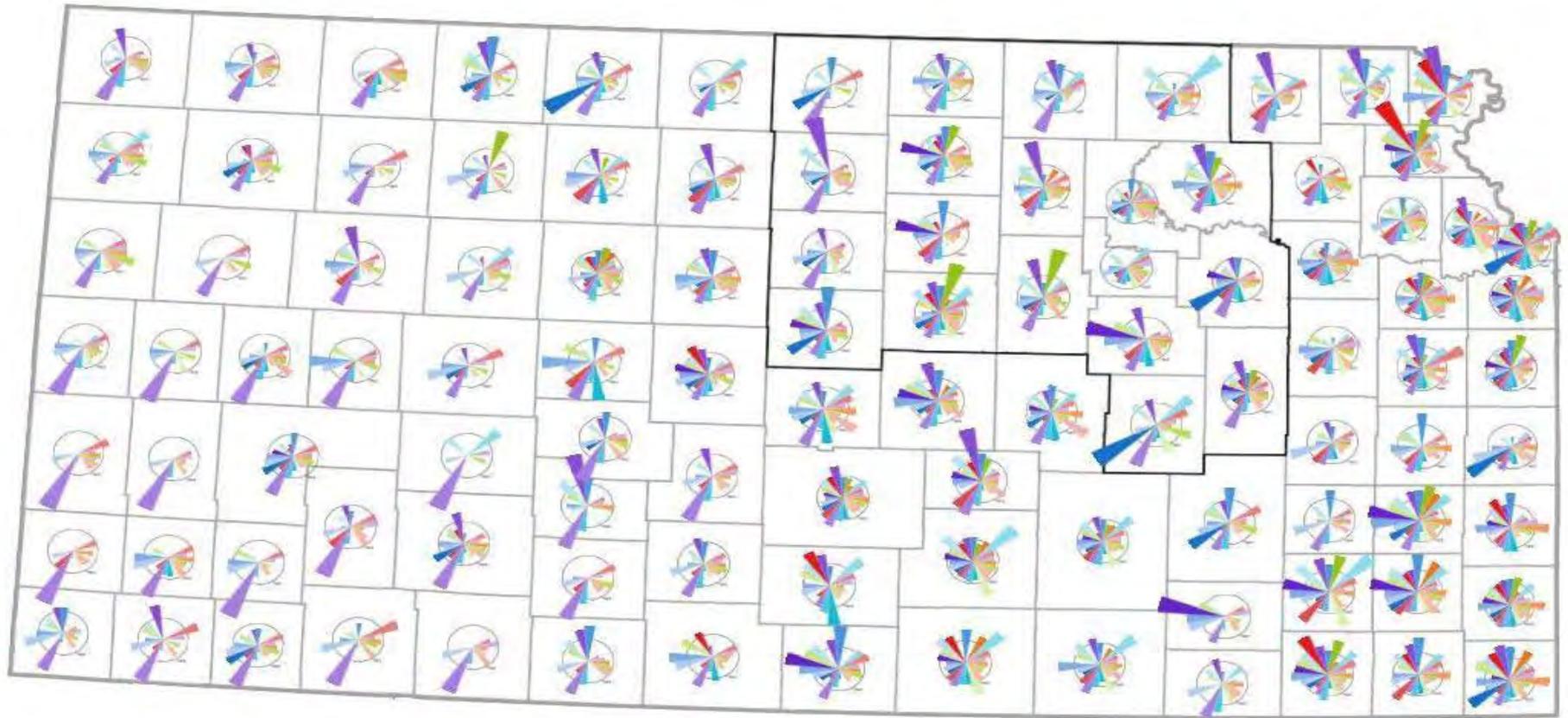
Regional Analysis – Where to Start?

- Focus on traded industries
- What do we:
 - Preserve ?
 - Extend ?
 - Combine ?
- Assess innovation readiness
- Need to redefine clusters in rural regions
- Visualization can reshape the discussion



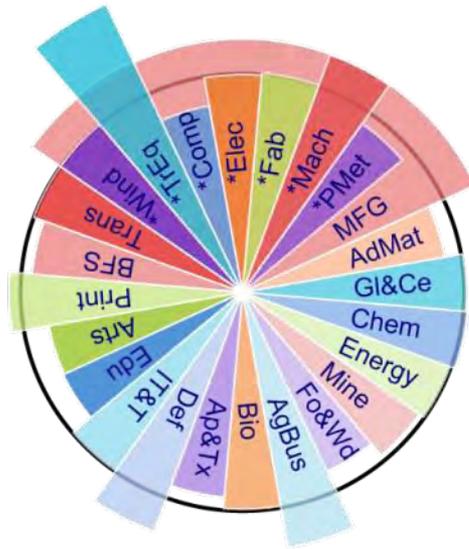
AMI.NCRPC.ORG

What does Kansas look like?

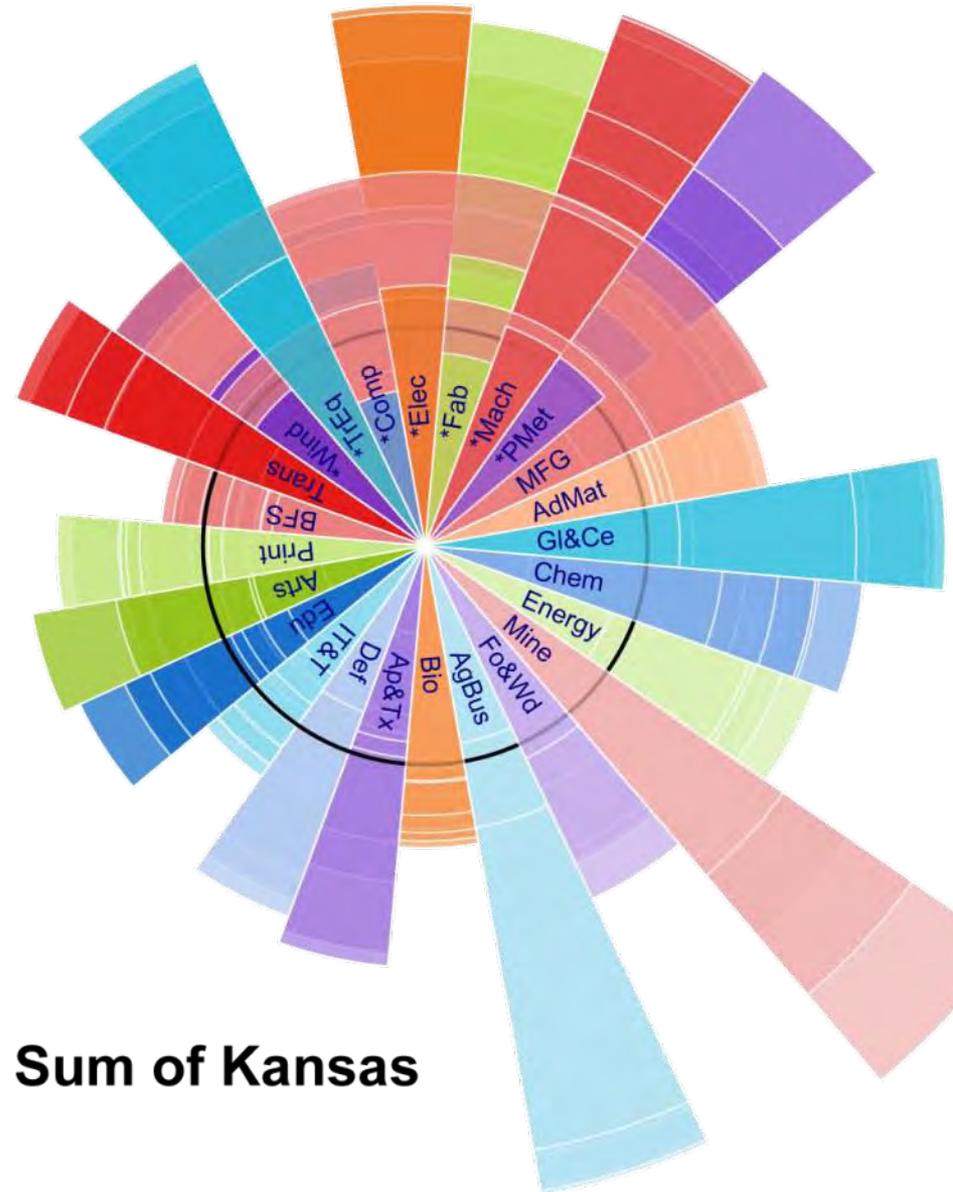


What strengths are there in KS?

The mean or the sum?



The Average of Kansas



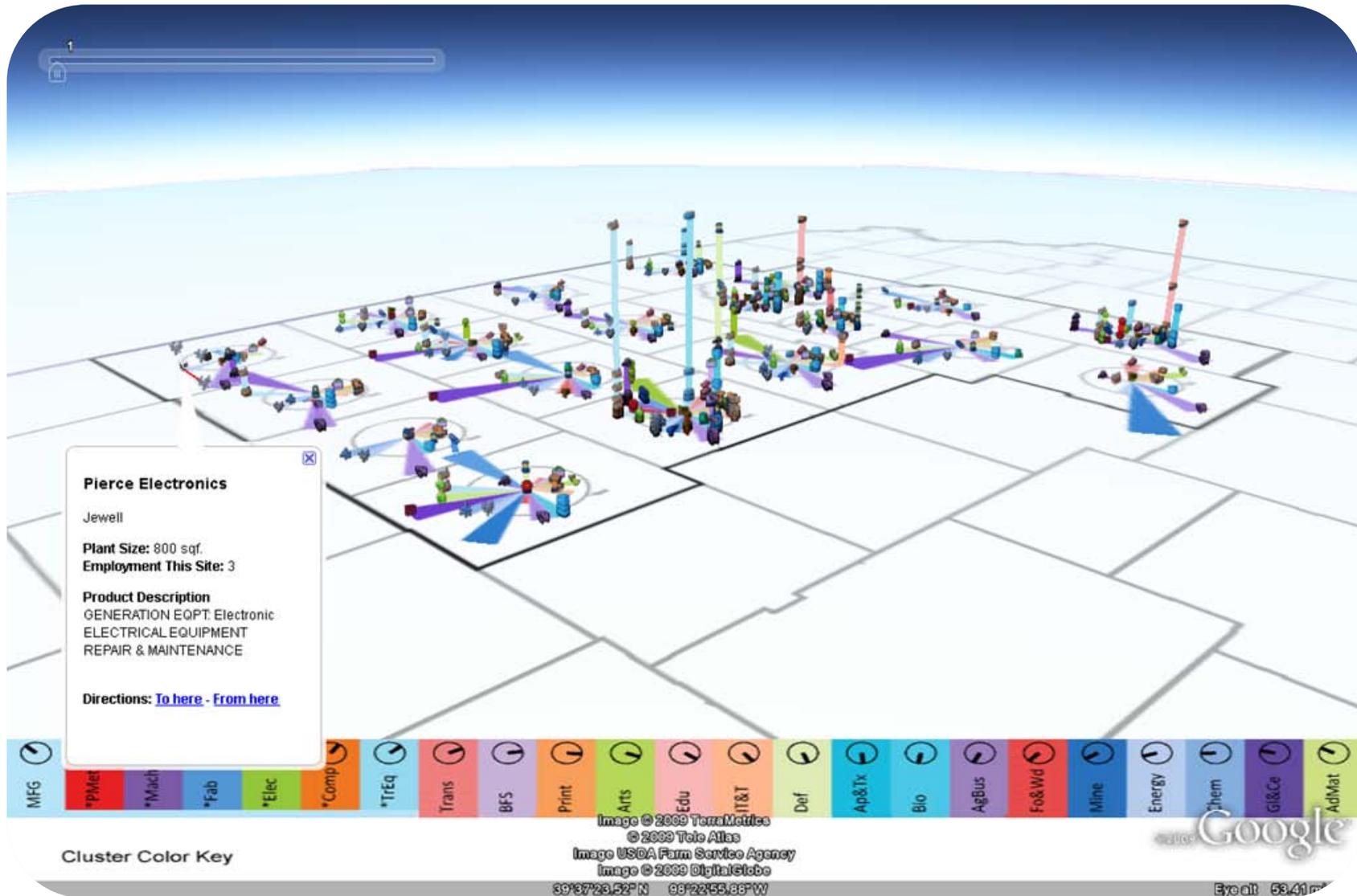
The Sum of Kansas

What does this mean?

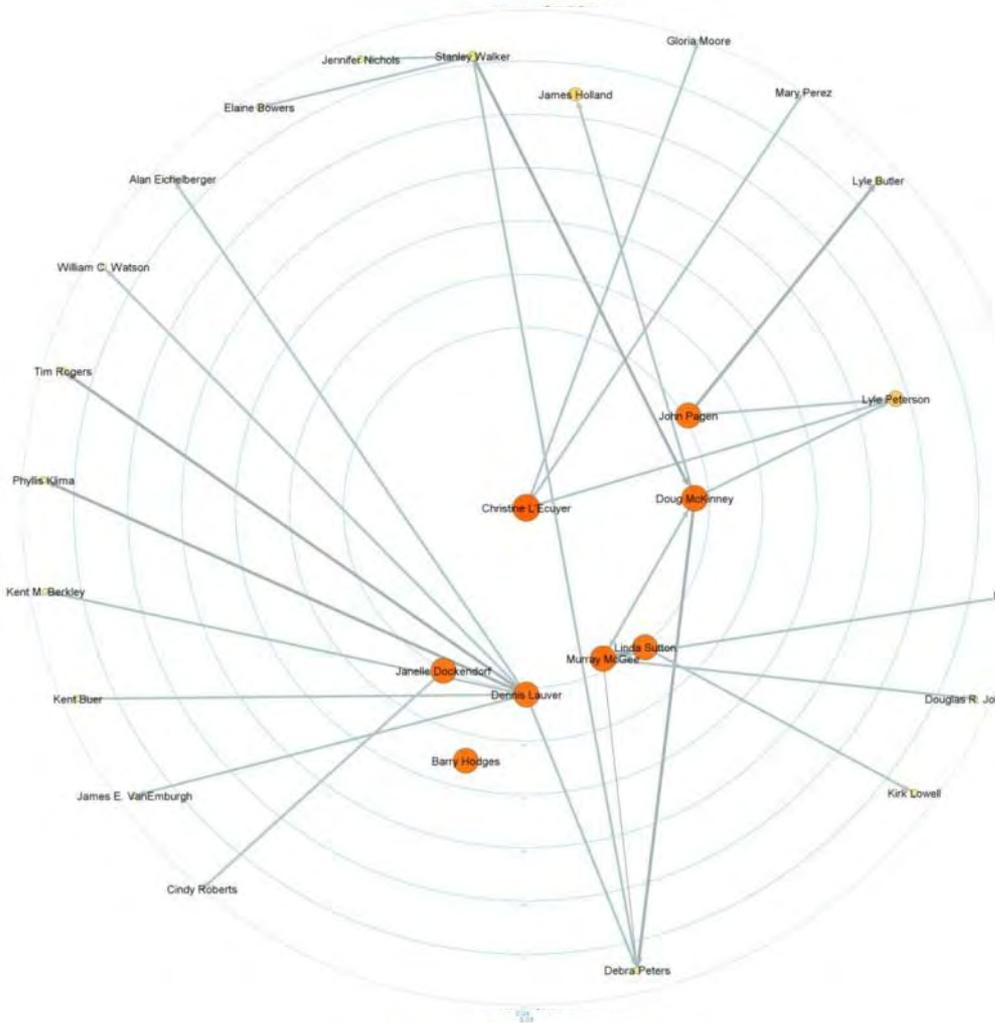
- **Every region is unique**
- **Every region has similarities**
- **Uniqueness and similarities both create opportunities**
- **Next question**
 - How can we explore these opportunities and decide on the best opportunities to pursue
- **Answer**
 - By understanding the region, the interdependences and innovation capabilities



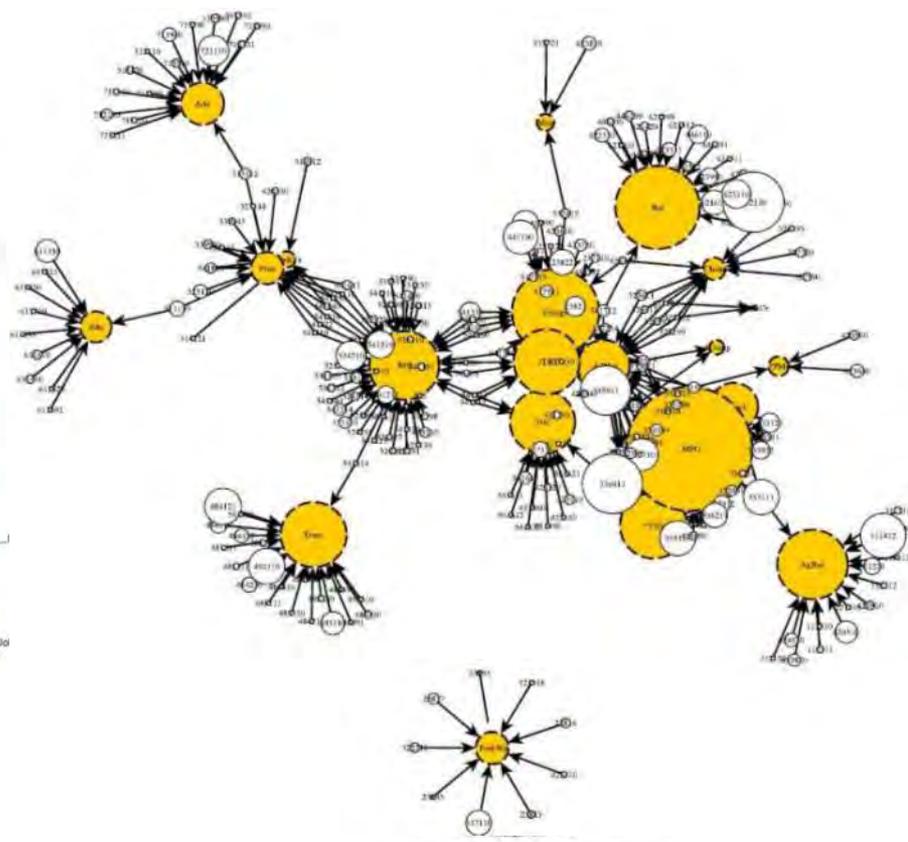
Access to Business Detail



Mapping Social Connections



Mapping Potential Industry Connections



Building Connectedness to Business Opportunities

Based on input from our partners and clients, a viable “connectedness” solution must:

- Weave peer to peer business development opportunity networks
- Focus on clustering need and competencies, not just industries
- Connect to global market development opportunities/infrastructure
- Focus entrepreneurship on traded industries (wealth generators)
- Level competitive playing field (urban, global) with hub and node approach vs. traditional clusters
- Create “hard-to-copy” regional competitiveness
- Attract/retain skilled people
- Engage regional wealth and investment capital



KARDO

- **Kansas Association of Regional Development Organizations**
- **Founded in 2008**
- **Founding members**
 - Economic development districts (7)
 - University centers (2)
- **Goals**
 - Shared experience and talents
 - Cooperative and collaborative ventures

