

**Working with University-Based EDA Centers:
Observations and Experiences
September 29, 2014
Chicago, IL**

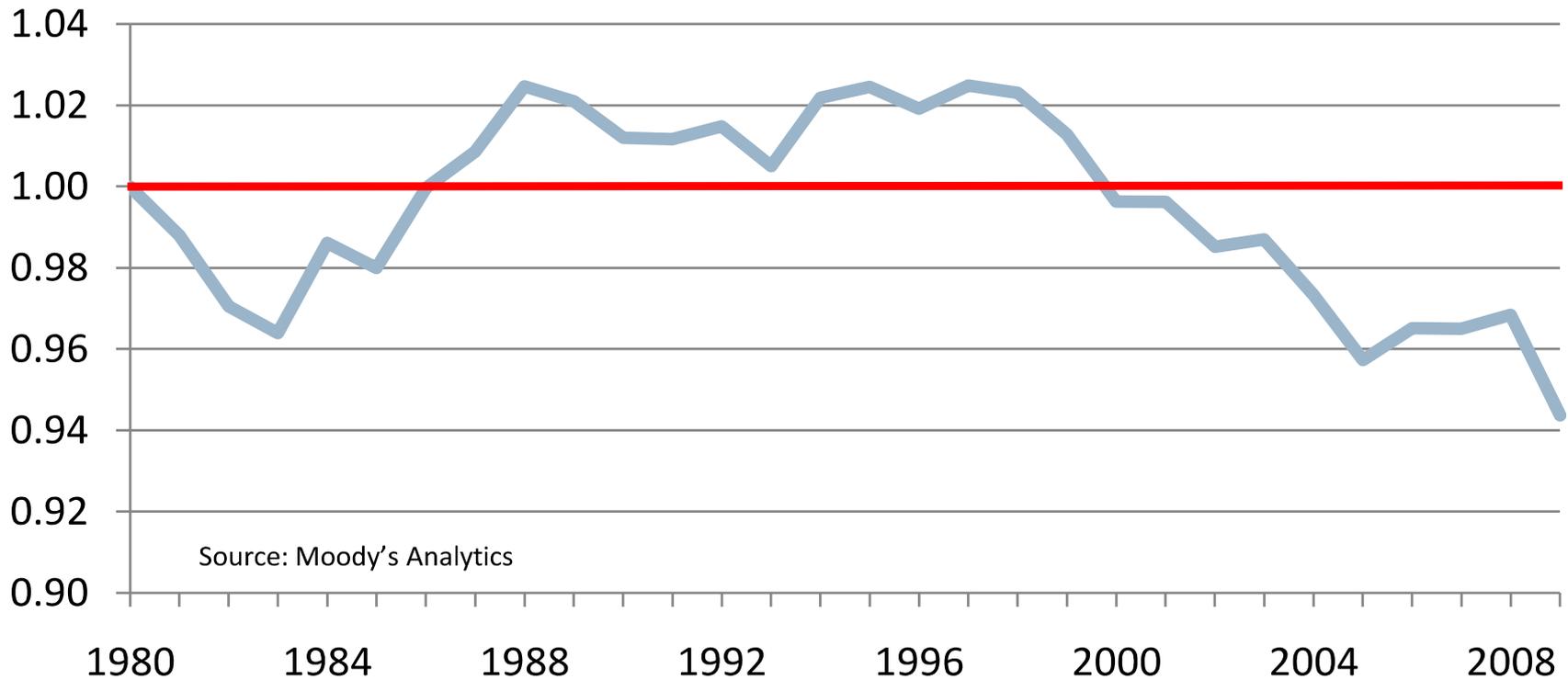


ALLIANCE FOR
REGIONAL DEVELOPMENT

Kelly O'Brien
President
Alliance for Regional Development

The Chicago Region in Decline

Ratio of Chicago per Capita GRP Growth to U.S., 1980-2009



Source: Moody's Analytics

The Organization for Economic Cooperation and Development (OECD)

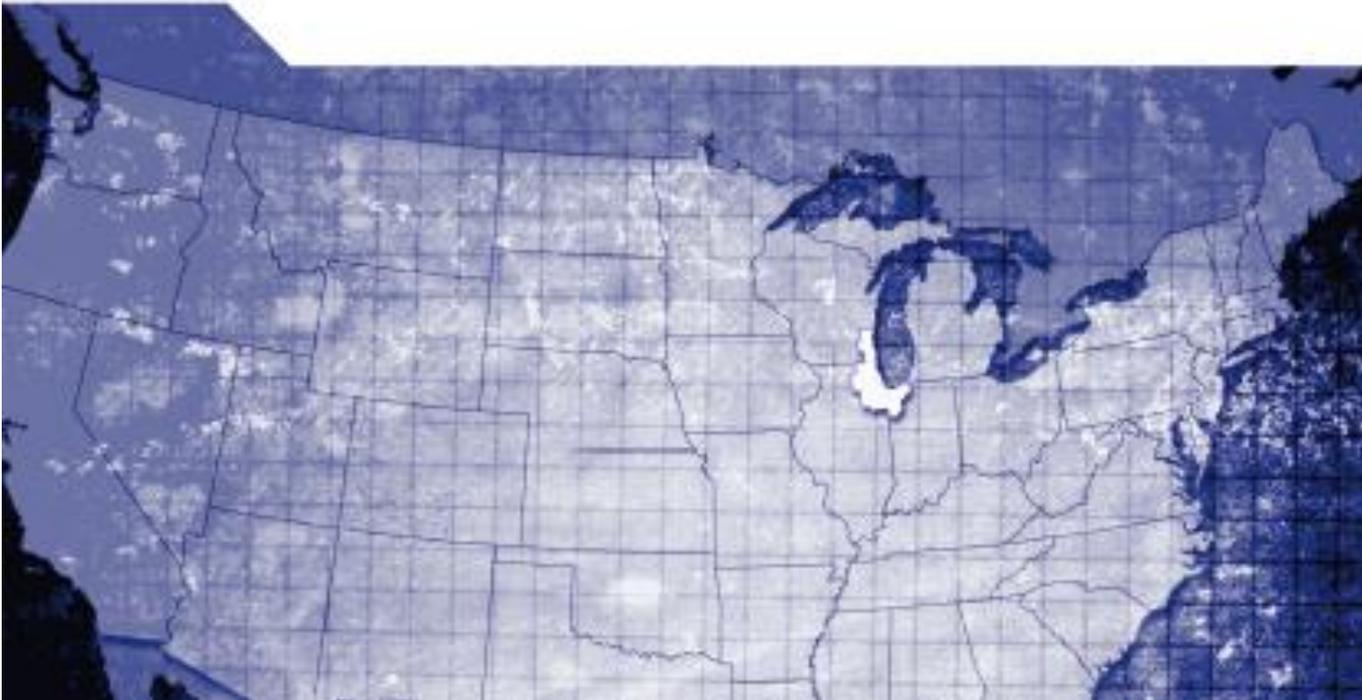


OECD Report

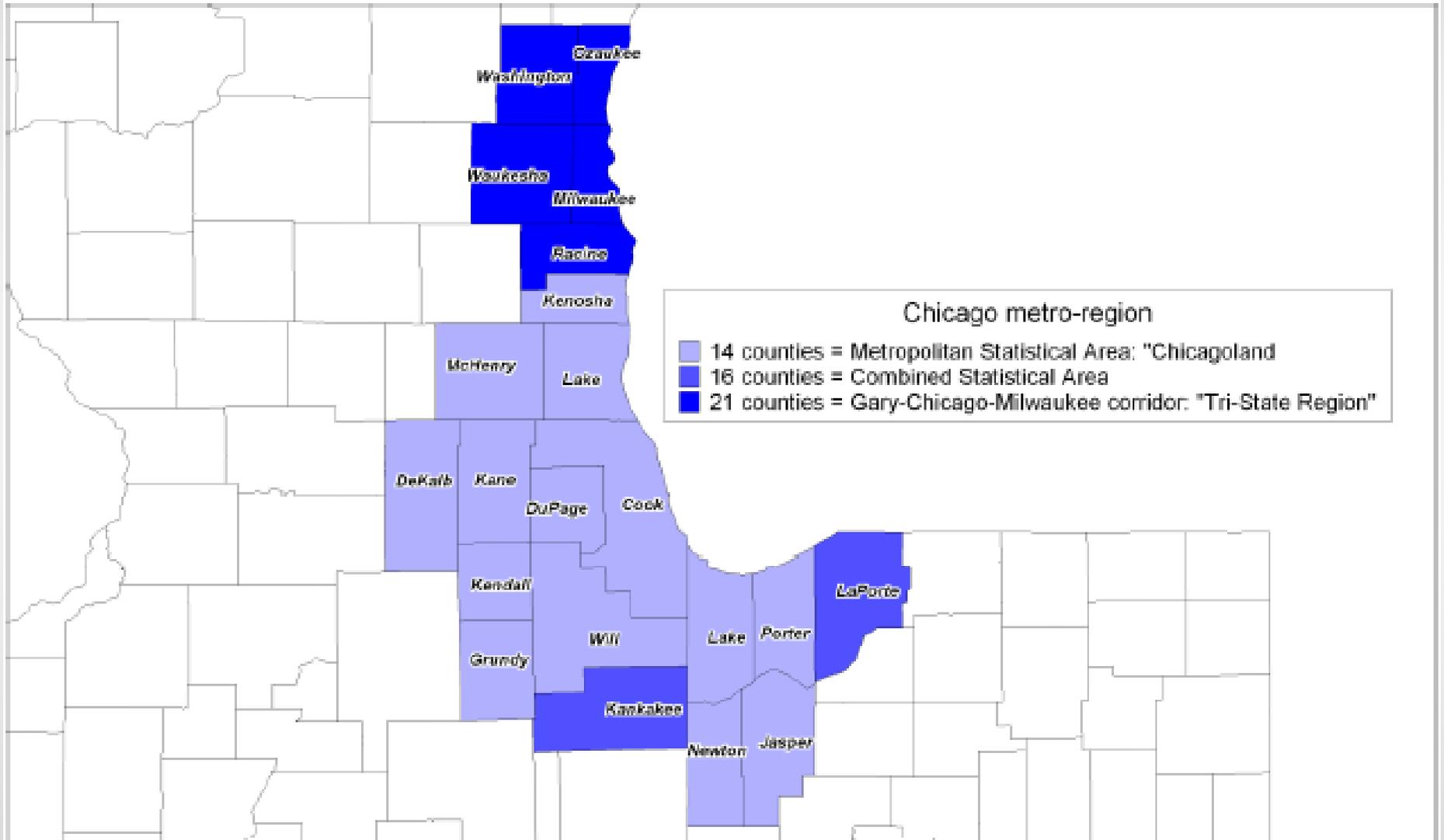
OECD Territorial Reviews



The Chicago Tri-State Metropolitan Area, United States



21 County Region



OECD Report

Table of Contents

1. The Assets and Challenges for the Tri-State Metropolitan Region's Competitiveness
2. Matching Skills to Jobs in the Tri-State Region
3. Innovation and Entrepreneurship in the Tri-State Region
4. Transportation and Logistics in the Tri-State Region
5. Increasing the Region's Competitiveness Through Green Growth
6. Effective Institutional Arrangements in the Tri-State Region

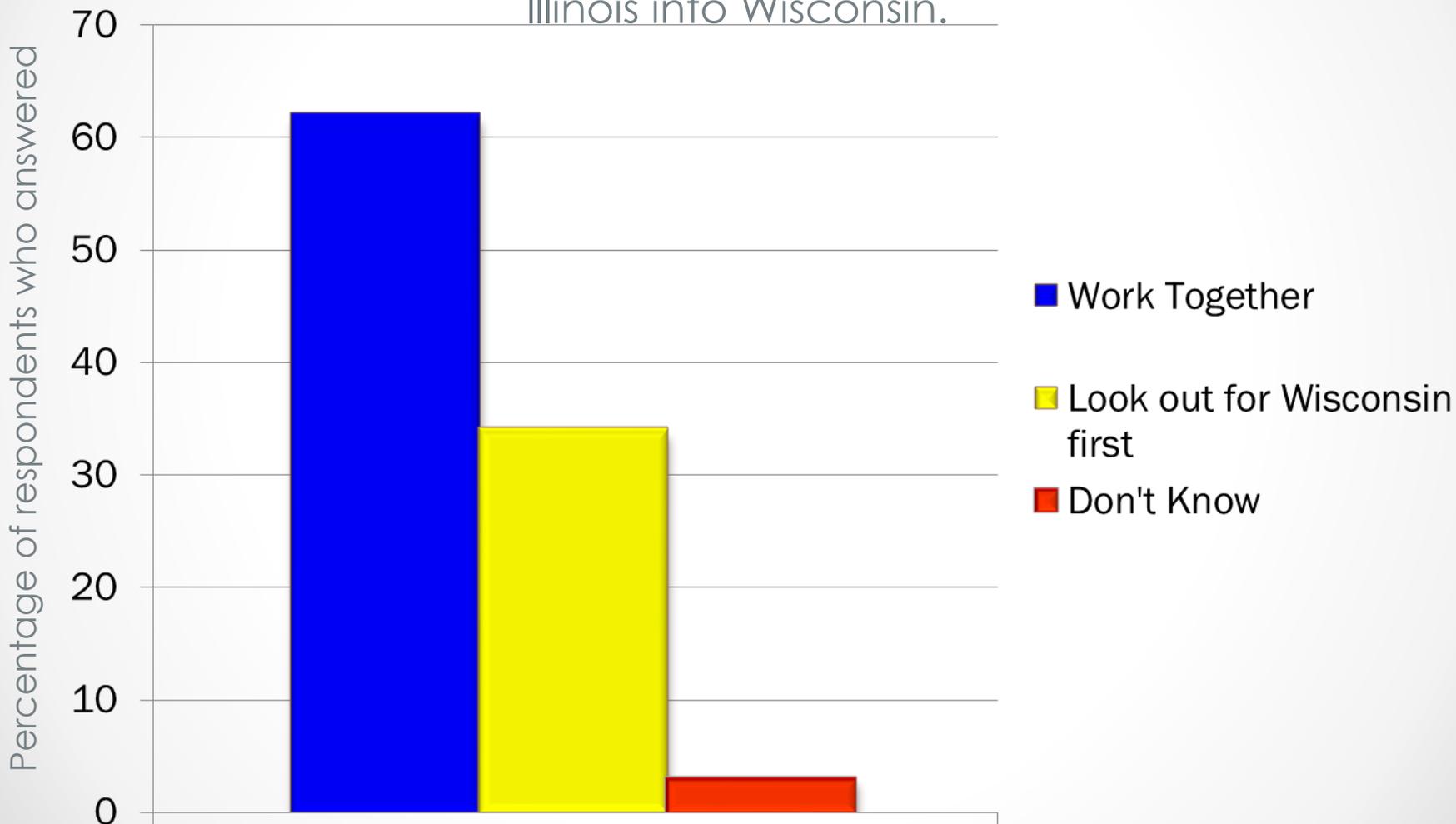


Underperformance

“If employment in Chicago had grown at the national rate over 1990-2010, the region would have gained nearly 600,000 more jobs than it has today.”

“The purpose of increased collaboration is to articulate common region wide goals and implement region wide strategic plans to achieve them ... [As well as the] development of robust indicators so that stakeholders can measure performance and intervene to ensure progress.”

Which statement comes closer to your view? 1) Political leaders in Wisconsin and Illinois should work together to promote economic development throughout the region. or 2) Political leaders should look out for Wisconsin first and do all they can to move jobs and businesses from Illinois into Wisconsin.

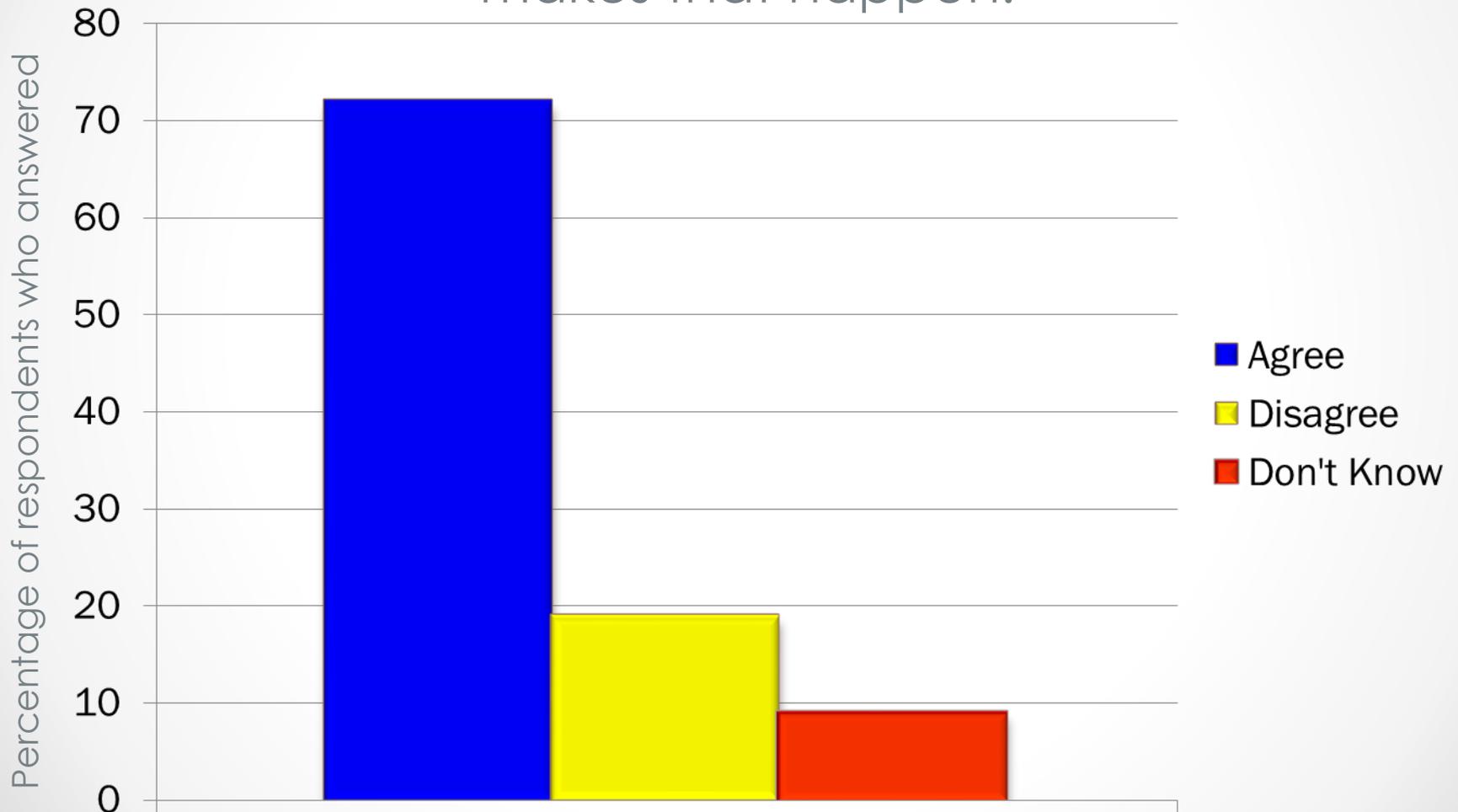


Source: Marquette School of Law Poll



ALLIANCE FOR
REGIONAL DEVELOPMENT

Do you agree or disagree? If it makes sense for the Milwaukee area and the Chicago area to work together, it will be the private sector rather than government that makes that happen.



Source: Marquette School of Law Poll

Leadership: Chairmen

ILLINOIS



Michael M. Mullen,
Founder, Centerpoint
Properties & Advisor,
Blackstone Group

INDIANA



Jim L. Stanley, CEO,
Northern Indiana
Public Service
Company (NIPSCO)

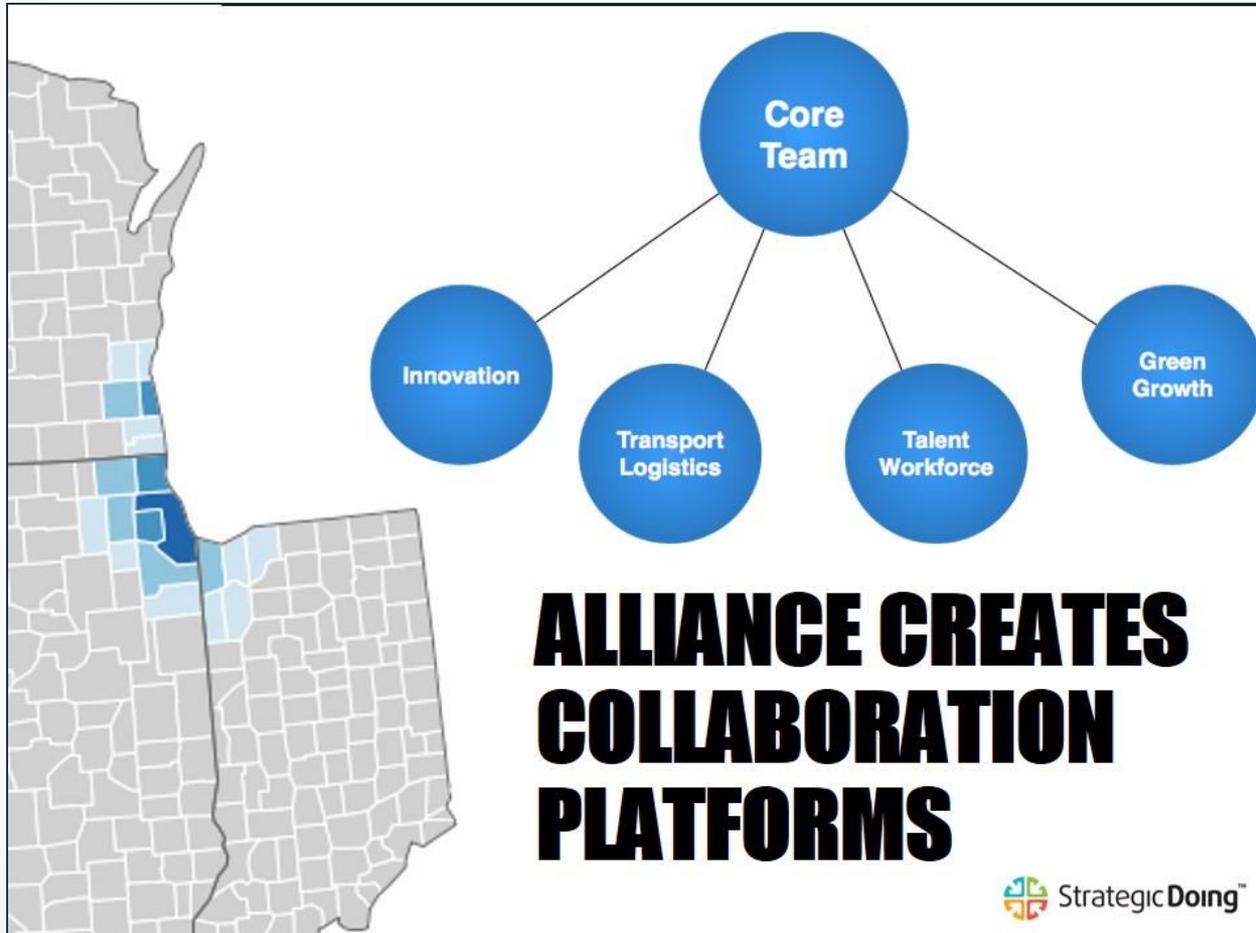
WISCONSIN



Paul W. Jones,
Chairman & Retired
CEO, A. O. Smith
Corporation



Alliance Working Teams



Purdue Center for Regional Development

- **What is Strategic Doing?**
- Strategic Doing is a process that enables civic leaders to form collaborations quickly, guide them toward measurable outcomes, and make adjustments along the way.

Purdue Center for Regional Development

- What **could** we do together?
- What **should** we do together?
- What **will** we do together?
 - What's our **30/30**?

Purdue Center for Regional Development

- **Regional Decision Maker (RDM)**
 - A powerful suite of mapping websites and tools that enables users to make informed decisions quickly and efficiently.
 - RDM facilitates and enables regional decision making in a number of ways. Most importantly, it allows decision makers to interact with data through customizable, user-friendly tools and geographic visualization.
-
-

Purdue Center for Regional Development





Wisconsin Center for Commercialization Resources

Got ideas? We can support you from concept to launch!



MARQUETTE
UNIVERSITY



5 Universities – One University Center

- ❖ Focused on providing services and resources to move forward commercialization
- ❖ One-stop-shop for accessing University resources, service and knowledge
- ❖ Access to our network in the start-up and entrepreneurial ecosystem in Wisconsin
- ❖ In collaboration with ARD access network in tri-state region



Supporting Wisconsin's Water Technology Cluster



Wisconsin Center for
Commercialization Resources

Got ideas? We can support you from concept to launch!



Institute for Water Business

Introduction

- Grew out of UW-W initiative
- Supported by the Water Council
- Co-funded by the WEDC
- Launched September 2014
- Supported by WCCR

Services

- start-up & acceleration training by UW business faculty using Growth Wheel, Business Model Canvas and similar tools
- Product assessment
- market research & analysis
- pitch training & practice workshops
- make-me-better meetings
- lunch w/ an expert meetings
- WCCR units



The Companies

Microbe
DETECTIVES



METERHERO

NEW|works
Practical. Advanced.

Intelli-Sensor
from Noah Technologies Inc.

HANGING
GARDENS



THE WATER COUNCIL

Success Stories

- viable and independent enterprises
- employers / taxpayers
- business plan competitions winners



WCCR can facilitate the entire commercialization process, by providing resources and services for moving a project through various stages from idea to proof of concept to launch.



Services and Assets

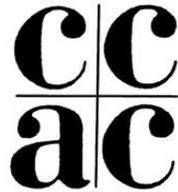
- Connection to key networks and ecosystems
- MSOE's Rapid Prototyping Center
- UWM Engineering
- UW-Whitewater-State of Ingenuity (SOI) regional collaboration
- UW-Parkside- Small Business Development Center
- Marquette U- Kohler Center for Entrepreneurship

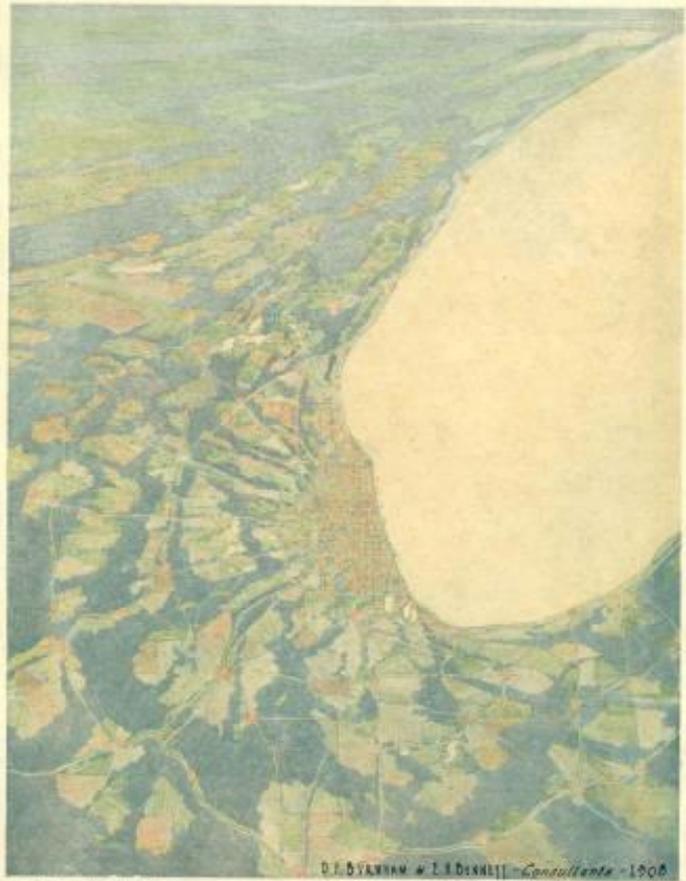
WCCR Partners

Alliance for Regional Development
BizStarts Milwaukee
The Water Council
Mid West Energy Research Consortium (M-WERC)
PCRD- Purdue Uni.
REI- Michigan State Uni.
Milwaukee 7- M7
Clinical and Translational Science Institute (CTSI)
Greater Milwaukee Committee (GMC)
Wisconsin Entrepreneur's Network (WEN)
Wisconsin Innovation Network (WIN)
Wisconsin Economic Development Corp.



Partner Organizations





CHICAGO - BIRD'S-EYE VIEW, SHOWING THE LOCATION OF THE CITY ON THE SHORES OF LAKE MICHIGAN, TOGETHER WITH THE SMALLER SURROUNDING TOWNS CONNECTED WITH CHICAGO BY RAILROAD ARTERIES.
Published for the Executive of the City by Jules Guerin.

“Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized.”
- Daniel Burnham

- Jules Guerin, “Plan of Chicago Plate 44. Diagram of Region”, Plan of Chicago (1909)