



innovationGainesville

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Gainesville Area
CHAMBER OF COMMERCE



Our past economic focus...



- Railroad Settlement
- Citrus Growing Center
- Agricultural Economy
- University of Florida est. in Gainesville 1905
- UF Teaching Hospital opened 1958

The Present...



- **Diverse Local Economy**
- **University of Florida**
- **Shands**
- **Santa Fe College**
- **Incubators – GTEC, BDI**
- **RTI Biologics**
- **Nationwide**
- **InfoTech**
- **Exactech**
- **GRU Feed-in Tariff, 1st in the Nation**

What are the Challenges to next steps...

- What are the growth opportunities?
- What are the regional impediments?
- Where is the community support and community opposition?
- What are the roles for the Chamber/business community/UF in promoting growth?
- How do we continue to build a world class community?

What are our assets...

- Greatest Asset is Knowledge
- Several high-growth industries/economy drivers: Biomedical, Research, Professional Services, Logistics
- High research capacity: UF awarded more than \$560 million in research awards; doubled since 1999
- Center of knowledge formation: around 150 patents awarded in region each year; 50% in Life Science
- Strong commercialization and start-up activity: \$52 million in licensing income at UF (tripled since 1999); 9 start-ups in 2007 alone

What are the barriers...

- “Scarcity Mindset” is compromising willingness and ability to collaborate – need to shift to “Abundance Mindset”
- Existing gaps that will impede innovation and future growth:
 - Lack of connectivity/collaborative mindset
 - Student and youth talent underdeveloped
 - Ineffective public-private partnerships
 - Lack of strong brand and external communications strategy

Our future...

Cade Museum for Innovation and Invention



Florida Innovation Hub at UF

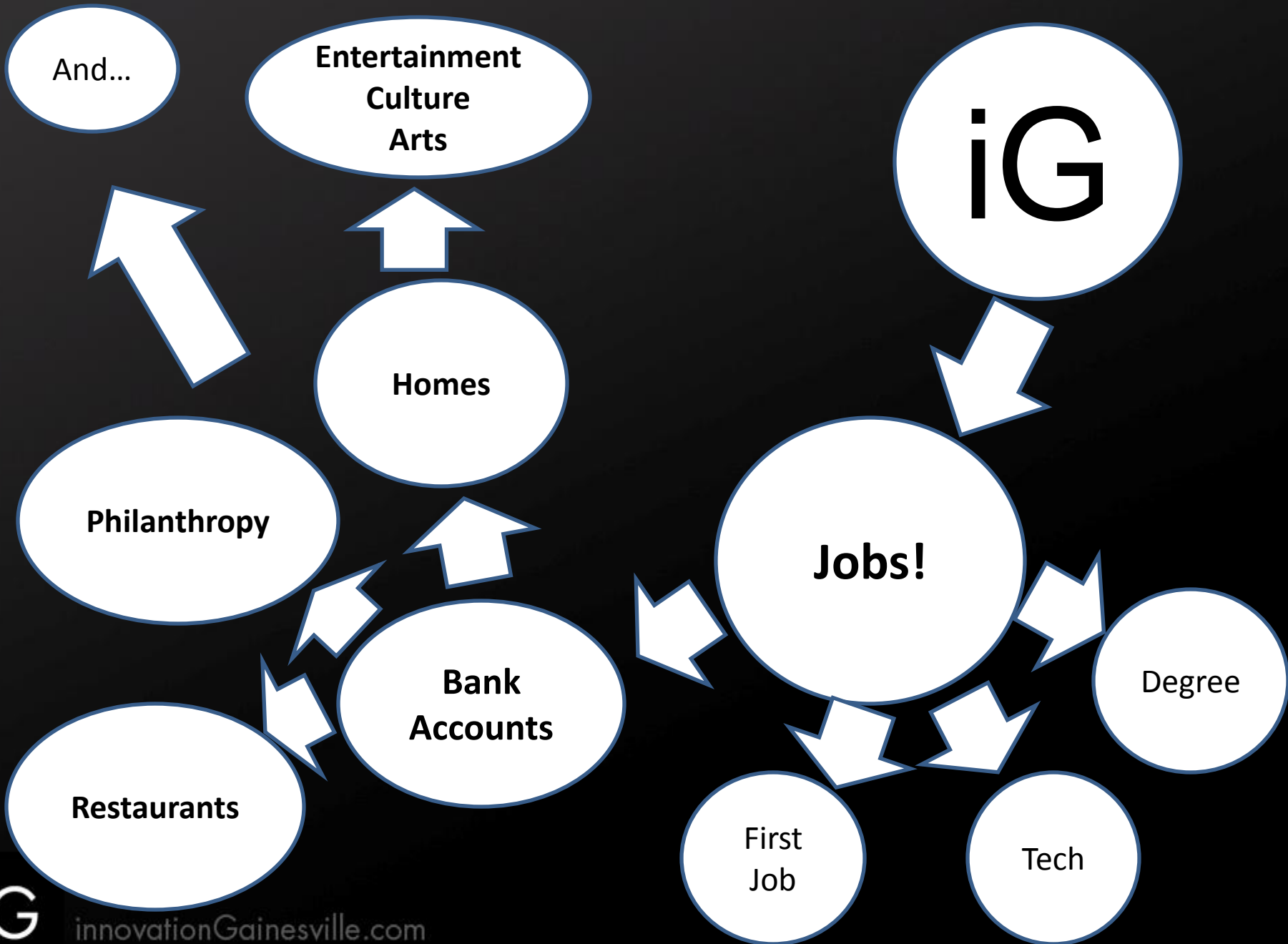
- Cade Museum
- Florida Innovation Hub
- Sinmat
- Clean Energy
- Incubator Graduates
- Many Others in Emerging Knowledge Economy

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**National Hub for
Health Technologies**

**National Hub for
Green Technologies**

**Innovative Products and Companies depend on
Diversity, Creativity and Connectivity**

A Collaboratory is more than an elaborate collection of information and communications technologies. It is a new networked organizational form that also includes social processes; collaboration techniques; formal and informal structures; and organizing capabilities, forms, principles, values and rules.

- Core educational and research capabilities

**Collaboratory
for
Innovation**



**National Hub
for Health
Technologies**

- **Health Technologies:** leveraging the region's expertise in
 - Human Life Science
 - Pharmaceuticals, biologics, devices, equipment, and research and testing
 - Agricultural Life Science
 - Feedstock, chemicals and fertilizer, and food science/crop management)



**National Hub
for Green
Technologies**

- **Green Technologies:** leveraging the region's expertise in
 - Environmental Engineering,
 - Agricultural Life Science
 - chemicals and fertilizer
 - Alternative Energy
 - Biomass, solar and Fuel Cells
 - Green Building and Design
 - Clean Technology
 - waste management, recycling technologies

iG Long-Range Plans

Learn Innovatively

- **Learn Innovatively**: Cade Virtual Museum (curriculum for innovators and entrepreneurs, mentoring mash-up, Community Outreach, Educate the Educators; Earn While You Learn (**HS and College Regional Internships, Raise the Bar (The STEAM Initiative** based on a virtual Bidwell Center; Bachelors in Technology Commercialization; Masters in Innovation Convergence [engineering, design, etc.]])

Invest Innovatively

- **Invest Innovatively**: 21st Century Fund (\$25mm Early & Mezzanine VC, \$3.5mm Kick-Start for pre-seed and smaller investments, Economic Development Innovation Stimulus, Federal/Corporate Grant & Contract Leverage); Innovation-Ready Infrastructure (Business Innovation Zones, Broad-Band & WIFI Region-wide Access)

Live Innovatively

- **Live Innovatively** Networking the Networks Portal; Innovators Mash-up (events); Gator InnoNation (connecting alumni, students, inventors and innovators around the world)

Speak Innovatively

- **Speak Innovatively**: Innovation Gainesville Toolkit (the branded communications deliverables and targeted media campaign); Innovate Locally, **Brand Globally elevator pitch** from taxi drivers to Kangaroo stations to hotels)

Celebrate Innovatively

- **Celebrate Innovatively**: **The Cade Innovation Prize** (launch at \$50K, expand to \$1mm through corporate and other sponsors) for Youth & Student teams, Corporate teams, Public Sector teams, Interdisciplinary Product Design and Creation teams

2010 Innovation Gainesville Jump Start Plan

Learn Innovatively

- Create local internship program/ Focus on **STEAM** (Science, Technology, Engineering, Arts & Math) to raise the bar in Education

Invest Innovatively

- Establish robust and diverse local investment funds

Live Innovatively

- Strengthen connection between diverse groups
Connect community to regional research centers

Speak Innovatively

- Develop a Common Message describing OUR capabilities

Celebrate Innovatively

- Establish Annual Innovation Prize

iG Momentum is strong



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Speak Innovatively

- Elected Officials – Local, State, National
- Local groups – Leadership Gainesville, Gainesville Area Innovation Network, EDUCC, EDAC
- Participation in
 - UF’s Celebration of Innovation
 - Celebration of Biotechnology at Progress Corporate Park
 - BIO 2010
- Introduction of iG message into presentations
 - Florida Works
 - Private enterprises – national and International
- www.innovationgainesville.com
 - 937 visitors from 15 states and 10 countries
- Facebook, Twitter



Live Innovatively

- Google – Gig4GNV
- Innovation Award Winner will reside in GTEC

Learn Innovatively

- Enterprise Florida's United Kingdom & International Division community tour & iG presentation
- FloridaWorks apprenticeship program
- Institute for Competitive Workforce training for innovation in education
- Digital Works Institute at UF

Invest Innovatively

- Funding discussions are underway with organization and individuals for start-up and early stage
- U.S. Department of Energy to fund regional Energy Innovation Hubs
- FloridaWorks pursuing federal and state funds to spur job creations and best practices training
- FloridaWorks securing training funds for green industry certifications
- FloridaWorks
 - \$14M in wages to the region
 - 62 employers to create 650 jobs

Celebrate Innovatively

- \$50,000 Prize for Innovation sponsored by the Cade Museum
- Chamber Showcase to feature local innovation companies

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