

TECHNOLOGY BASED ECONOMIC DEVELOPMENT

Status and Needs

SWRC

April 27, 2004

Definitions

Technology Transfer: taking innovative ideas from the theoretical stage to the successful integration of the idea into the market.

Has two main approaches:

- start up businesses
- technology licenses.

Definitions

Technology Based Economic Development:
creating conditions to tap research,
invention and innovation to build and
diversify the regional economy

(Facilitating tech transfer from the outside)

What is Needed for New Venture Creation?

1. Technology (can come from outside)
2. Money
3. Management
4. Access to Markets (Connectivity)

TBED works to bring all four together

Components of TBED

Put slightly differently, there are four general areas where TBED can affect the tech transfer process.

1. Conceptualization. Working from concept to testing to marketing
2. Management. Helping establish the business relationships that support the process from idea to market
3. Capitalization. Getting the necessary funds
4. Environmental. Creating the connecting elements needed for success

Conceptualization

Some key components for start-up ventures

1. Developing prototypes
2. Doing feasibility and marketability testing

Some key components for technology licensing

1. Developing prototypes
2. Developing licensing framework
3. Marketing

Business Management

Some key components

1. Business Planning

- a) Understanding the business process, including special characteristics of tech business
- b) Developing a business plan

2. Building management team

Capitalization

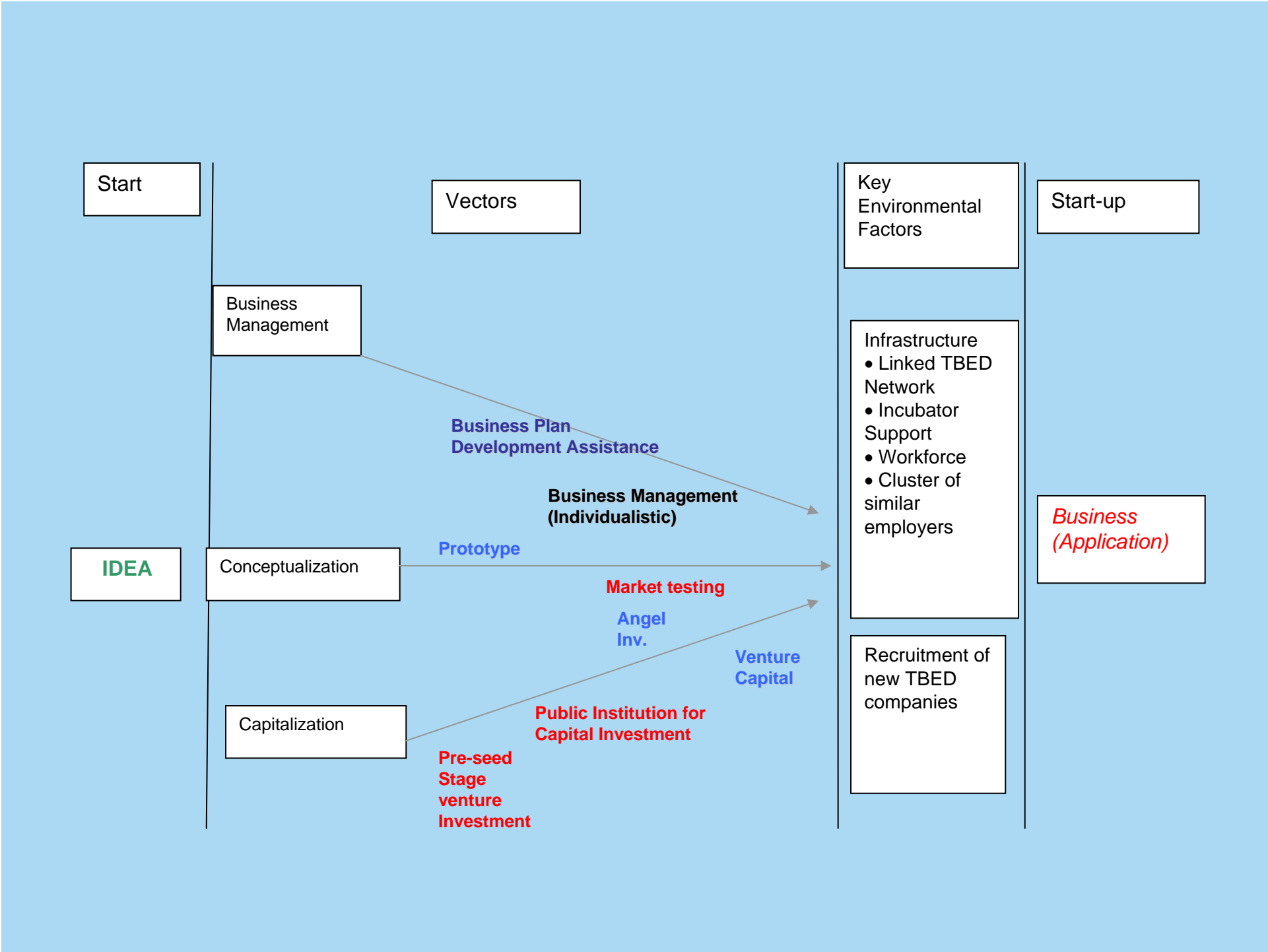
Some key components

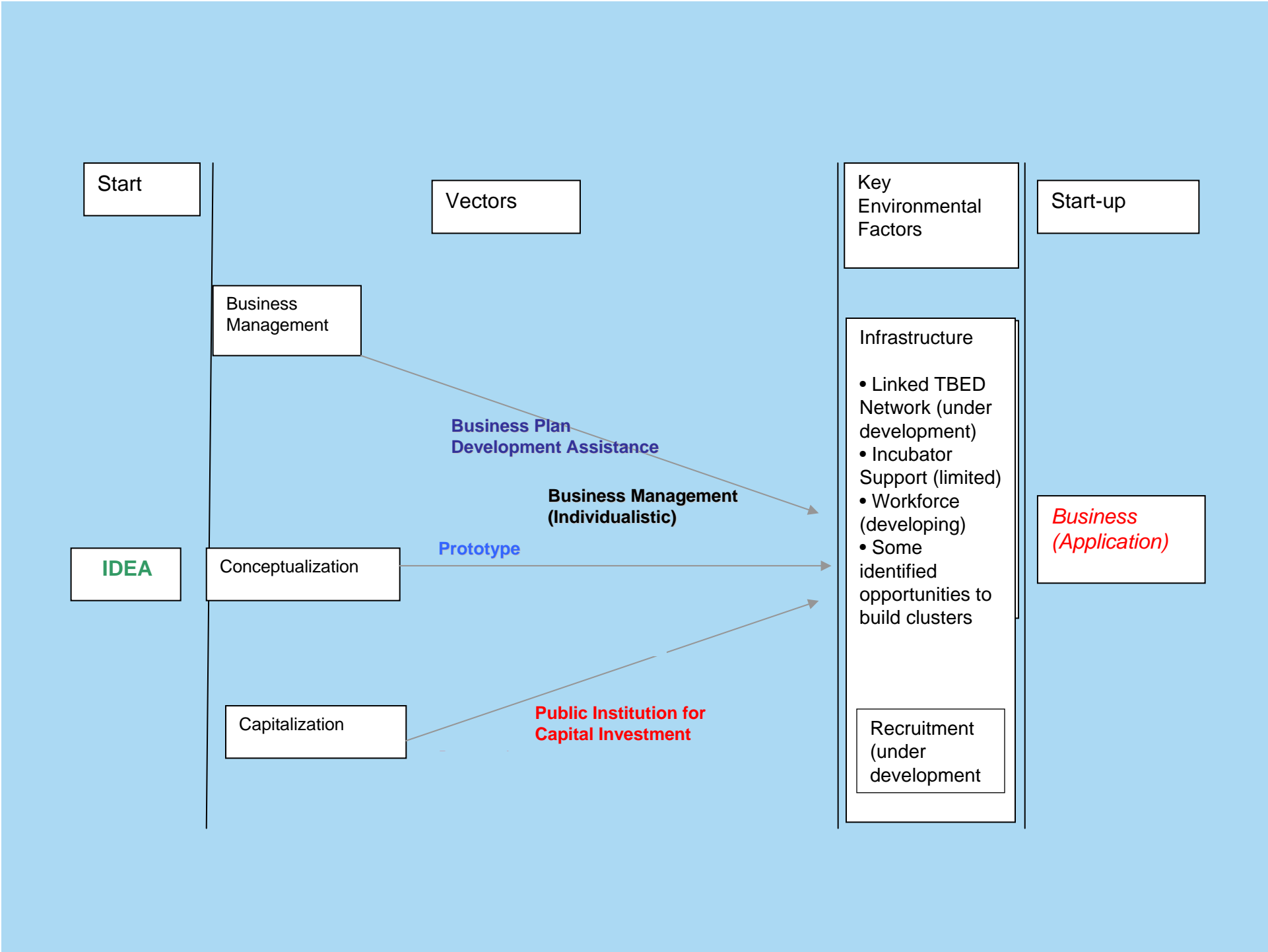
1. Finding pre-seed stage venture investment (private or public)
2. Developing sustainable investment through market entry (angel investors or venture capital, public or private)

Environmental Factors

Some key components

1. Specialized incubator support
2. Linkage among TBED activities (esp. telecommunications network)
3. TBED clusters
 - a) Other businesses to share workforce, costs, public attention, create market for products
 - b) Businesses recruited from outside and homegrown





What does the Region have?

Some of the key components are present in different degrees:

- Ideas: UO-OSU produce one new invention every five days
- Capital: some public capital; very, very little available private capital, efforts started to attract capital
- Business support: good support through community college programs
- An interested and supportive region

What do we need?

- More capital flow
- More supportive incubator system
- Technology based cluster development
- Connections
 - Among cluster members
 - To markets
- Advocates

What role should SWRC play?

Possible SWRC Roles

1. Advocate

- a) Develop agenda
- b) Develop legislation
- c) Push legislation

2. Publicist

- a) Increase awareness of TBED process
- b) Encourage TBED activities

3. Others?

Other Possible SWRC Roles

1. Regional capital investment facilitator
2. Sponsor of developments to construct TBED system