

ADVISORY COMMITTEE FOR

Biotechnology in the Piedmont Triad

A PARTNERSHIP OF PIEDMONT TRIAD CITIZENS AND THE NORTH CAROLINA BIOTECHNOLOGY CENTER

STRATEGIC RECOMMENDATIONS: *STRENGTHENING THE PIEDMONT TRIAD BIOTECHNOLOGY COMMUNITY*

IN PROCESS

ADOPTED
APRIL 2007

Progress report 10-01-2008

Strategic Area 1 · Documenting Triad Capabilities and Needs

<i>Activity or Idea</i>	<i>Description</i>	<i>Strategic Value</i>	<i>Expected Timeline</i>	<i>Status</i>	<i>Involved Partners</i>	<i>Required Resources</i>	<i>Project Team</i>
1: Create a database of Piedmont Triad Bioscience companies	Create a Directory of Bioscience enterprise goods and services provided by local Piedmont companies	region's life science enterprises can be marketed better by the EDC's and Piedmont companies can better access local suppliers of support services	Immediate	NCBC will be preparing a regional list of companies based on surveys and support by regional office	Industry, NCBC, college interns	survey and computer database creation within NCBC	Enterprise Development
2: Adopt Triad Bioscience Economic Index as a sector tracking metric	Develop support for a biannual Index report to the biotechnology community	The Index will serve as a baseline and economic development metric; It will help with gap analysis and identify regional sector opportunities and niches	Immediate	Triad Chamber3 is currently funding the Index thru 2006;	Banks, Accounting and law firms; NCBC, NCBIO	Seek a permanent funder from the partner group	Enterprise Development

Strategic Area 2 - Shaping our Unique Identity and Place

Activity or Idea	Description	Strategic Value	Expected Timeline	Status	Involved Partners	Required Resources	Project Team
1: Provide for hosting and maintenance of the new biotech website on a permanent basis	Website is a critical component of biotech marketing of Piedmont assets and is destined to be the nexus of biotech on-line info for the region	Websites are essential to providing topical information to clients and the public in marketing efforts; it can be a central element to recruiting new enterprise in biotech	Immediate	Website has been created; seeking permanent hosting; www.triadbiootech.com	Piedmont Triad Partnership; NCBC	Funding for website maintenance	Marketing
2: Triad Bionight, 2007, 2009 biennial event	Produce a premier biotechnology reception, dinner and awards networking event	Allows networking and showcasing of the biotechnology community through celebration, awards	Immediate	Committee has been formed; will be seeking sponsors and keynote speaker for late spring	PTEN; sponsors; Life Science Exec Roundtable; Chambers	\$32,000 in sponsorships	Events
3: Biotech 2008 CED statewide conference	Partner with CED to host the annual Biotech statewide Conference in the Piedmont	Connects the Piedmont biotech community statewide and showcases our regional efforts into the mainstream	Mid-term	Completed, successful with 750 attendees	Chambers, Convention Visitors Bureaus, bioscience community	Funding sponsors \$150,000	Events
4: Biotechnology Forums video down linked to the Piedmont from RTP	Downlink video conferences of the Biotech Forums produced in RTP	Link the Piedmont Biotech Community to other professionals in RTP and around the state; promotes discussion, sharing and collaboration on best practices of business, marketing and communications issues affecting biotechnology companies of all sizes	Immediate	NCBC is working with Piedmont video downlink sites to determine best site and broadcast quality as well as meeting and parking space	Winston Salem State university, NCBC, biotech community, business sponsors for the event	Sponsor funding for the reception for each event	Events

Strategic Area 2 · Shaping our Unique Identity and Place (continued)

<i>Activity or Idea</i>	<i>Description</i>	<i>Strategic Value</i>	<i>Expected Timeline</i>	<i>Status</i>	<i>Involved Partners</i>	<i>Required Resources</i>	<i>Project Team</i>
5: Create a regional asset marketing portfolio.	Develop a pocket portfolio of biotech cluster assets such as education, research, companies, expertise, etc that can be easily updated.	Provides another marketing tool for local economic developers to present to clients and for recruiting.	Immediate	Ideas are in discussion stage Gwyn working with Technology Leads Group (Parks, EDCs)	PTP, Chambers of Commerce, Universities, Colleges, NCBC	\$5000.	Marketing

Strategic Area 3 · The Foundation for Biotechnology: Strengthening our Science and Academics

Activity or Idea	Description	Strategic Value	Expected Timeline	Status	Involved Partners	Required Resources	Project Team
1: Networking for Scientists	Create intellectual exchange groups around scientific topics	Gain creative synergies through intellectual exchanges between academic scientists	Mid-term	Developing Regional Exchange Grants such as Metagenomics, Drug Discovery	Colleges/ Universities	REG funds from NCBC Champions to move the ideas forward	Gwyn/Judy
2: Research Scope Database within universities	Develop research project capability databases model within a university	Will allow research resources to be effectively utilized and promote inter-departmental research collaborations	Long-term	Discussions with university research leaders determined out of our scope for Team	Scientists/Faculty at Colleges/ Universities	Grant, sponsors	Gwyn
3: Provide more interaction of university scientists with industry	Host/sponsor or Create interactive programs for partnering between academic researchers and industry	Cross fertilization of ideas, creativity and resource knowledge to help grow the biotech community	Mid-term	Work with other partners to create Bio/Biz events, encourage CFG grants, Fellowships from NCBC	Colleges/ Universities and industry	Grant, sponsors	Gwyn and Enterprise Development Team
4: Support Internship Program Development	Support development of internships with programs and facilitation between academics and industry	Develop skills of students before they enter the workforce; expose businesses to students for early hiring; retain our young graduates in the Triad	Mid-term	Triad InternNet being formed by partners and Action GSO, Grants from NCBC and WIRED-PTP	Colleges, Universities, Action Greensboro	Grants, sponsors	Gwyn and Enterprise Development Team
5: Support development and implementation of Entrepreneurial Exploration Programs for Scientists	Provide an entrepreneurial program for scientists and teach enterprise creation	Developing an entrepreneurial spirit among academic scientists will help spinout IP & create new companies	Mid-term	Investor Ready Entrepreneur Training: WSCC, SBTDC, PTRP, NCBC	Universities, SBTDC, NCBC	Sponsors, NCBC Fellowship Program	Gwyn's office

Strategic Area 4 · The Economic Outcome of Biotechnology: Catalyzing and Supporting Companies & Entrepreneurs

Activity or Idea	Description	Strategic Value	Expected Timeline	Status	Involved Partners	Required Resources	Project Team
1: Wet Lab Space Creation	Provide affordable, short-term office/lab space for rent by start-up companies by creation of a wet lab hotel enterprise	Support and nurture entrepreneurs and start-up companies to grow Triad biotech companies and IP assets	Mid-term (2-3 years)	Completed, Randy Pool created a consortium of suppliers and contractors to design and build an upfit of existing space. Located WetLab Launchpad in PTRP	Stantec, industry, WFU:, GCID, NCBC, total of 31 partners	Approx. \$750,000 of gratis, design, labor and materials have been pledged for a 5000 sq. ft. wet lab hotel in the Piedmont region	Enterprise Development
2: International Bioscience Business Center creation	Create low cost office space for other countries to place a liaison to facilitate location of international biotech enterprises in the Piedmont and NC	Allow our region to service a biotech sector currently under-served and create a niche for the region and create jobs	Mid-term (2-3 years)	Under discussions. Possible locations are PTRP in WS and Gateway in GSO or Chambers	Piedmont Triad Research Park, EDC's, NCBC, GCID	Sponsors, office space @ low cost, business	Enterprise Development
3: Explore Economic Sectors: Nanobiotechnology Regenerative Medicine Industrial Biotechnology	Create strategies to develop business enterprises and research around biotechnology sectors	Develop R&D Centers of Excellence or Centers of Innovation and link to business enterprises to take advantage of our niche strengths for greater economic outcome	Mid-to-long term	Center of Innovation for Nanobiotechnology in Phase I of NCBC grant	Piedmont Triad Partnership, NCBC, NCAT State University, WFU, UNCG	PTP and NCBC COI grant from NCBC	Regional Initiatives

Strategic Area 4 · The Economic Outcome of Biotechnology: Catalyzing and Supporting Companies & Entrepreneurs
(continued)

Activity or Idea	Description	Strategic Value	Expected Timeline	Status	Involved Partners	Required Resources	Project Team
4: Develop Support/ Service Cluster around Guilford Genomics Medicine Initiative Project	Business enterprises that support/service pharma can be attracted to the area such as Home Care, Medical Service companies	Unsurpassed opportunity for EDC's to recruit medical service providers, and genomics and clinical support companies to the Triad to amplify this project	Long-term	GGMI is being begun by Vince Henrich; EDC's need to be made aware of the potential as a medical provider magnet	Center for Biotechnology, Genomics and Health Research, EDC's,	TBD, helped provide publicity via Business Journal article; connected to WIRED Healthcare Roundtable & Pat Adkins	Regional Initiatives
5: Develop the Medical Technology/Device Economic sub cluster	Over 30 medical technology/device companies inhabit the Piedmont and it is a fast growing medical sector	Medical device products and technologies are faster to market and require less capital than therapeutic medicines which translates into jobs quicker for the community	Long-term	Statewide Study is being developed by NCBC; Med Spring has started a medical device enterprise accelerator	Spring Med, EDC's, NCBC	Work with Sam Taylor and COI for Medical Technologies	Regional Initiatives
6: Biotechnology Entrepreneurial Forum Series	Develop a series of trainings for entrepreneurs such as: regulatory, finance, management	Enhances the skills of local entrepreneurs to make more viable companies	Mid-term	Created Life Science Entrepreneurial Roundtable with REG from NCBC	Chambers of Commerce, NCBC, PTEN	REG grant from NCBC	Gwyn's office
7: Establish an Entrepreneurial Endowment Program	Provide monetary award for up to three entrepreneurs per year to be used for incubator space, management team creation, business plan enhancement, finance training, marketing training	Will provide critical early stage support of biotech entrepreneurs and stimulate a high flow of enterprise talent	Mid-term	Concept stage	PTEN, PTP, incubators, Universities, SBTDC, NCBC	TBD	Gwyn and Enterprise Development Team

