

Goal #1: INNOVATION-Reinventing our industrial base around innovation—to seed economic activity in Michigan’s future industries; accelerate growth in Michigan’s entrepreneurial firms; and build strong networks.

Key strategies	Activities	Responsible Parties	Timeframes/ Milestones	Resources Needed	Desired Outcomes/ Metrics	
1.	<i>Seed, promote, invest in, support new sectors/clusters</i>					
	Bio-economy (other than bio-fuels)	<ul style="list-style-type: none"> ▪ Support entrepreneurial initiatives ▪ Participate in business attraction 	MSU	Detailed milestones will be made available in the quarterly performance reports	Bio-economy seminars to educate essential stakeholders on opportunities and challenges of the Mid-Michigan bio-economy	Intended Impact: <ul style="list-style-type: none"> ▪ Raise awareness of these industries and the opportunities they offer ▪ Attract/grow new firms
		<ul style="list-style-type: none"> ▪ Identify and promote bio-economy assets ▪ Connect firms, talent, resources 	MMIT, Bio-economy Learning Community			Intended Impact: <ul style="list-style-type: none"> ▪ Raise awareness of industries ▪ Increase connections between providers in pipeline, firms, eco-development ▪ Accelerate “deals”
	Alternative Energy	<ul style="list-style-type: none"> ▪ Identify and promote alternative energy assets ▪ Connect firms, talent, resources 	MMIT, SVSU Entrepreneurship and Commercialization Center			Intended Impact: <ul style="list-style-type: none"> ▪ Help the region that brought the world the automobile be the one to bring the world the fuel to run the vehicles of the future. ▪ Accelerate “deals”
		Bio-fuel: <ul style="list-style-type: none"> ▪ Begin development of bio-refinery demonstration site ▪ Develop curriculum & multimedia materials 	MSU			Intended Impact: <ul style="list-style-type: none"> ▪ Prepare talent for jobs in emerging bio-economy

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		<p>Fuel cells</p> <ul style="list-style-type: none"> ▪ Launch science & math program (for teachers) ▪ Establish teaching laboratory ▪ Develop & launch summer program (for students) ▪ Develop Hybrid Technology Graduate Education Program ▪ Develop Commercialization Incubator 	<p>Kettering Hybrid Technology Initiative SVSU</p>			<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ Prepare talent for jobs in emerging bio-fuel industries ▪ Grow new firms
	Advanced MFG	<ul style="list-style-type: none"> ▪ Promote adv mfg approaches as firms commercialize IP 	<p>MSU Kettering SVSU</p>			<p>Intended Impact</p> <ul style="list-style-type: none"> ▪ Increase the competitiveness of new firms in emerging bio industries
<p>2. <i>Develop new markets for existing high-potential firms</i></p>						
	Help firms expand existing markets (domestic & international)	<ul style="list-style-type: none"> ▪ Connect firms seeking to expand markets to each other and to potential customers via events, joint activities ▪ Provide consulting/assistance to firms within and across sectors 	<p>SVSU Mott, Delta, Lansing CCs MSU MMTC Kettering (and extended networks of all partners)</p>	Detailed milestones are available by institution/project		<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ Growth of existing firms ▪ Increased penetration of desired markets ▪ Broader, deeper business networks
	Help firms apply existing technologies/products/services in new sectors	<ul style="list-style-type: none"> ▪ Connect firms seeking to enter common markets to each other and to potential customers via events, joint activities ▪ Provide consulting/assistance to firms within and across 	<p>SVSU Mott, Delta, Lansing CCs MSU MMTC Kettering (and extended networks of all partners)</p>			<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ Growth of existing firms ▪ Increased penetration of desired markets ▪ Broader, deeper business networks

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	Promote innovation (process, product, service) to sustain existing business and create new markets and opportunities	<ul style="list-style-type: none"> ▪ Communicate effectively to firms, aspiring business owners, students, workers and communities—about the need and the achievements in the region ▪ Build innovation into education, workforce and business support services at all levels. ▪ Provide focused intervention and/or training to support business/industry adoption of advanced technology tools 	MMIT, Learning Communities			<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ Increased awareness of the role/importance of innovation ▪ Increased demand for services to help achieve it ▪ More innovation evident ▪ Companies sustain existing business and/or create new business opportunities ▪ Improve technological readiness by integrating appropriate technology to improve performance and profitability
3. Facilitate the launch of new businesses						
	All industries, sectors, emphasis on high-potential firms	<ul style="list-style-type: none"> ▪ Accelerate technology transfer from academic to business environments 	SVSU MSU Kettering Colleges Incubators	Detailed milestones are available by institution/project		<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ Accelerated new business creation ▪ Aggregation of IP ▪ Increased innovation
		<ul style="list-style-type: none"> ▪ Promote, support new high-growth firms (e.g., managerial and technical support) 	SVSU MSU Kettering Colleges Incubators			<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ More & better jobs ▪ Establishment of “anchor firms” in emerging industries
		<ul style="list-style-type: none"> ▪ Connect firms to talent, capital, expertise to support growth and innovation 	SVSU MSU Kettering Colleges Incubators			<p>Intended Impact:</p> <ul style="list-style-type: none"> ▪ Deeper, broader networks ▪ Accelerated business growth
		<ul style="list-style-type: none"> ▪ Accelerate, support, celebrate 	MMIT, Entrepreneurship			<p>Intended Impact:</p>

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		entrepreneurship, new business creation in the region	Learning community [with ISDs, MiTech, SBBEP & LCC emphasizing K-12]			<ul style="list-style-type: none"> ▪ Increase awareness of presence of innovation in region ▪ Legitimize job-making through business ownership as a viable career option ▪ Lend prestige to entrepreneurial behavior
4.	<i>Build deep and broad networks across and within stakeholders groups (e.g., learning communities, supply chain and business development partnerships, venture networks, etc.)</i>					
		<ul style="list-style-type: none"> ▪ Network 	MMIT, Learning Communities	Detailed milestones are available by institution/project	Development of baseline measures	Intended Impact: <ul style="list-style-type: none"> ▪ Learning transfer ▪ Accelerated business development ▪ Increased innovation (people, firms, communities)
		<ul style="list-style-type: none"> ▪ Promote & support networking 	MMIT, Learning Communities			Intended Impact: <ul style="list-style-type: none"> ▪ Learning transfer ▪ Accelerated business development ▪ Increased innovation (people, firms, communities)