

The Role of NorTech: Promoting Innovation & Economic Development

Building the Ohio Innovation Economy
April 25, 2011



Positive Economic Indicators



- Cleveland's recovery ranks 10th among 50 U.S. metro areas (The Brookings Institution)
- Unemployment in Northeast Ohio is dropping. 2010 Q4 had a YOY increase of more than 30,000 jobs, and now Ohio's unemployment rate is under 10% (Team NEO)
- Ohio has increased the # of business start-ups, venture capital growth, and academic R&D. (Milken Institute)
- Manufacturing continues to be a strong driver. From February – June 2010, the Cleveland metro led the nation's 40 largest MSAs in manufacturing job growth. (Source: Pittsburgh Today and Fund for Our Economic Future)



Brookings Regional Business Planning



- The Fund has been working with regional partners and Brookings to pilot the development of a regional business plan to accelerate economic growth.
 - § Regions selected include Northeast Ohio, Seattle and Minneapolis-St.Paul.
- The Northeast Ohio plan will encourage federal government to develop policies and programs that target the specific needs of our region's economy.
- The plan will be used to encourage the federal government to develop policies and programs that target the region's economic priorities.
 - § The Fund, Greater Cleveland Partnership, NorTech, MAGNET and other groups have been working with Brookings for more than a year to promote such a program with federal officials.
- Plan also details a new initiative called the Partnership for Regional Innovation Services to Manufacturers (PRISM)
 - § Will help small- to mid-sized manufacturers expand by boosting their capacity for product innovation. The program is being led by MAGNET.

About NorTech



What we are:
A nonprofit
technology-based
economic
development
organization serving
21 counties in
Northeast Ohio.



NorTech's Funders



- Council of Smaller Enterprises
- Economic Development Administration
- FirstEnergy Corp. through Greater Akron Chamber
- Greater Akron Chamber
- Greater Cleveland Partnership
- Small Business Administration
- The Cleveland Foundation
- The Burton D. Morgan Foundation
- The Fred A. Lennon Charitable Trust
- The Fund for Our Economic Future and all its Members
- The GAR Foundation

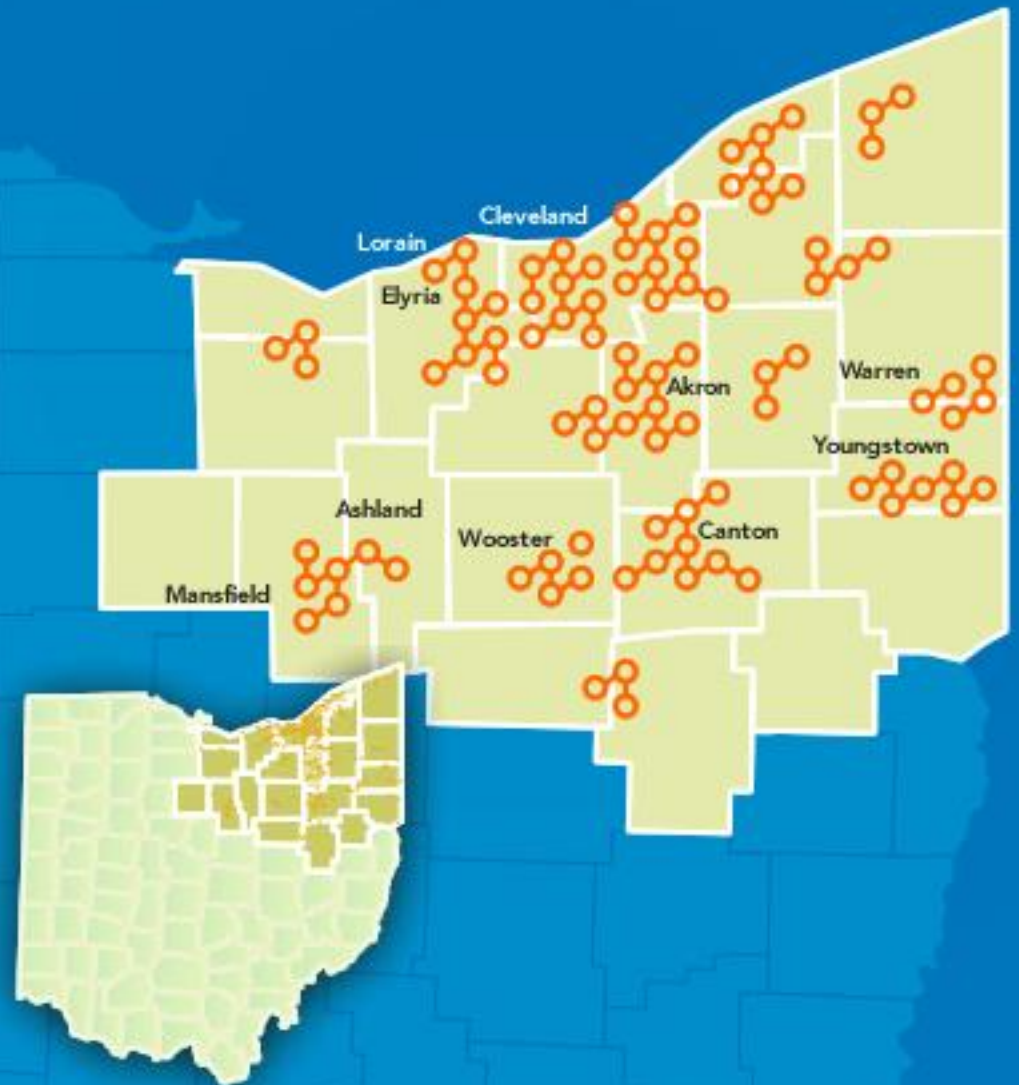
About NorTech



What we do:

Develop Regional Innovation Clusters by:

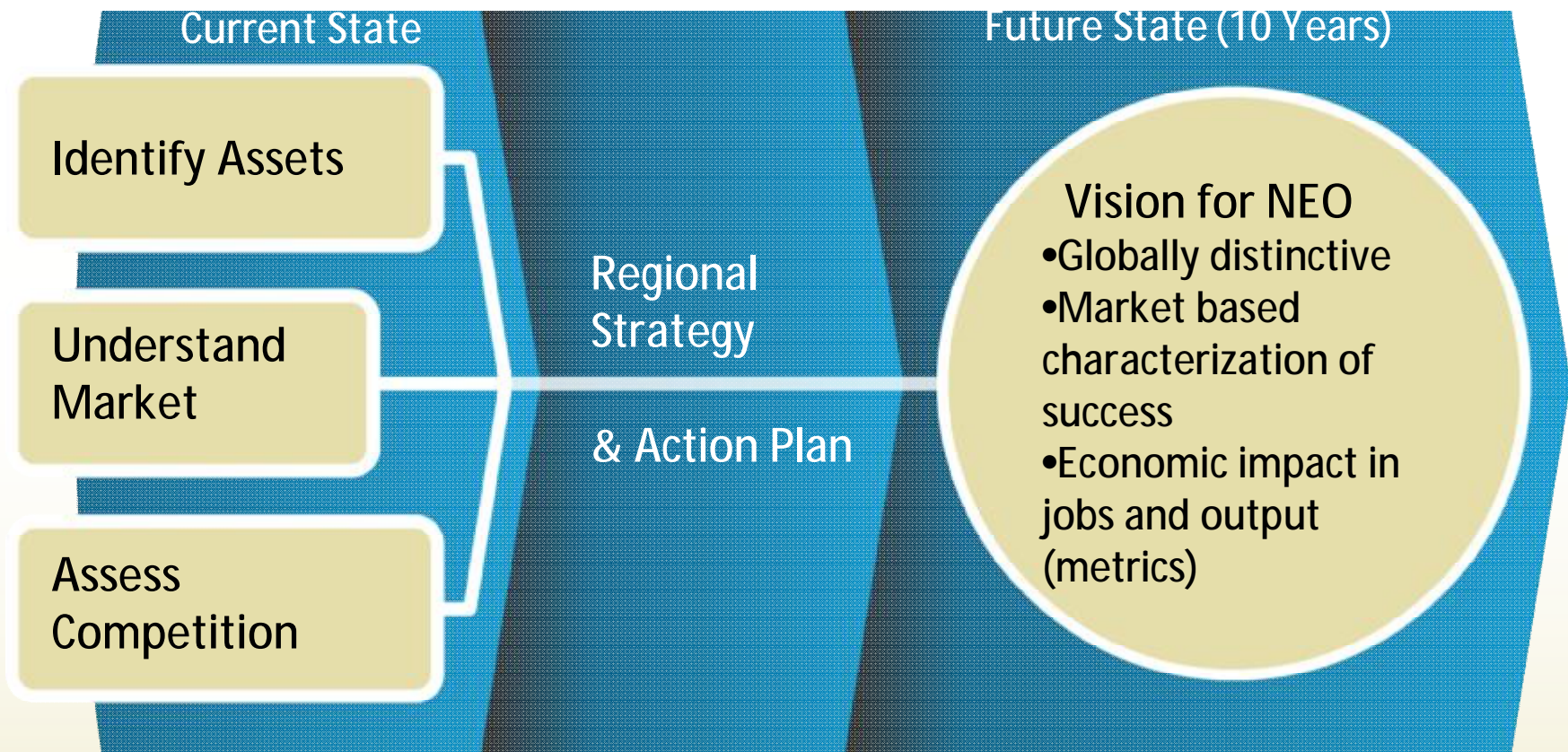
- § Attracting new members
- § Building relationships
- § Creating market-driven roadmaps
- § Engaging with government
- § Utilizing data & metrics



Cluster Ecosystem



Cluster Roadmap Development



Government Engagement



- Expand state & federal funding
 - § Ohio Third Frontier, others
- Identify gaps & needs
- Define specific opportunities
 - § Advanced energy
 - § Innovation & entrepreneurship
 - § Manufacturing in transition
 - § Business incubation

Metrics Tracking and Reporting



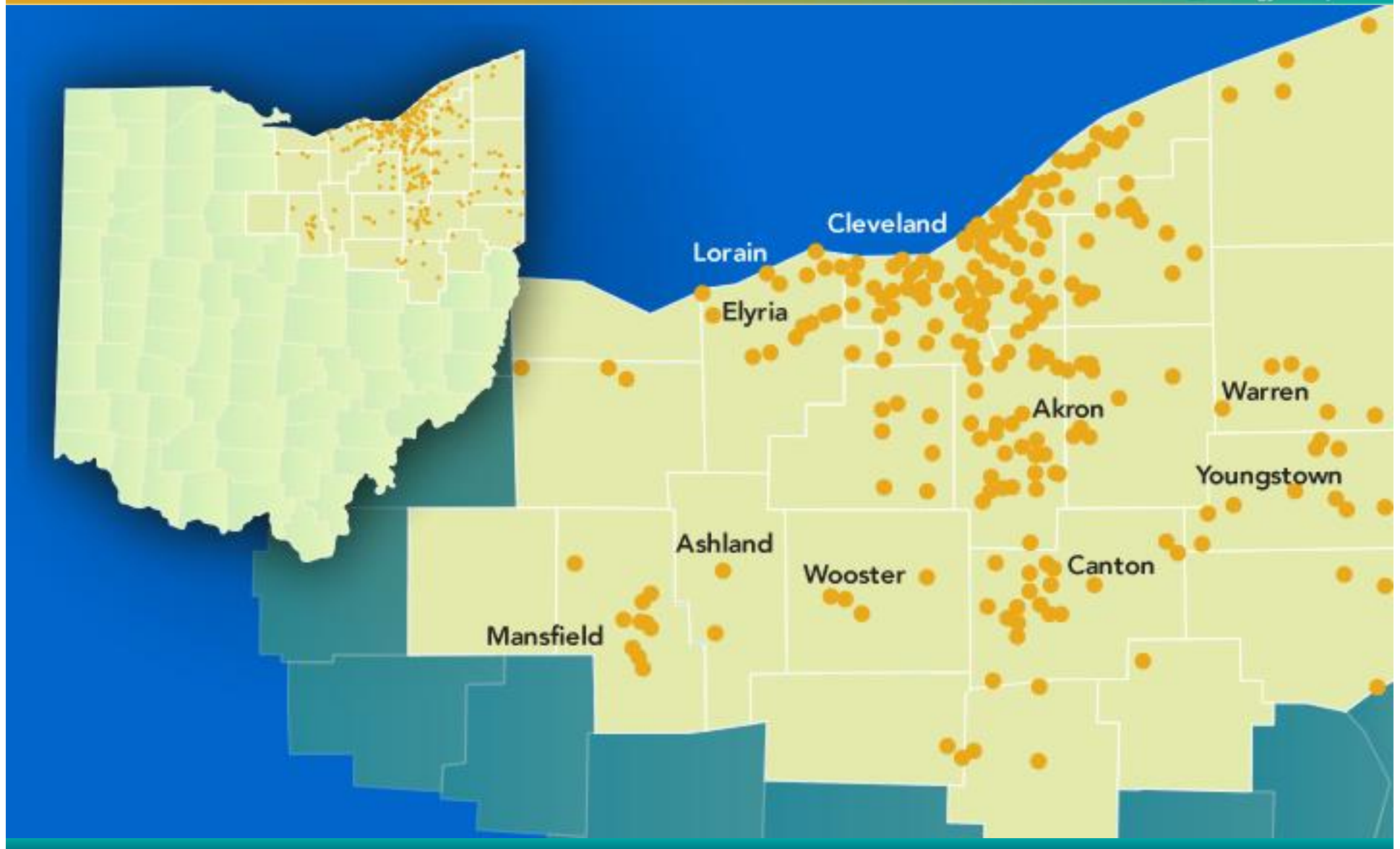
Convening, Connecting & Educating



Building relationships and attracting new members

- Workshops and programs
- Synergy sessions with cluster members
- Disseminating news and information
- Sharing relevant federal opportunities

Snapshot of the Advanced Energy Industry Cluster



NorTech Energy Enterprise NEO Advanced Energy Cluster



Areas of Opportunity for Northeast Ohio

- Fuel Cells
- Wind Energy
- Biomass / Waste to Energy*
- Energy Efficient Building Materials & Systems
- Energy Storage*
- Transportation Electrification*
- Smart Grid*
- Clean Coal / CCS (Carbon Capture & Sequestration)
- Nuclear
- Solar PV

* Targets for first four Road Maps

NorTech FlexMattersSM

Strategic Roadmap Vision & Goals



The *FlexMatters* vision is to emerge as a leading producer of flexible electronics sold globally.

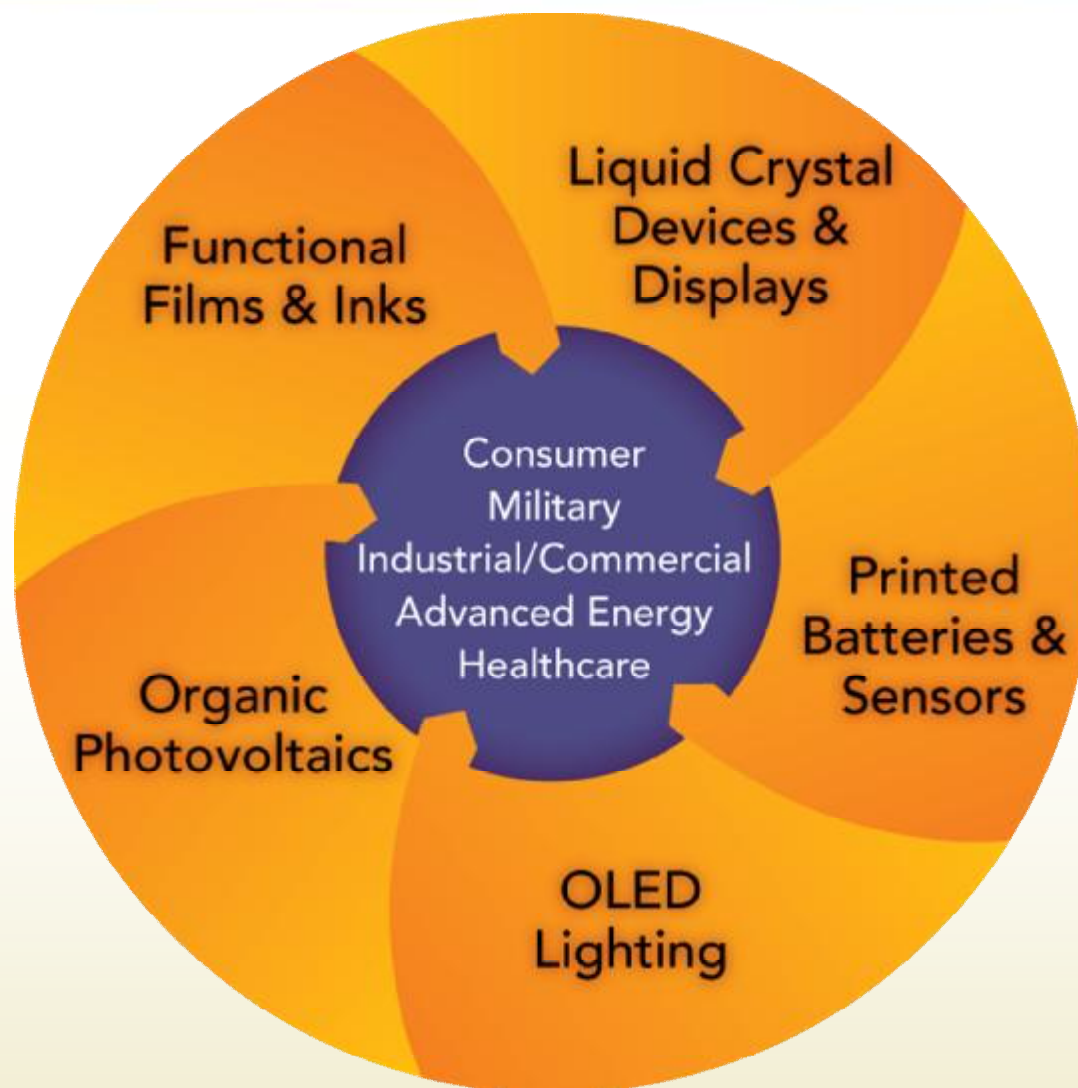
Northeast Ohio's knowledge and application of roll-to-roll manufacturing methods and innovative materials will attract customers, investors, talent and commercialization partners from around the world.

METRIC	100 CLUSTER ORGANIZATIONS
Capital	\$100 million
Employment	1,500 jobs
Payroll	\$75 million

7 Year METRICS PROJECTION

NorTech FlexMattersSM

Core Competencies and Target Markets



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