



State and Regional Economic Intel Forum:

# Innovation

& the  
Wisconsin Tech Hub

November 15, 2023





# Agenda

11:00 a.m. **Start of Program - Networking**

11:30 a.m. **Plated Lunch Served**

11:45 a.m. **Welcome - Event Corporate Sponsor**

Erik Swan, Senior Vice President, Associated Bank

11:50 a.m. **State and New North Region Economic Report**

John Koskinen, Chief Economist, WI Department of Revenue

12:05 p.m. **New North Regional Innovation Perspective**

Marc Schaffer, PhD, Associate Professor, Executive Director  
SNC Center for Business & Economic Analysis (CBEA)

Sarah Scanlan, SNC CBEA Student Fellow

Evan Glaser, SNC CBEA Student Fellow

12:25 p.m. **Local Innovation Perspective**

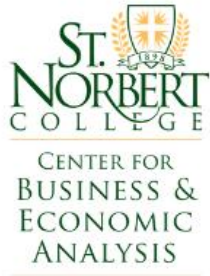
Craig Dickman, Managing Director, TiletownTech

12:40 p.m. **Wisconsin Tech Hub Designation and Strategy Grant**

Lisa Johnson, CEO, BioForward

12:55 p.m. **Closing Remarks**





Welcome

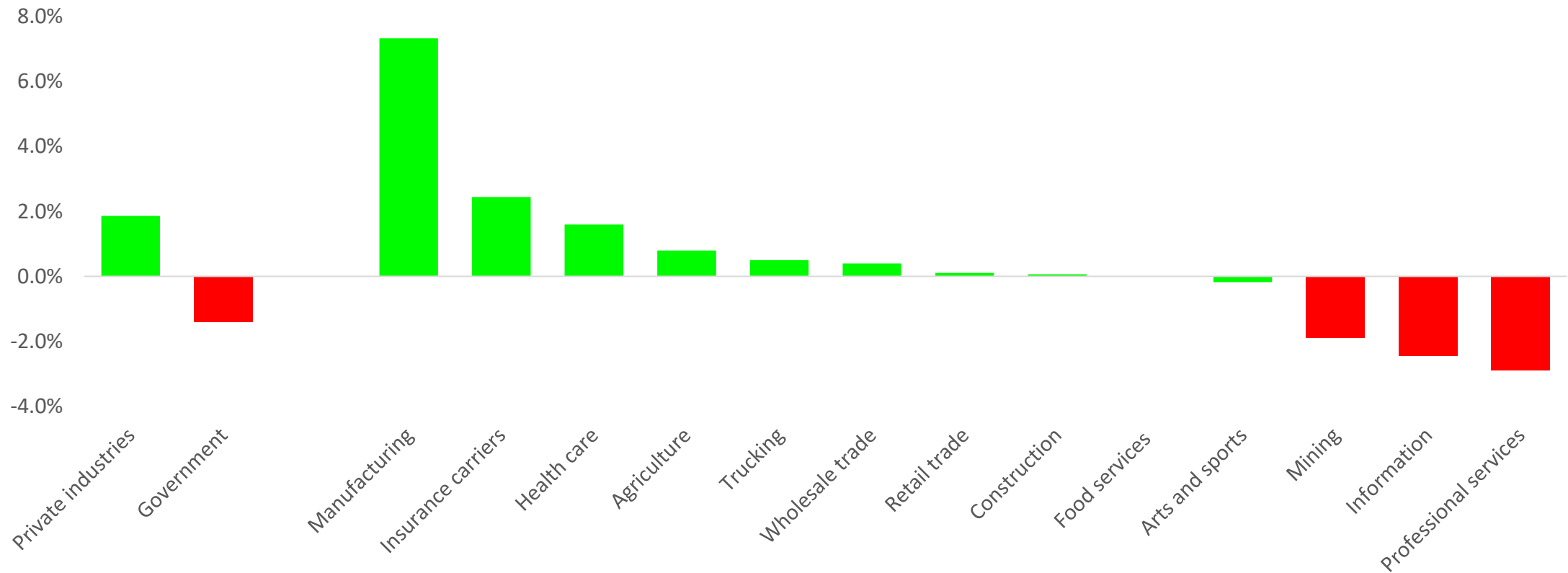
# State and New North Economic Report

2023 & 2024

John Koskinen  
Chief Economist – WI Department of Revenue

# Wisconsin More Intensive than the US in Manufacturing, Insurance, Health Care, Agriculture, Trucking and Trade

Wisconsin GDP Share by Industry Less US GDP Share by Industry



# Wisconsin: A Pretty Good State

***“Pretty Good”***: A Wisconsin colloquialism, to show humility in self-discussion of greatness or well-being

## Examples:

The Wisconsin cartographer re-named the largest freshwater lakes in North America as the Pretty Good Lakes

U.S. News names Green Bay as the top metro area in the U.S. Residents agree that’s pretty good.

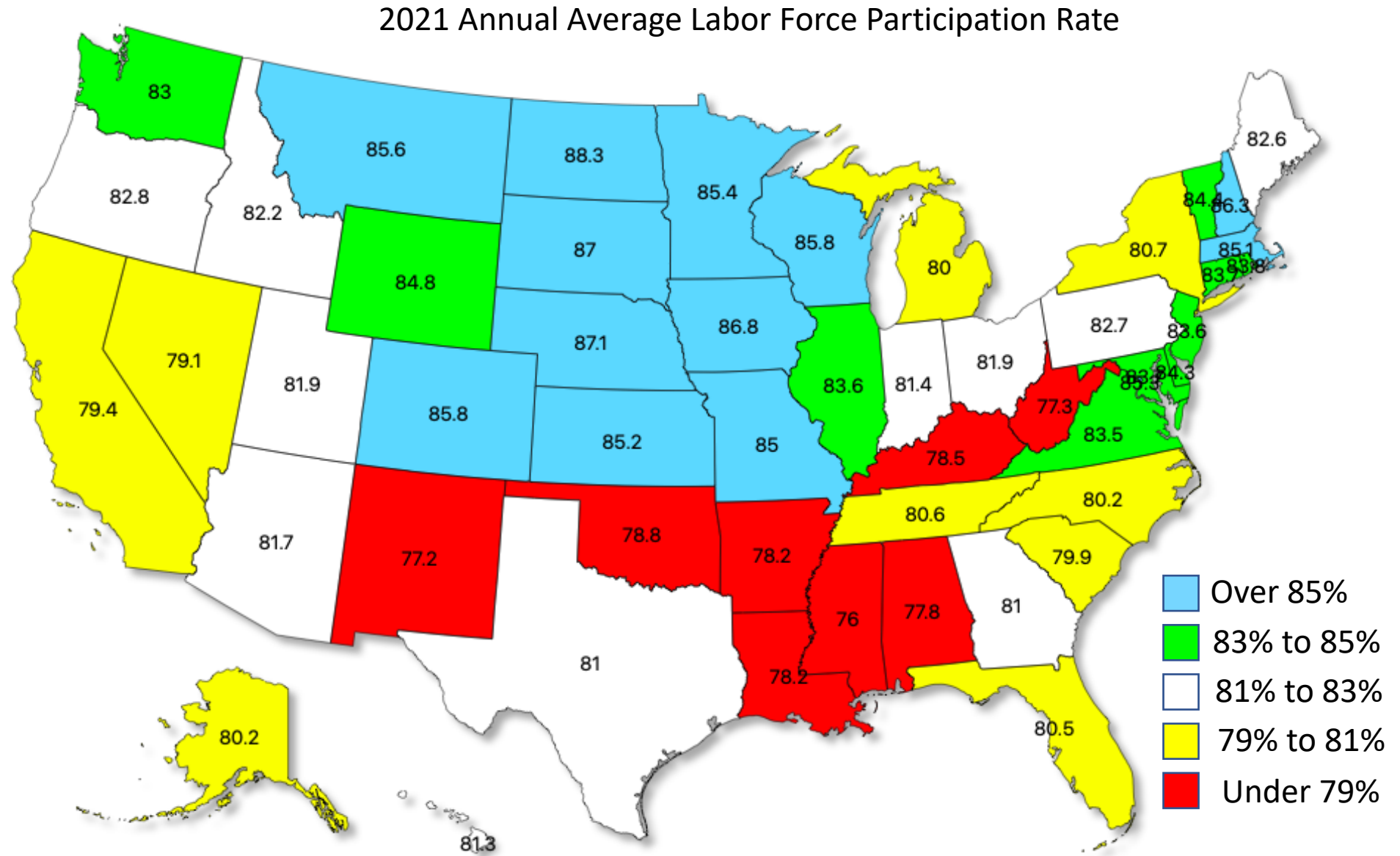
## **Consider WI on Multiple Metrics**

1. Labor Force
2. Labor Markets
3. Cost of Living
4. Incomes
5. Poverty
6. Health Insurance
7. Education
8. Tax Burden
9. Net Migration
10. Entrepreneurship

# 1) Labor Force

*For Prime Working Age Population, Wisconsin has the 6<sup>th</sup> Highest Labor Force Participation Rate*

U.S. Average 81.6%



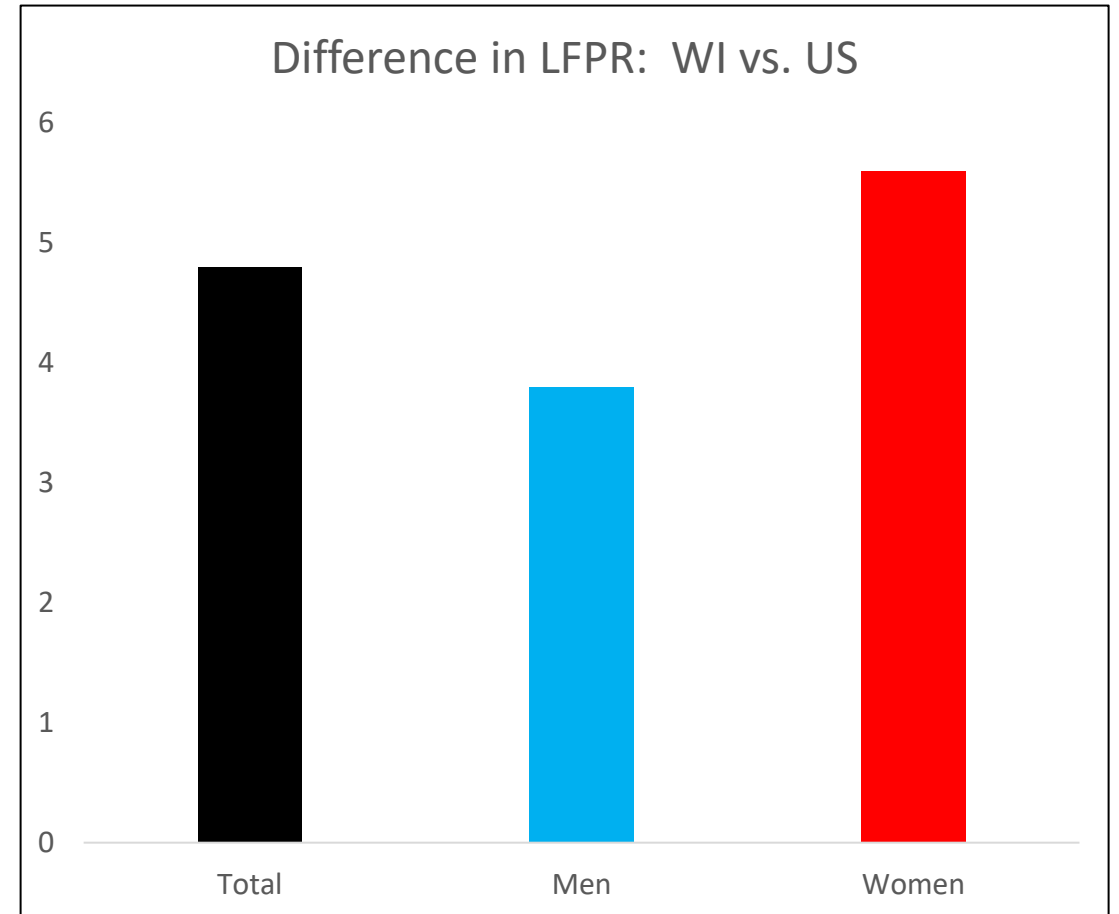
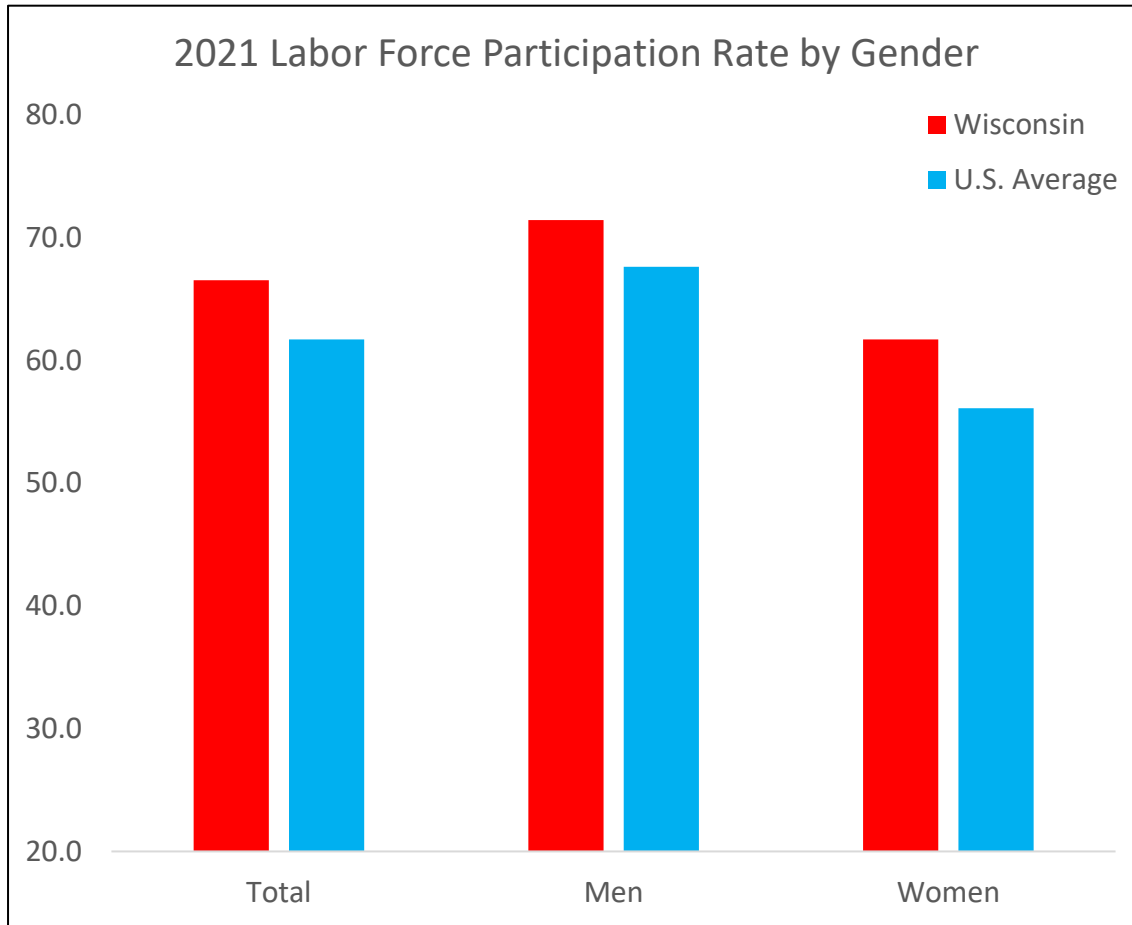
Source: U.S. Bureau of Labor Statistics

November 15, 2023

Wisconsin Department of Revenue

# 1) Labor Force: Wisconsin Women

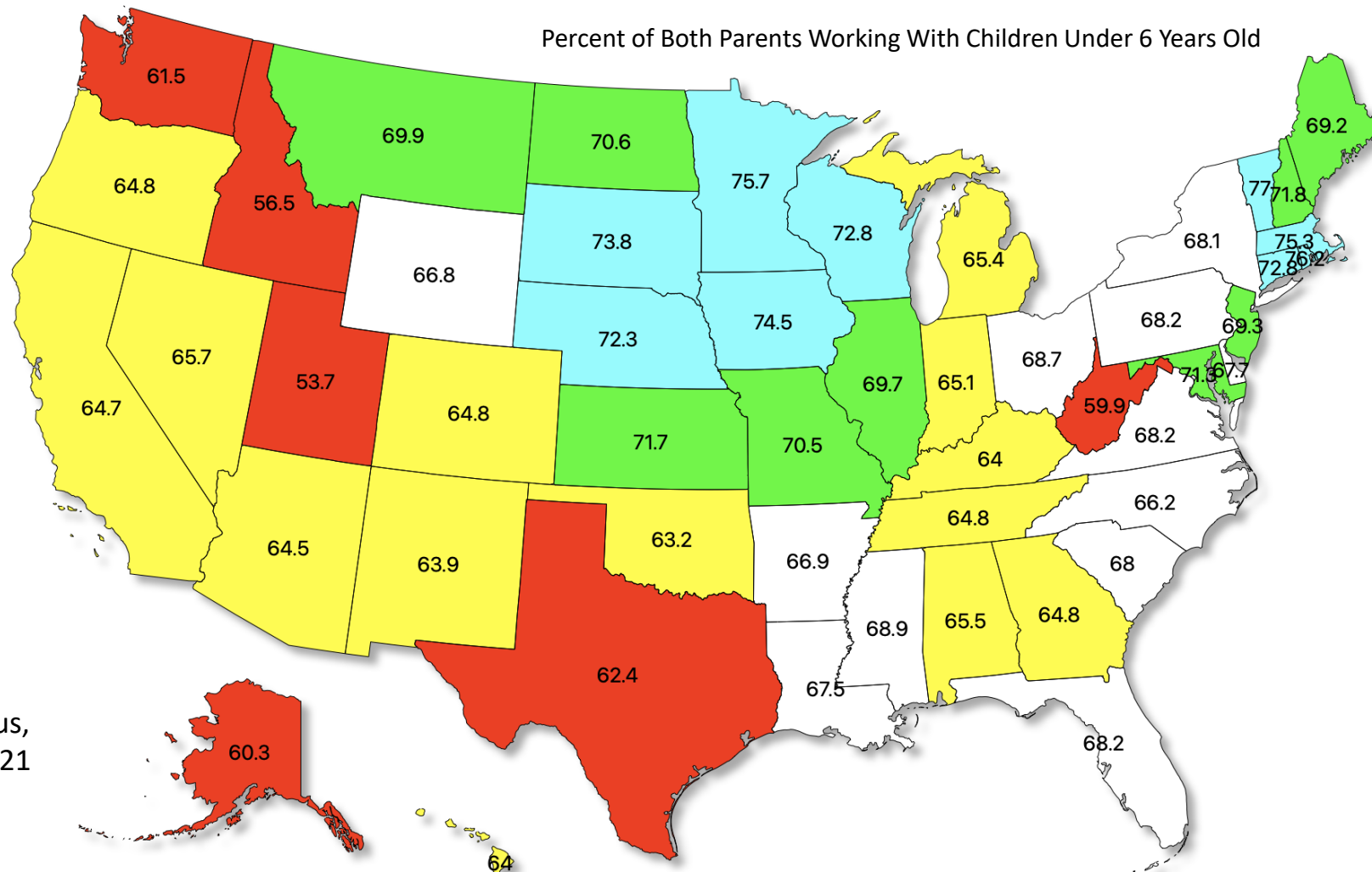
## Wisconsin Women Major Factor in Labor Force Participation Edge



Source: U.S. Bureau of Labor Statistics



# Wisconsin Ranks 7<sup>th</sup> In U.S. For Both Parents Working

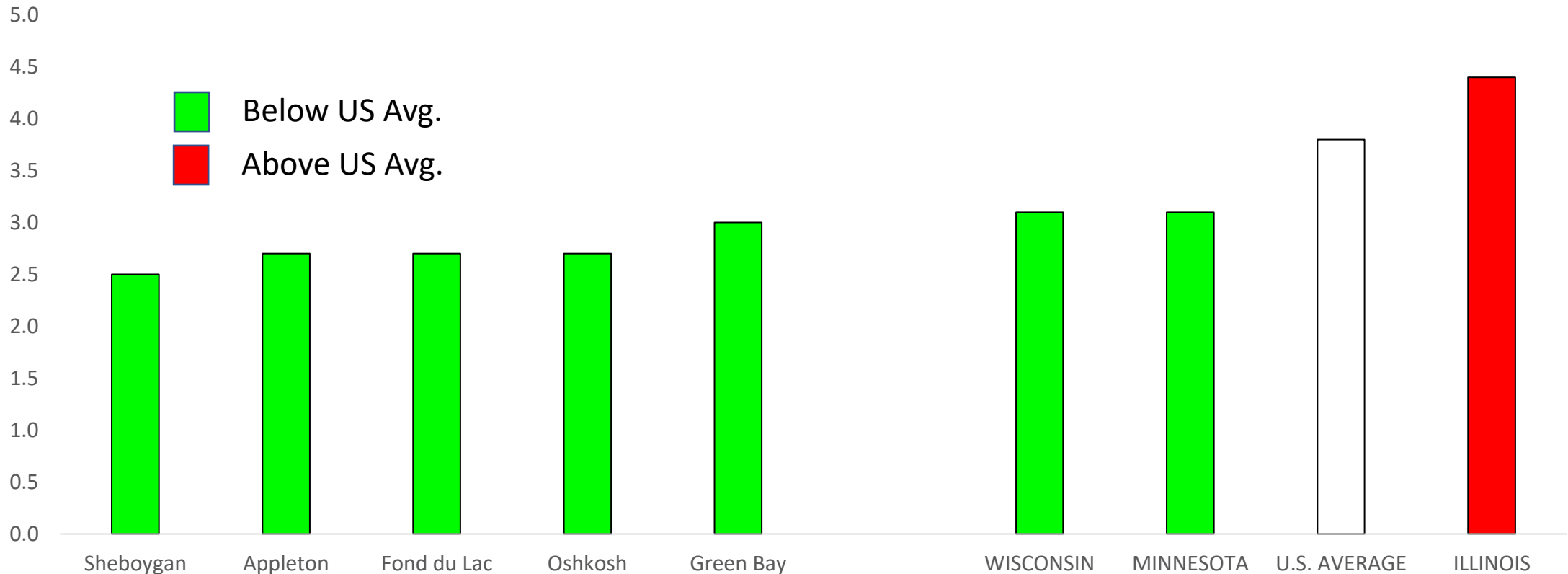


Source: U.S. Bureau of the Census, American Community Survey, 2021

## 2) Labor Markets

# Wisconsin and New North Metro Area Unemployment Rates Well Below the U.S. Average

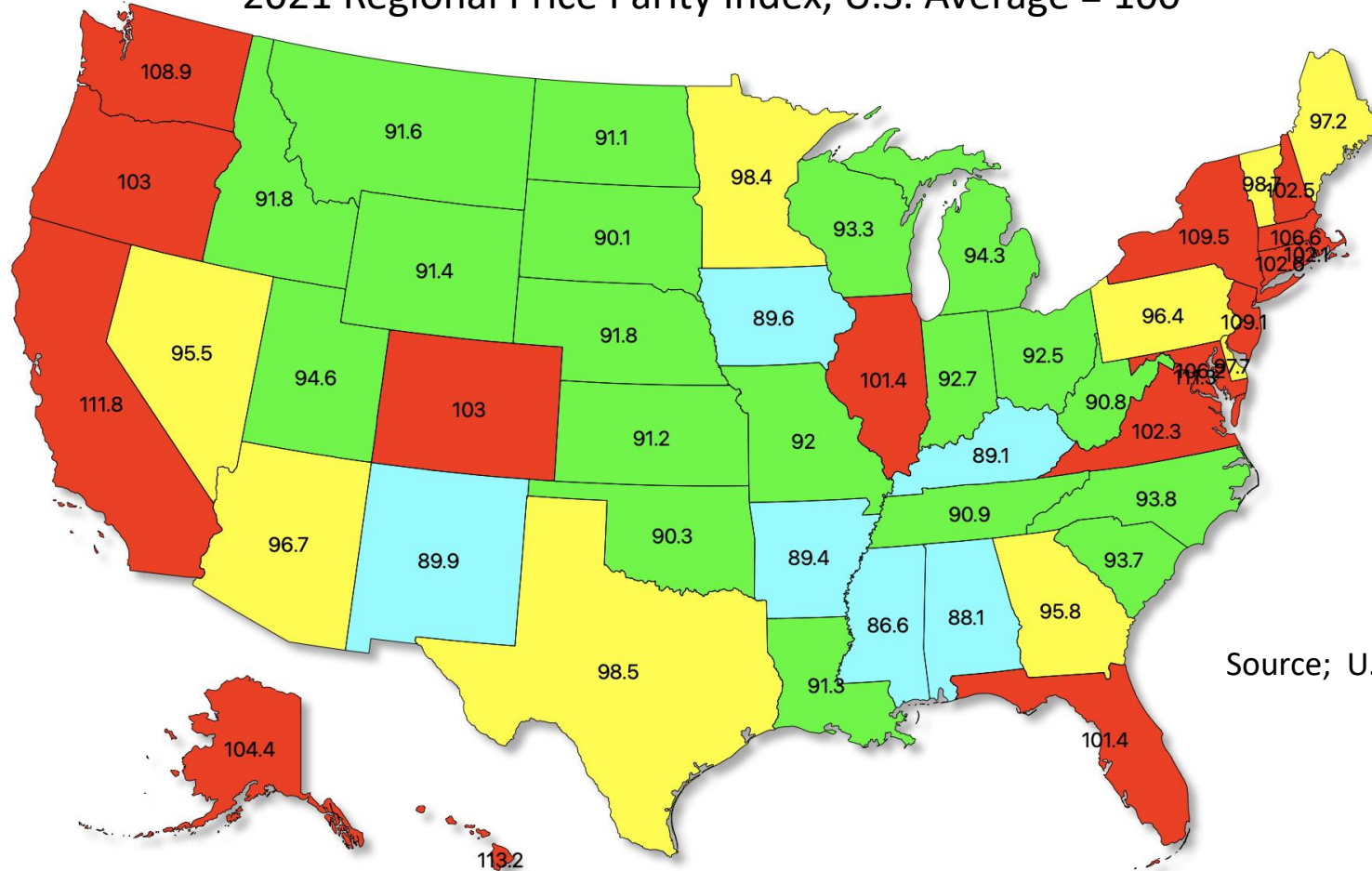
September 2023 Unemployment Rate, Seasonally Adjusted



U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics, State estimates and smoothed Seasonally Adjusted Metropolitan Area Estimates

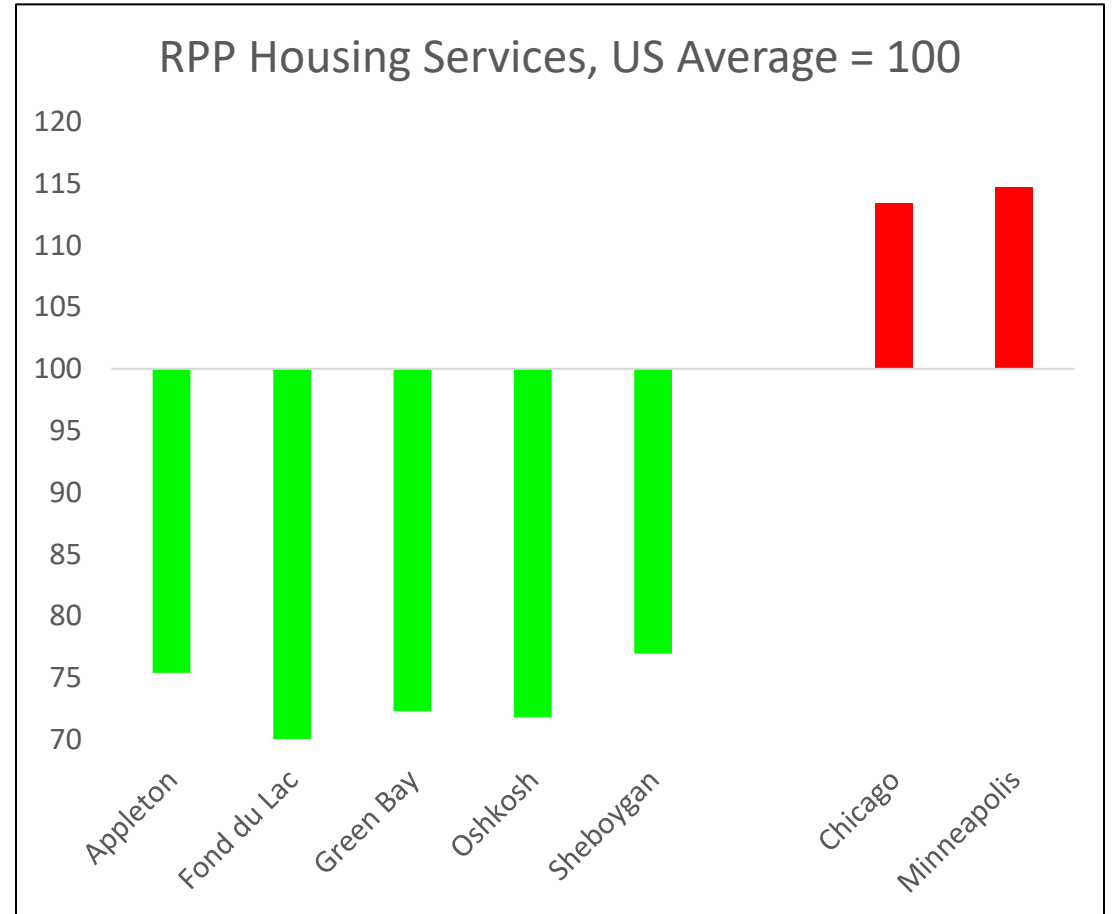
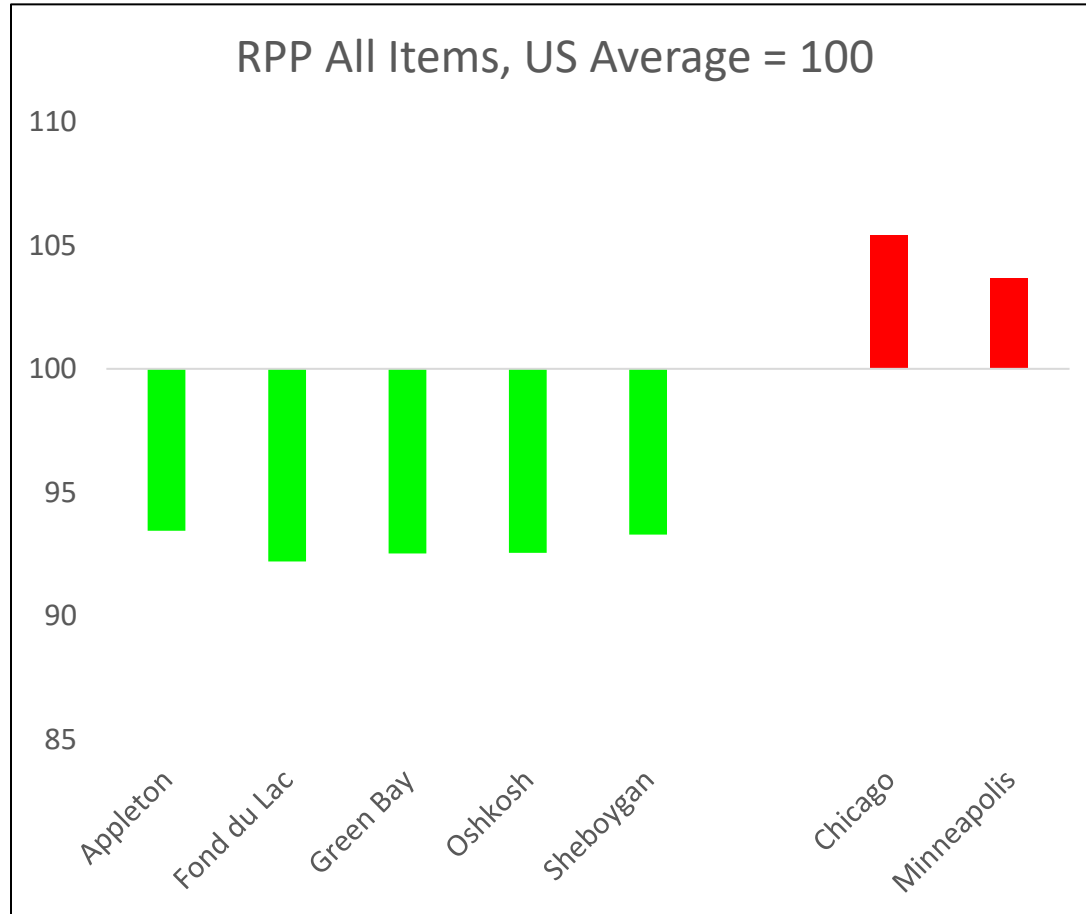
# Wisconsin's Cost of Living Below U.S. Average

2021 Regional Price Parity Index, U.S. Average = 100



Source; U.S. Bureau of Economic Analysis

# New North MSAs Very Affordable



## 4) Incomes

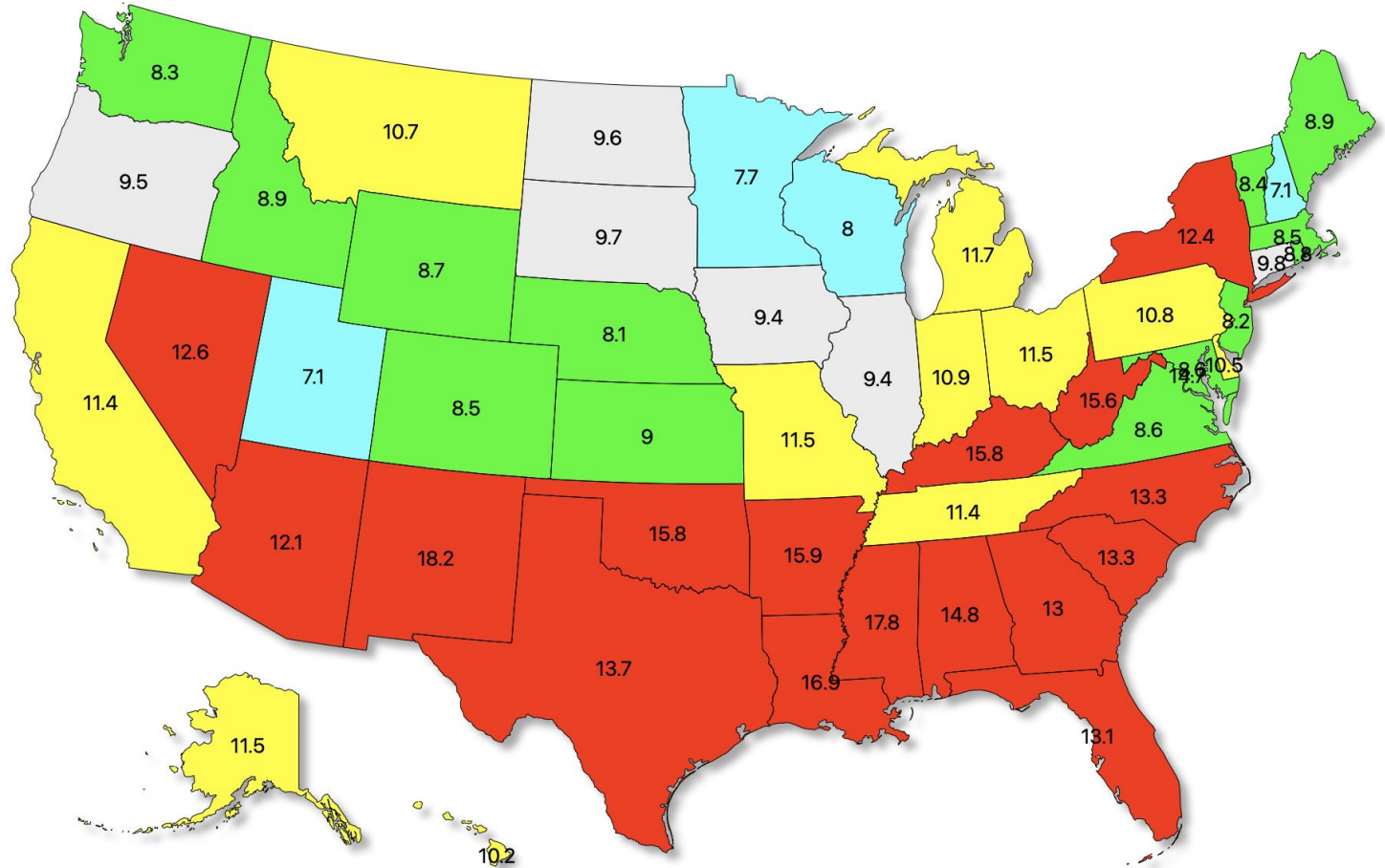
# Adjusted for Cost of Living, Wisconsin Incomes Above U.S. Average

	<b>Median Household Income</b>			<b>Median Family Income</b>		
	Nominal, Unadjusted			Nominal, Unadjusted		
	U.S. Average	Wisconsin	Difference	U.S. Average	Wisconsin	Difference
Amount	69,717	67,125	-2,592	83,806	85,810	2,004
	<b>Adjusted for Cost of Living</b>			<b>Adjusted for Cost of Living</b>		
	U.S. Average	Wisconsin	Difference	U.S. Average	Wisconsin	Difference
RPP Index	100.0	93.3		100.0	93.3	
Amount	69,717	71,638	1,921	83,806	91,926	8,120

## 5) Poverty

By the “Official”  
Poverty Measure,  
Wisconsin Has  
the 4<sup>th</sup> Lowest  
Poverty Rate in  
the U.S.

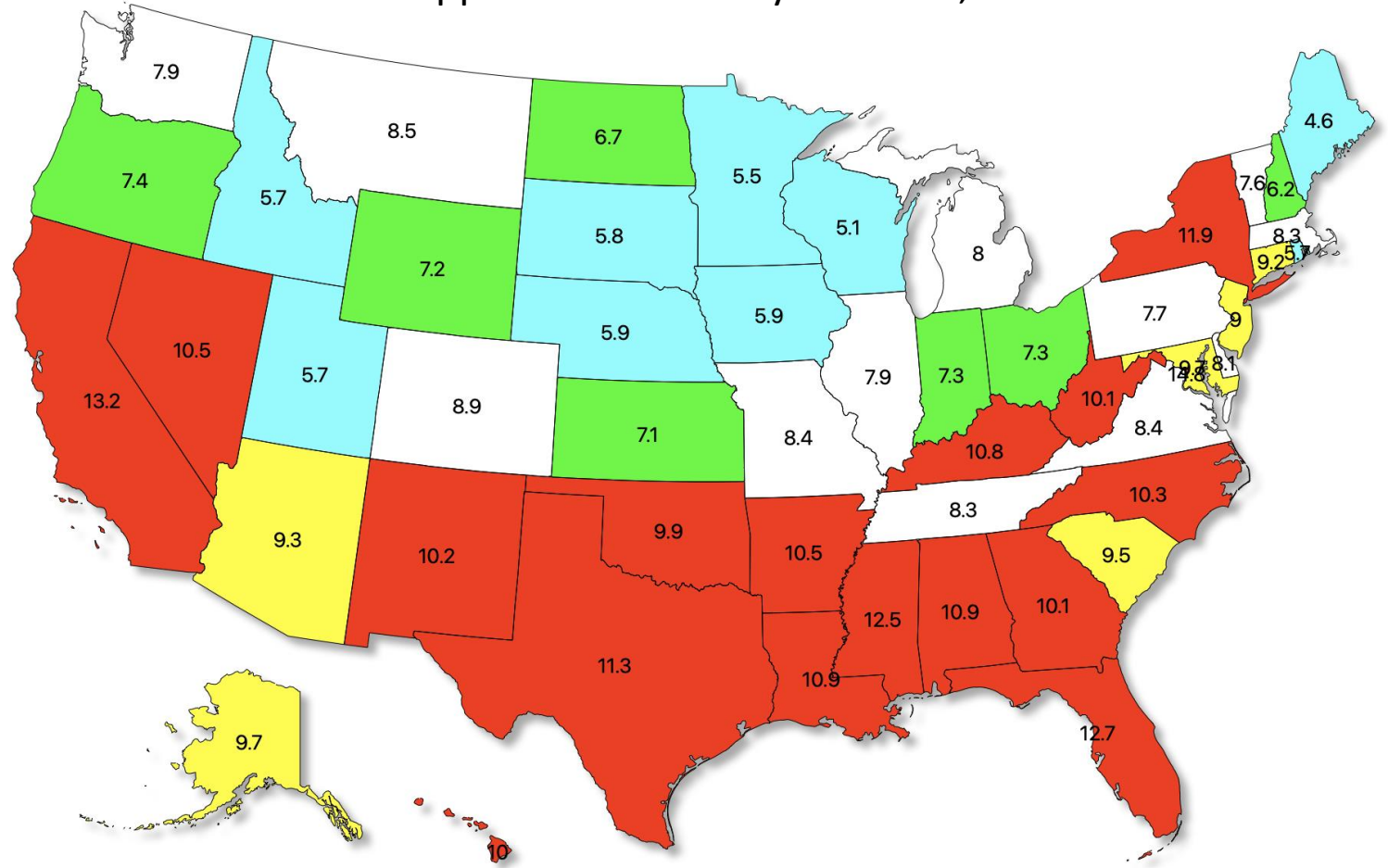
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## 5) Poverty

*By the Supplemental Poverty Measure Wisconsin Has the 2<sup>nd</sup> Lowest Poverty Rate in the Nation*

Percent of Population in Poverty, Supplemental Poverty Measure, 2000-2022

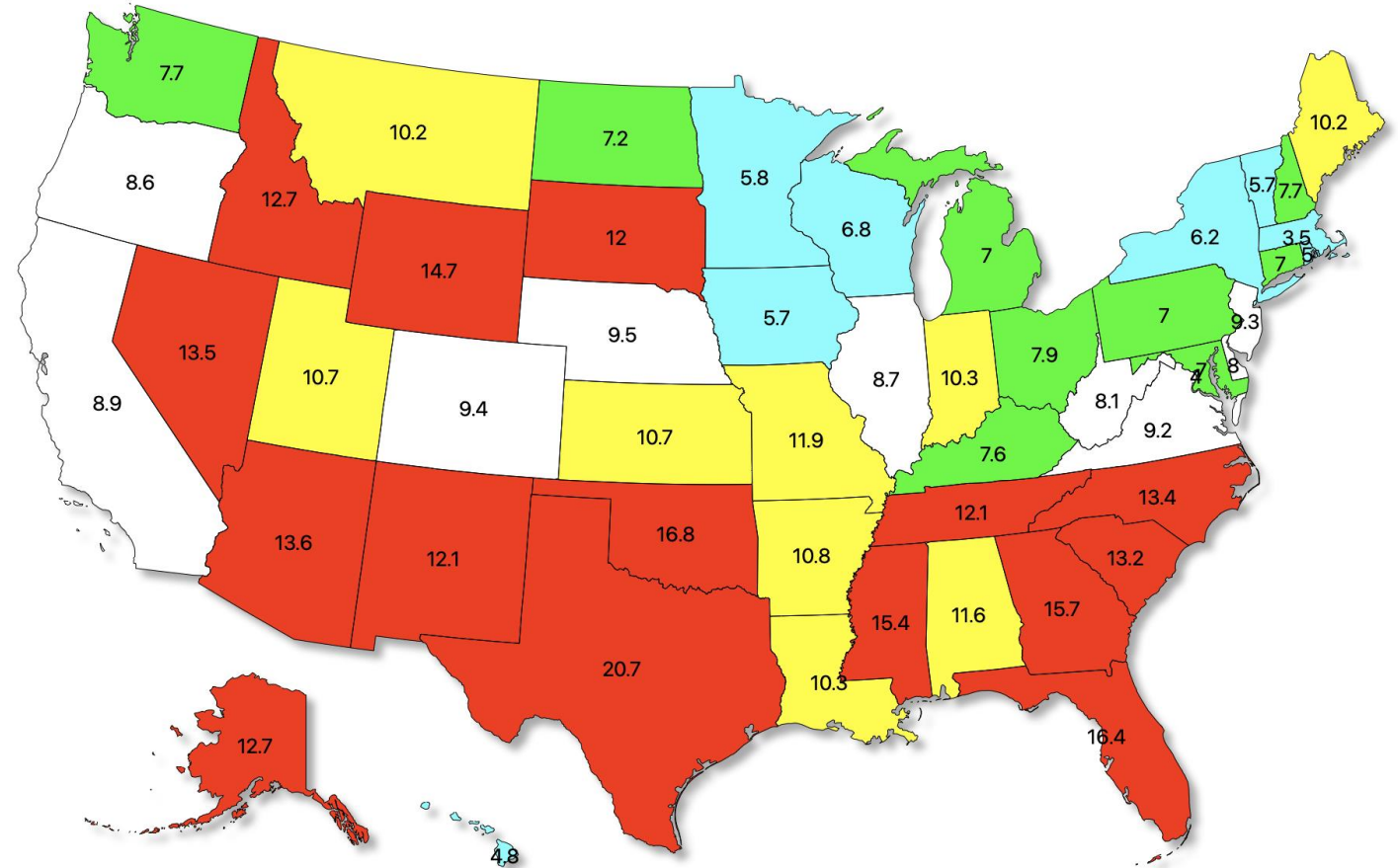


Source: U.S. Census Bureau, Current Population Survey, 2021 to 2023 Annual Social and Economic Supplements (CPS ASEC).

## 6) Health Insurance

Wisconsin Ranks  
6<sup>th</sup> in the Nation  
for  
Health  
Insurance  
Coverage

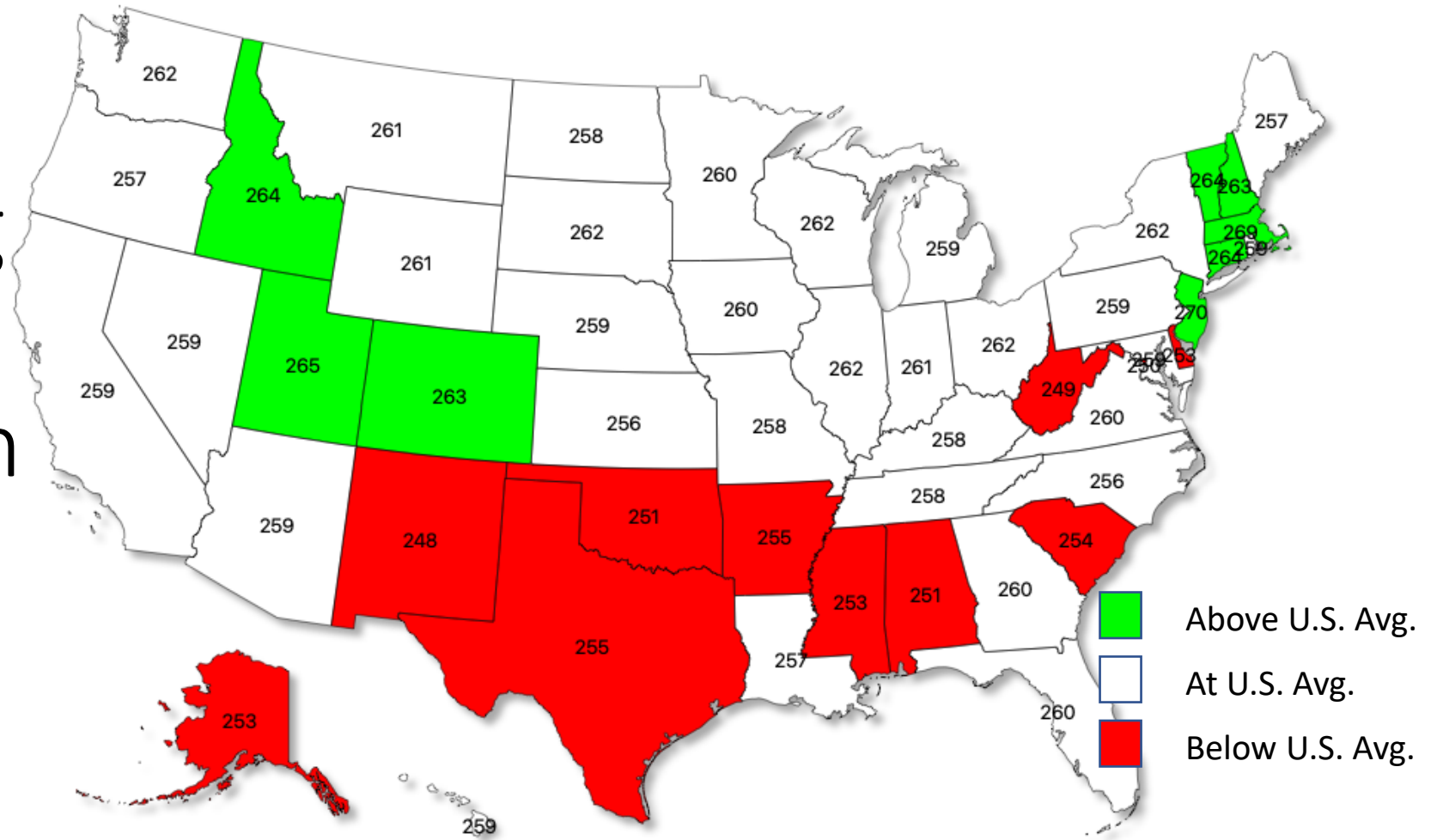
Percent of Population Without Health Insurance Coverage, 2022





## 7) Education

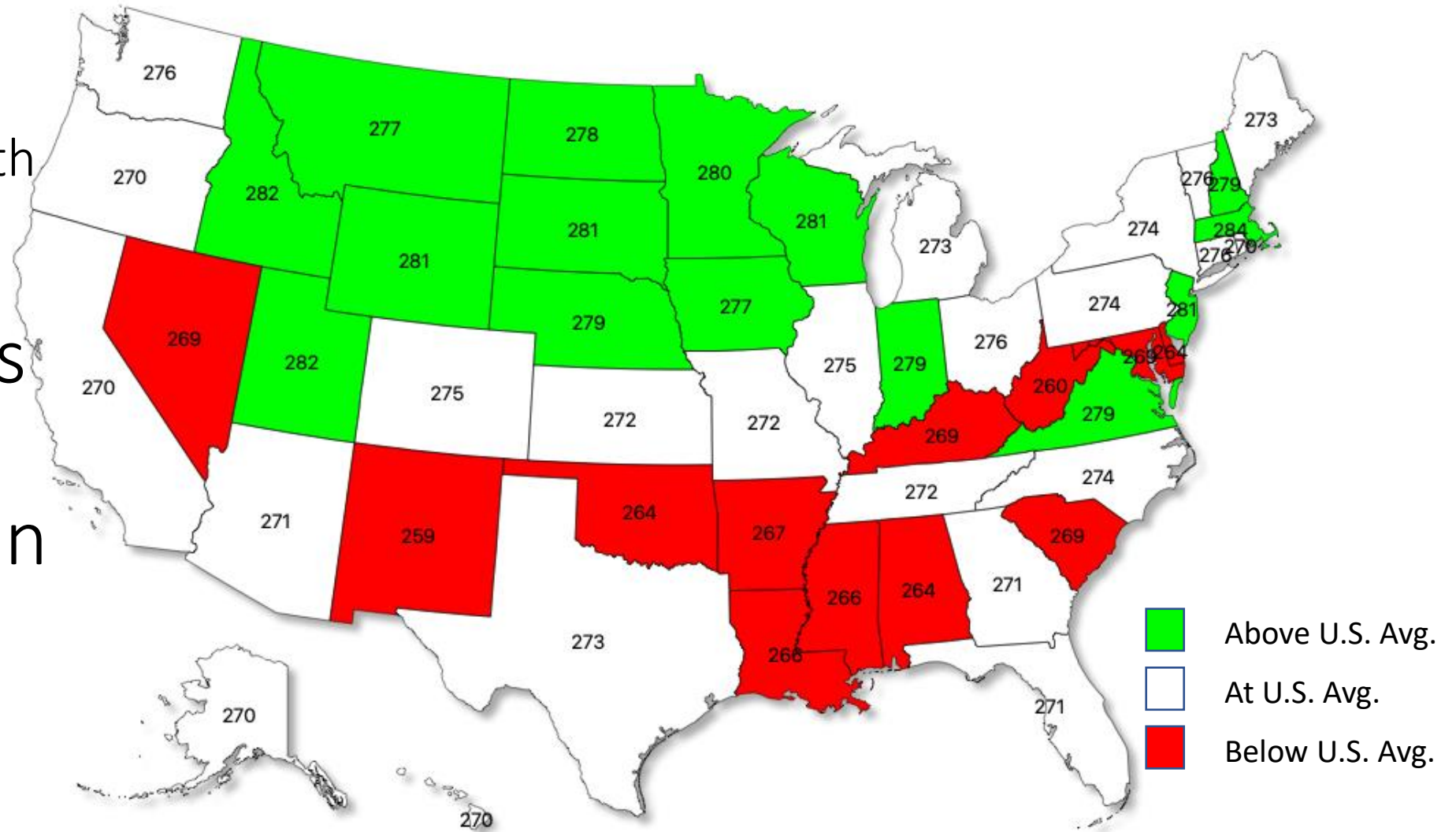
Wisconsin 8<sup>th</sup>  
Grade Reading  
Scores  
10<sup>th</sup> Highest in  
the Nation



<https://www.nationsreportcard.gov/profiles/stateprofile?chort=2&sub=RED&sj=AL&sfj=NP&st=MN&year=2022R3>

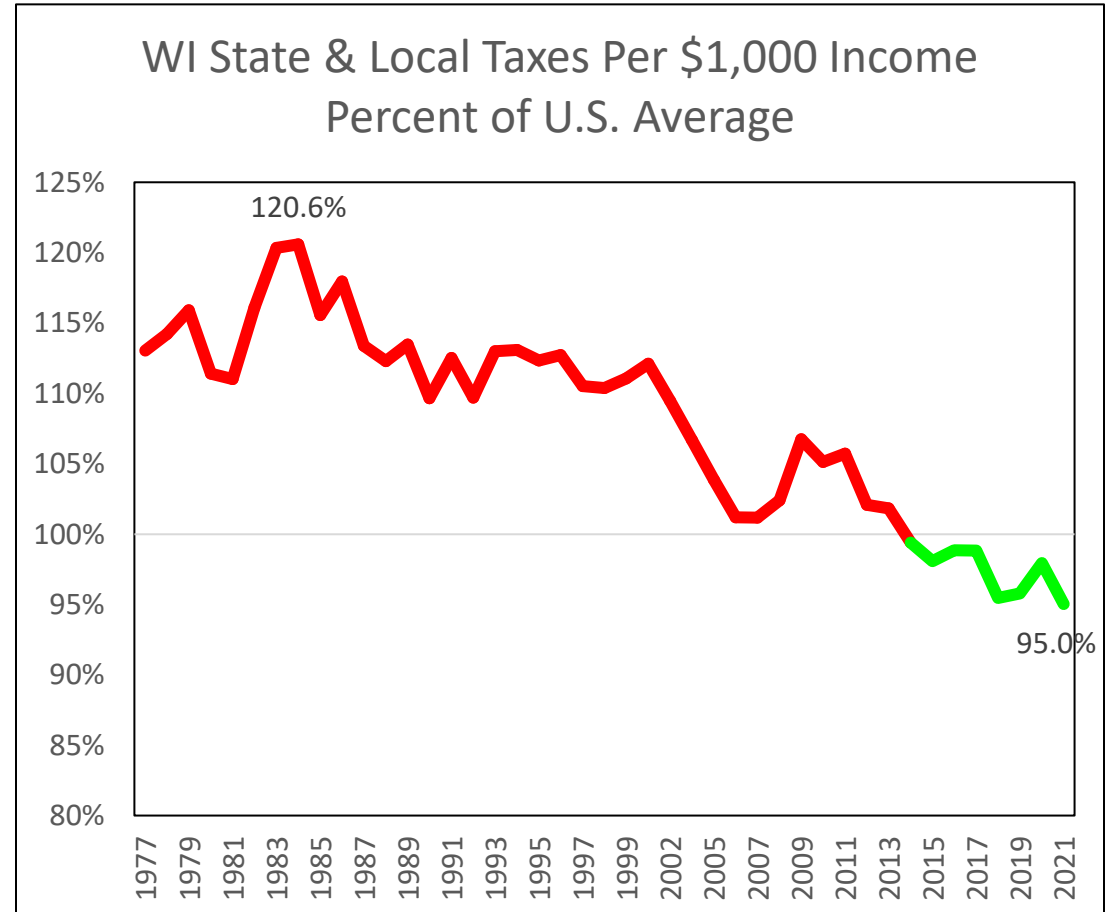
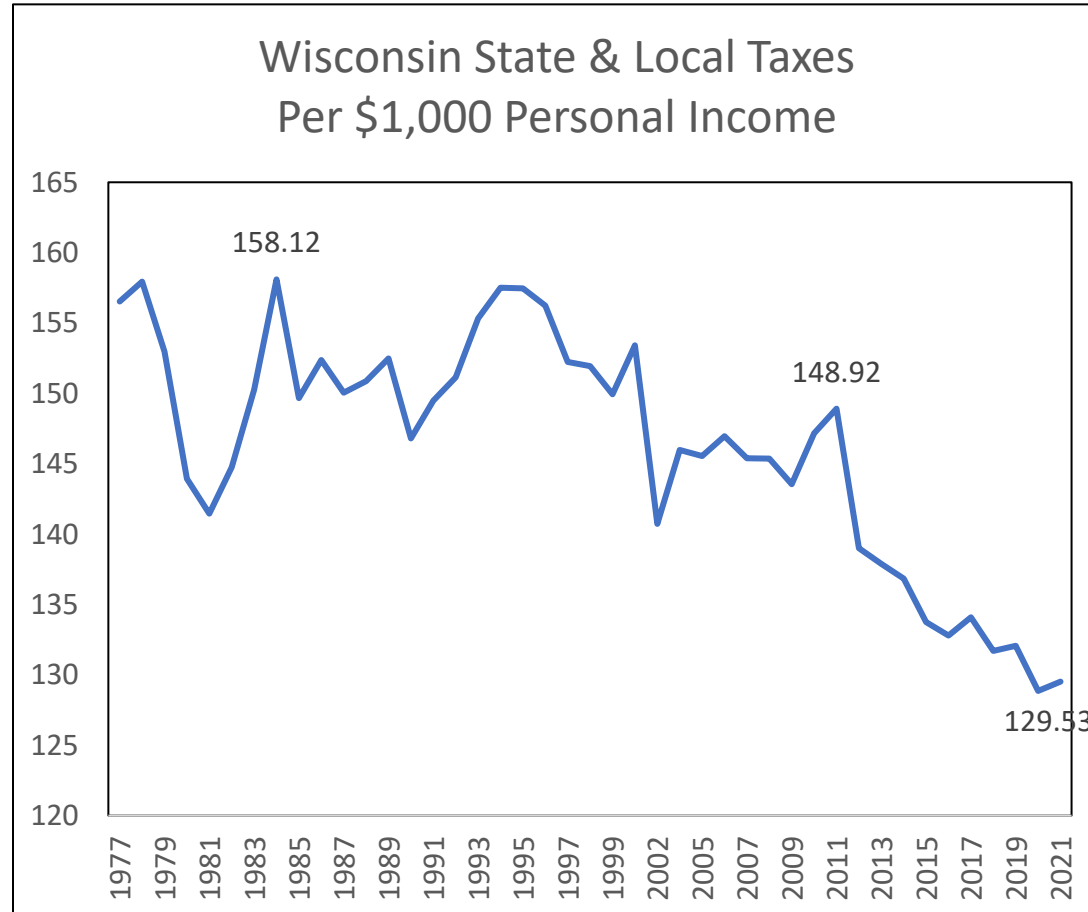
## 7) Education

Wisconsin 8<sup>th</sup>  
Grade  
Mathematics  
Scores  
4<sup>th</sup> Highest in  
the Nation



## 8) Tax Burden

# Wisconsin Has Significantly Reduced Its State and Local Tax Burden



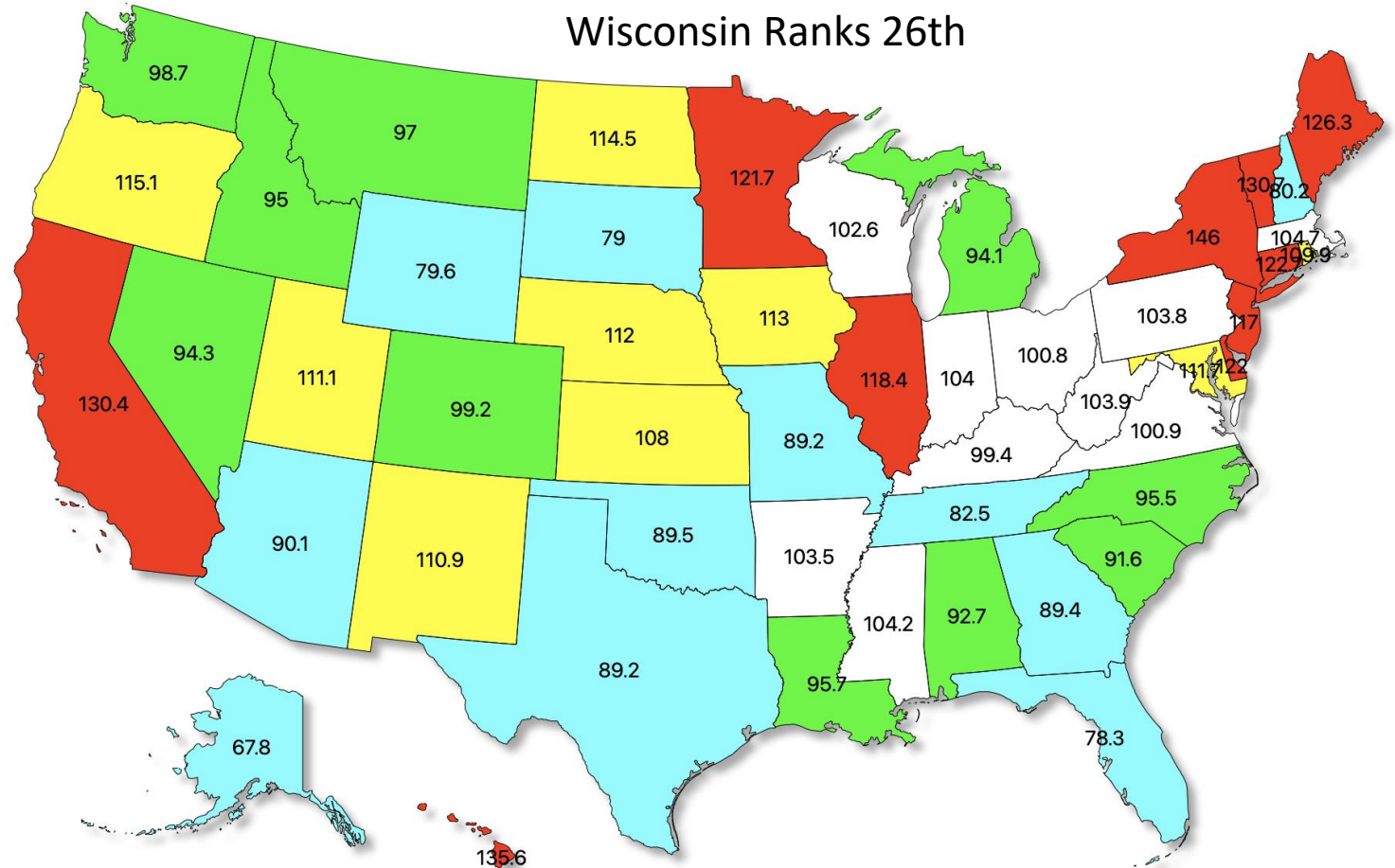
[DOR Data Visualization: State & Local Tax Burden](#)

State & Local Taxes Per \$1,000 Personal Income, FY2021

# Wisconsin Tax Burden Below U.S. Average

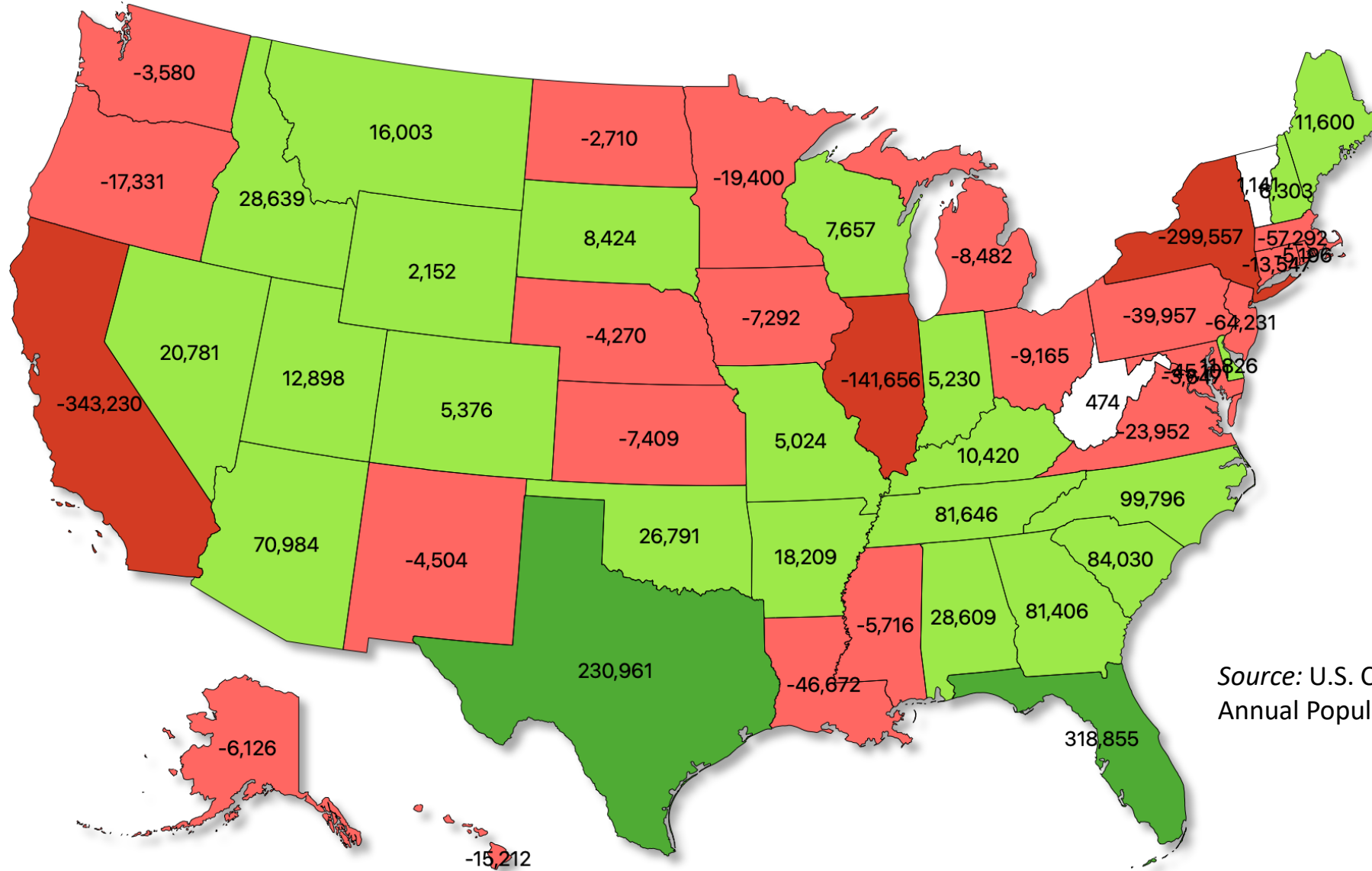
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U.S. Average \$107.3



## 9) Net Domestic Migration

# Stronger Domestic In-Migration for Wisconsin in 2022



Source: U.S. Census Bureau, Annual Population Estimates

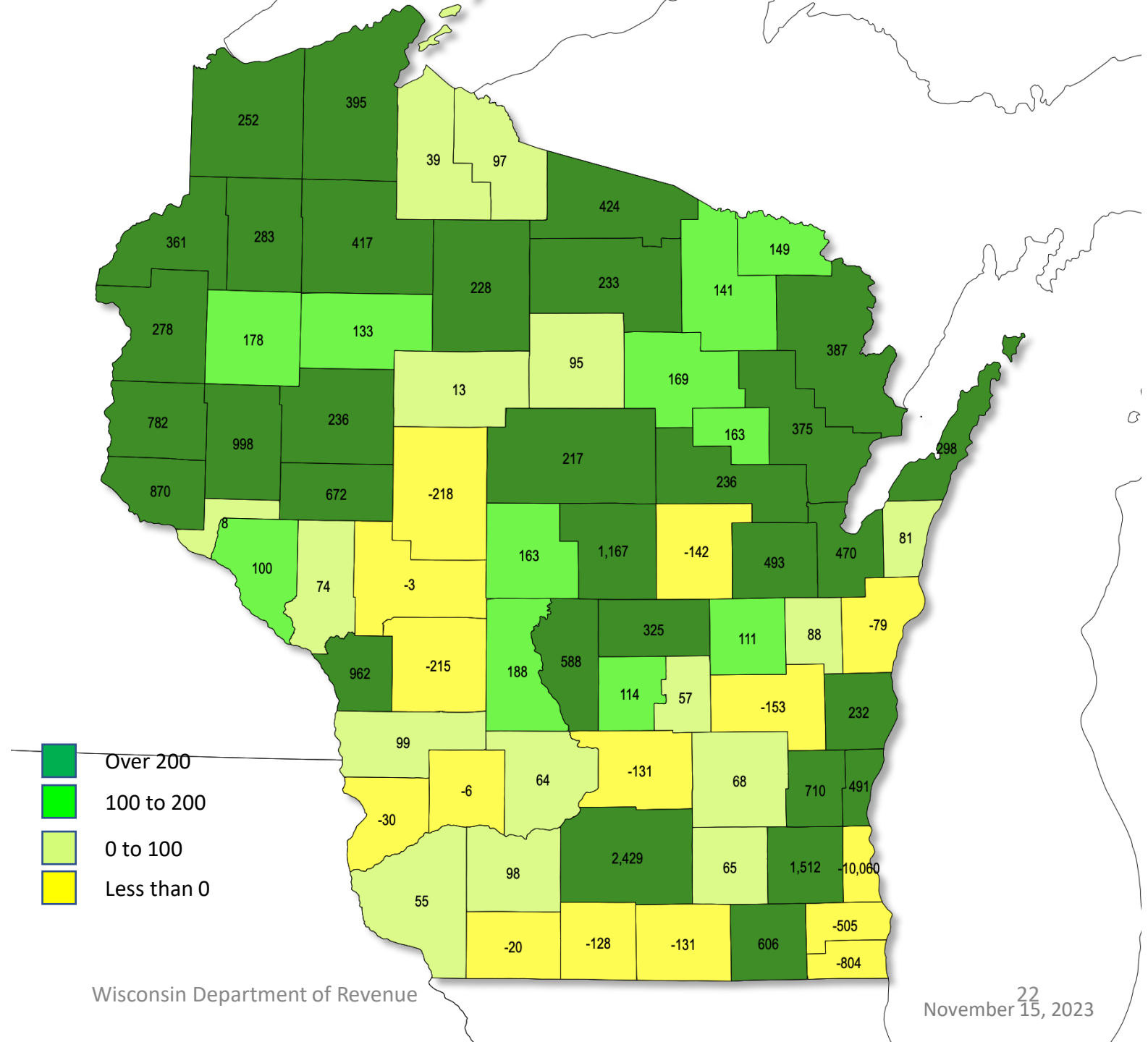
## 9) Net Domestic Migration

# Wisconsin Net Domestic Migration by County, 2021 to 2022

Source: U.S. Census Bureau,  
Population Division

Release Date: March 2023

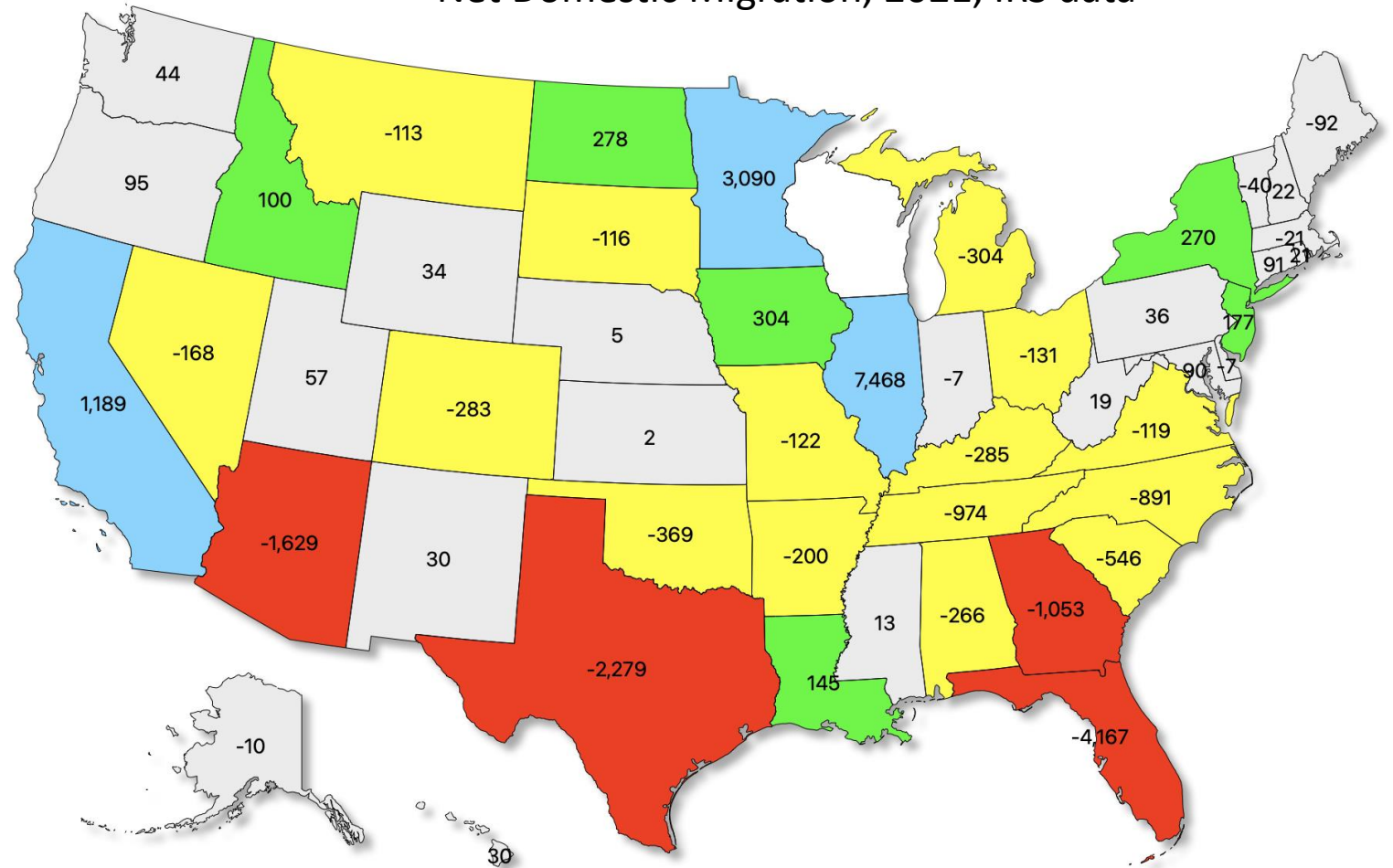
Annual and Cumulative Estimates of the Components  
of Resident Population Change for Counties in  
Wisconsin: April 1, 2020 to July 1, 2022 (CO-EST2022-  
COMP-55)



## 9) Net Domestic Migration

Principal Sources  
of Wisconsin  
NET  
In-Migration:  
Illinois,  
Minnesota, and  
California

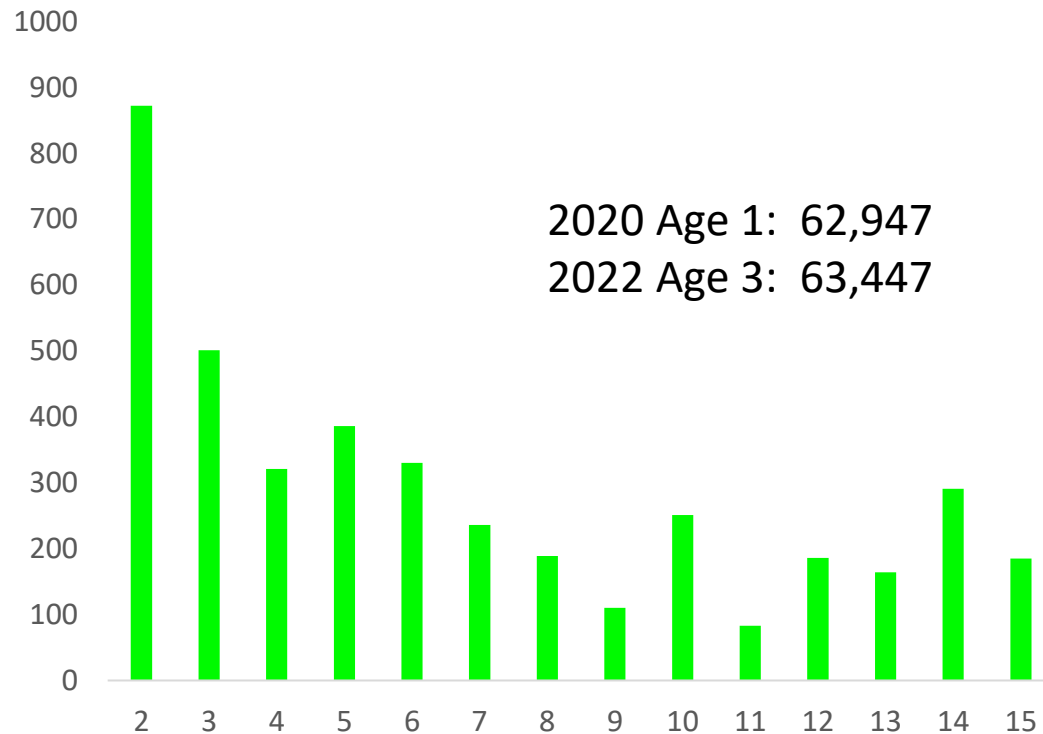
Net Domestic Migration, 2021, IRS data



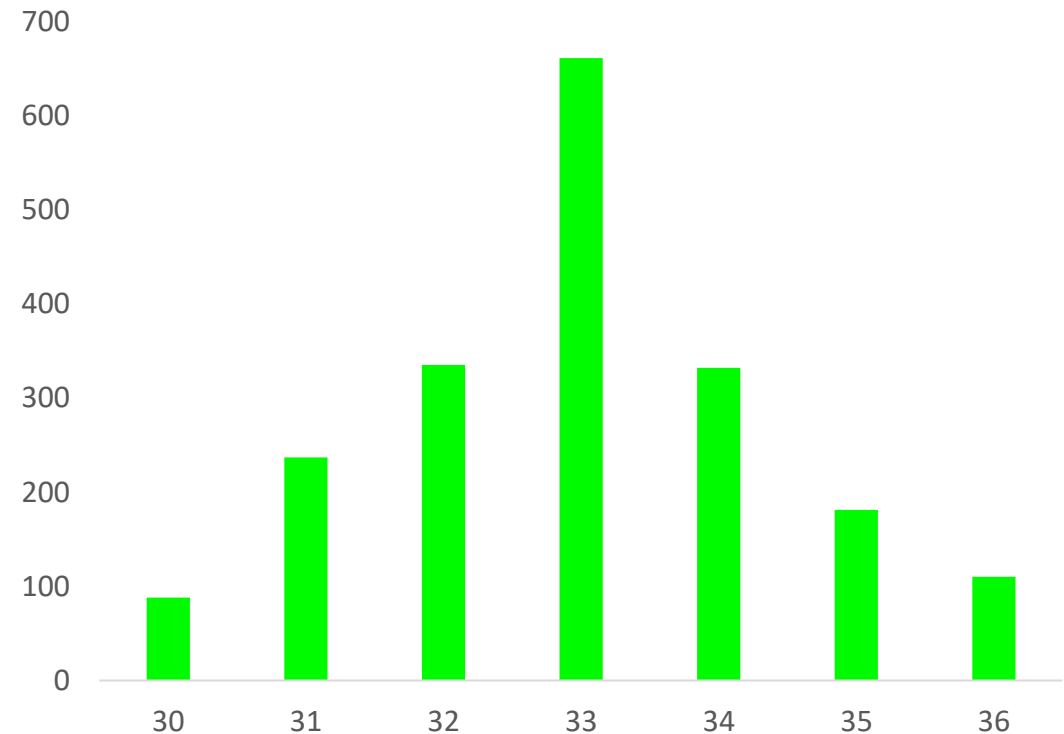
## 9) Net Domestic Migration

# Major Source of In-Migration, Families with Children

Wisconsin 2-Year Population Gain  
By Age Cohort



Wisconsin 2-Year Population Gain  
By Age Cohort

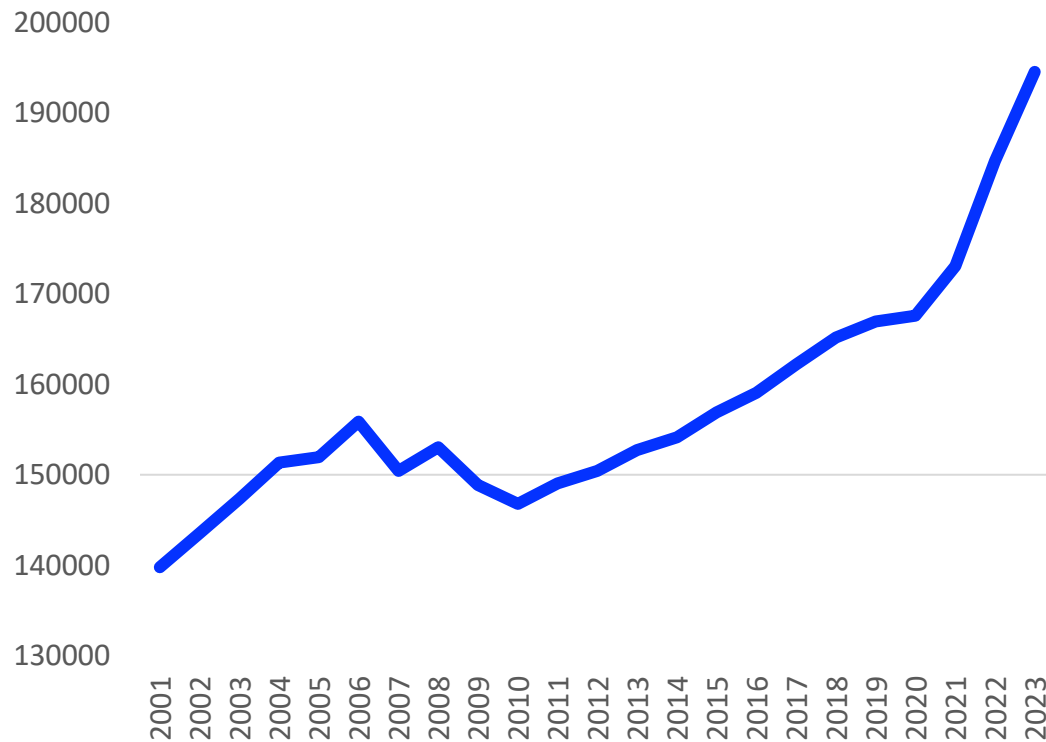




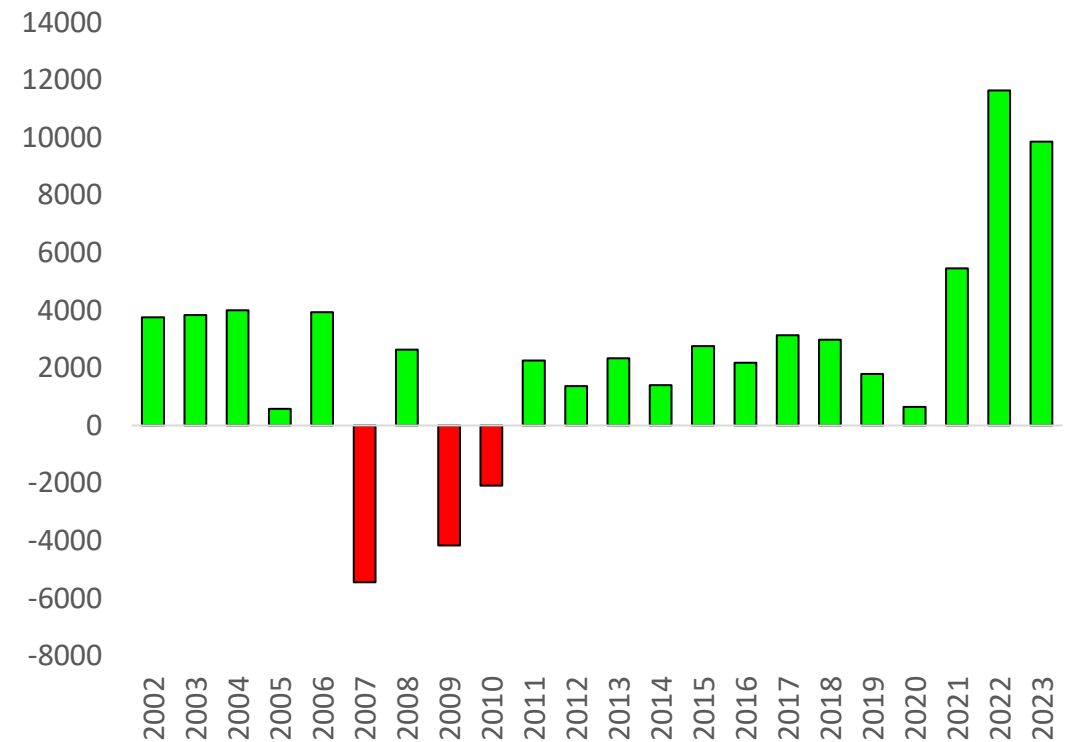
## 10) Entrepreneurship

# Wisconsin Total Number of Businesses Rose Sharply in 2021, 2022, and 2023

WI Total Private Establishments,  
1st Quarter



WI Total Private Establishments Q1  
Change From Prior Year

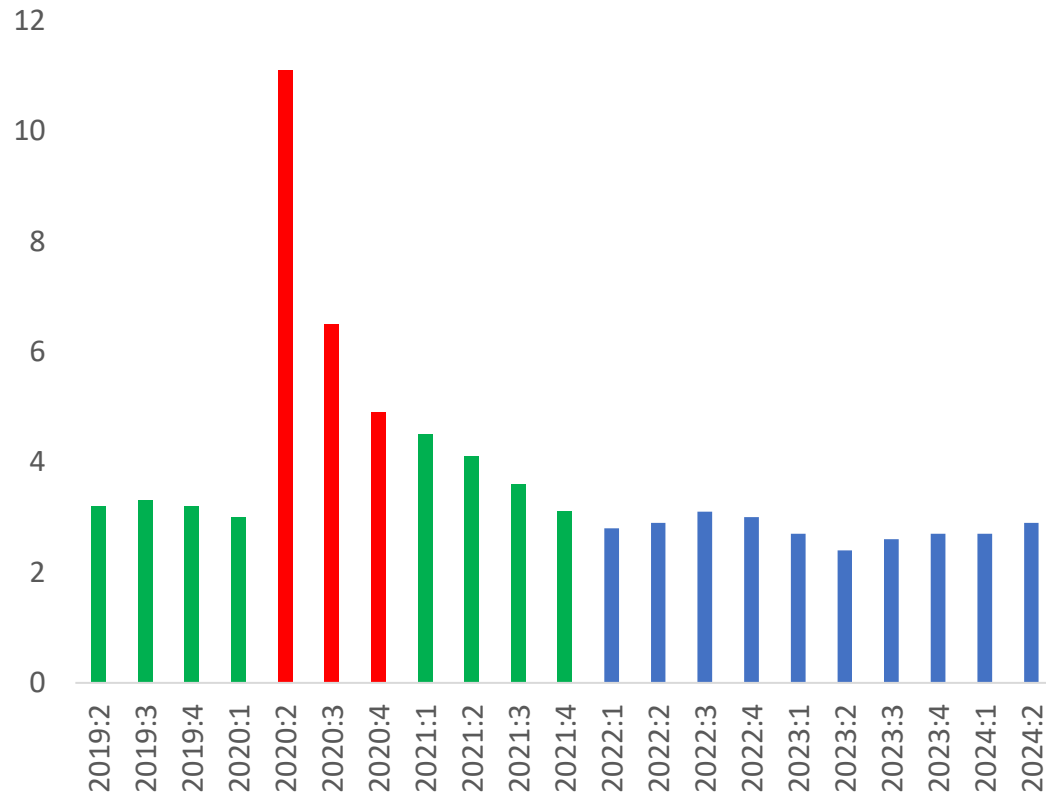


Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Data Retrieved October 16, 2023

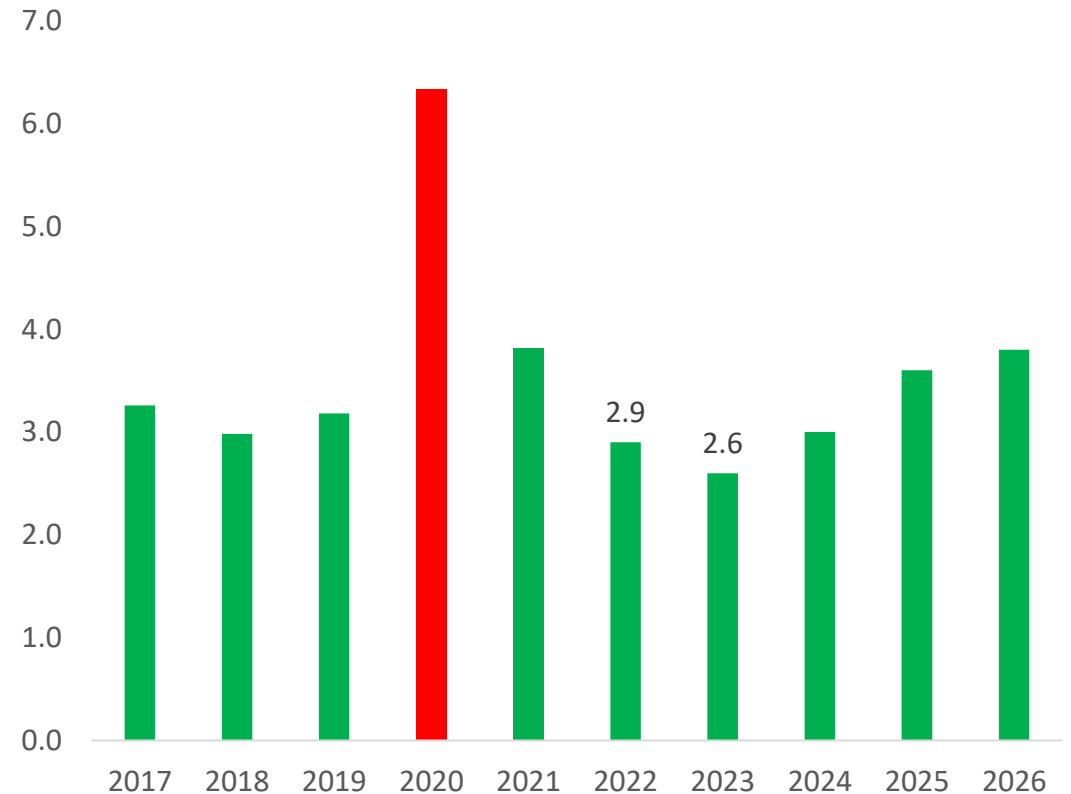
# Wisconsin Outlook

# Wisconsin's Economic Outlook: Unemployment Rate Will Stay at Near Record Lows Through Mid-2024

WI Unemployment Rate by Quarter

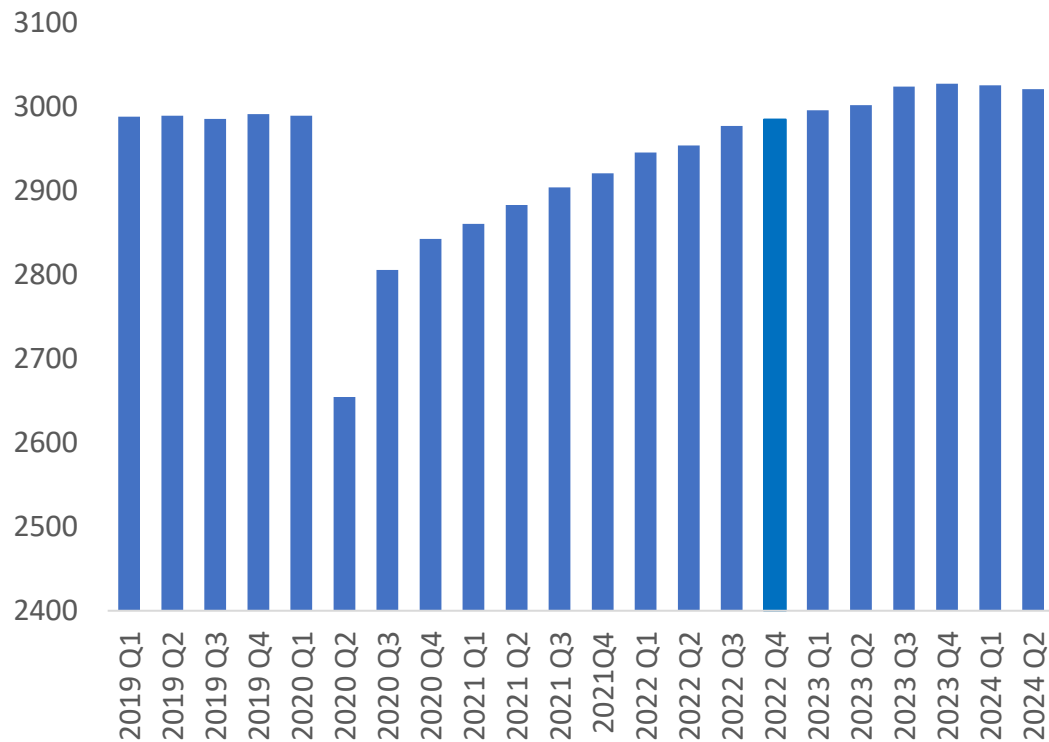


WI Unemployment Rate Annual Avg.

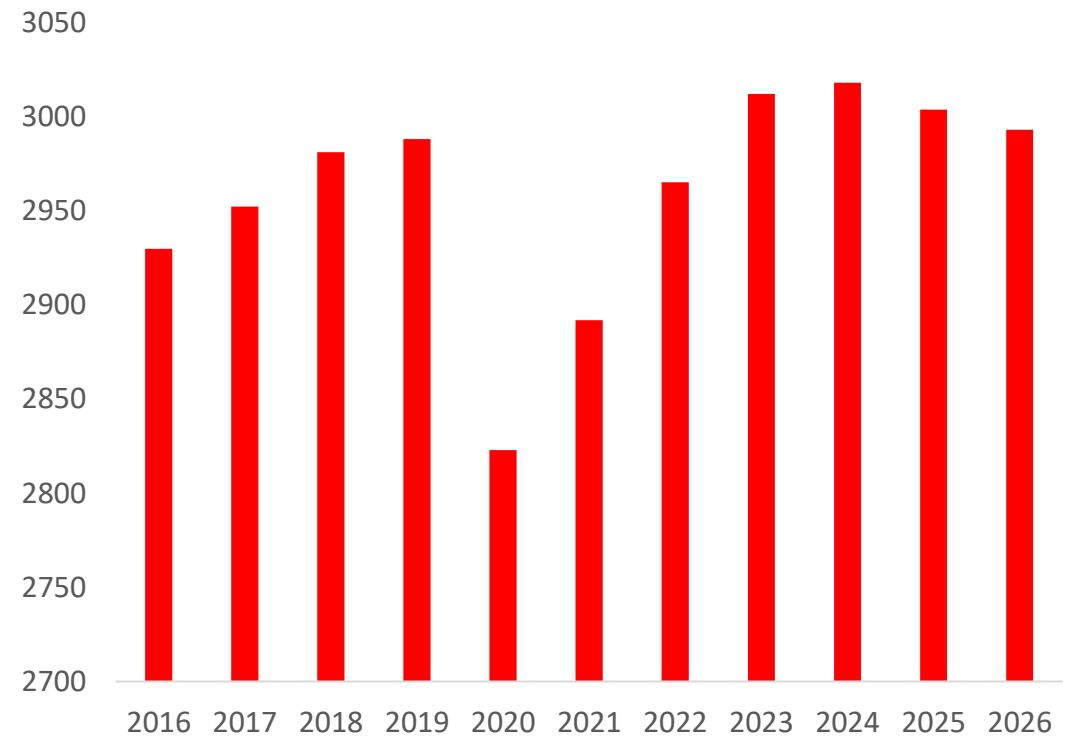


# Wisconsin Non-Farm Employment, Establishment Survey Expanding Through 2024 Q2

Wisconsin Non-Farm Employment  
by Quarter



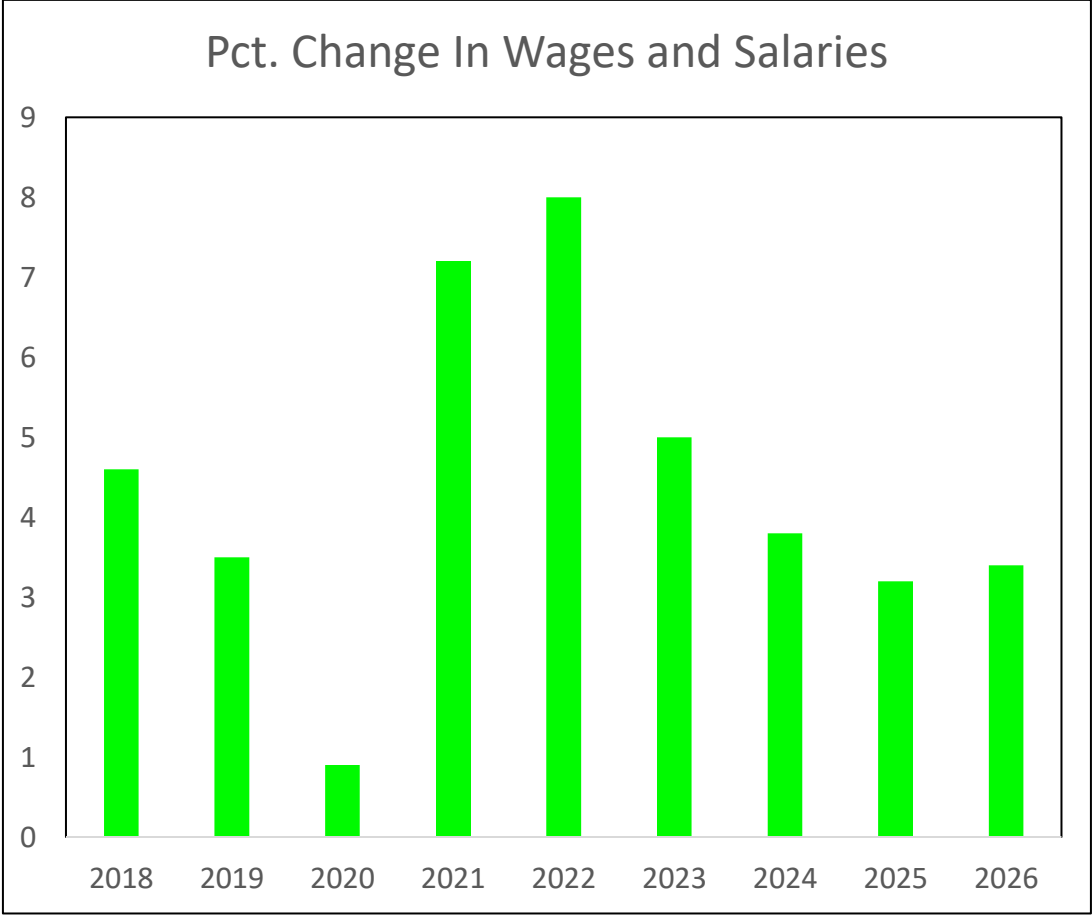
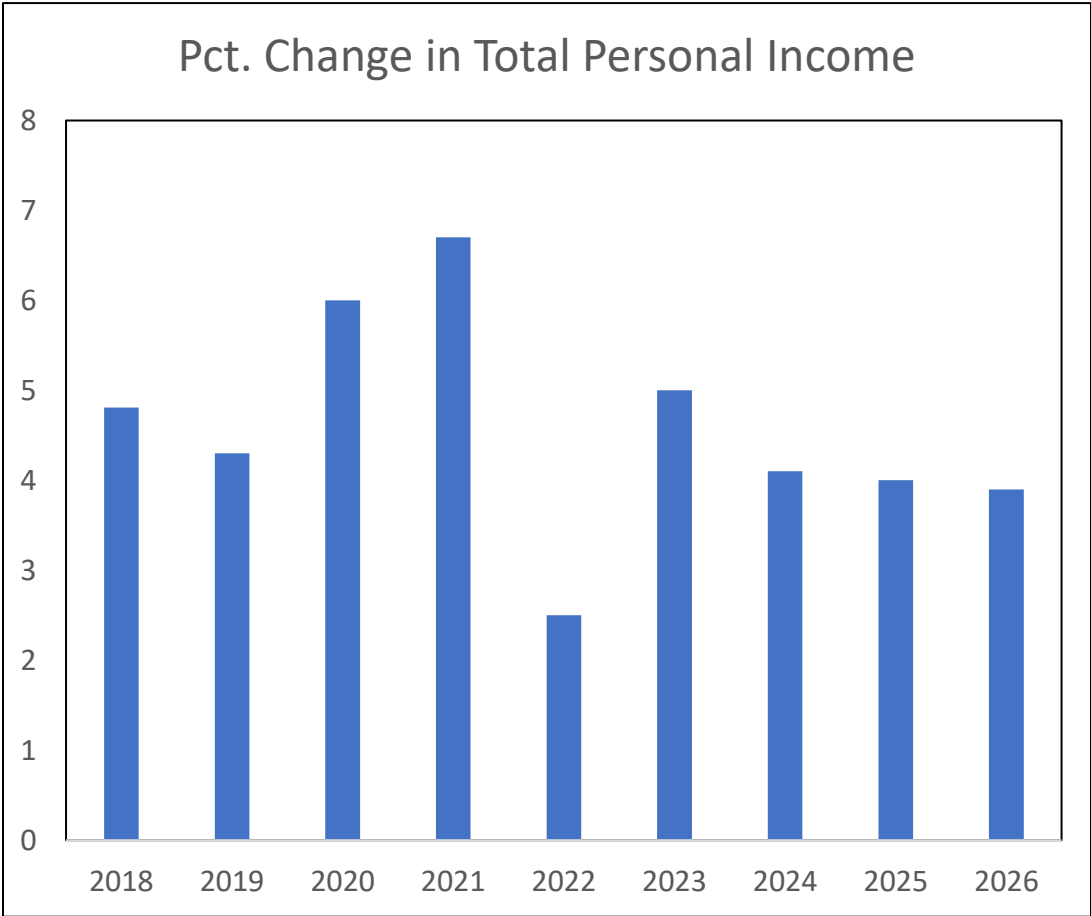
Wisconsin Nonfarm Employment  
Annual Average



# Wisconsin Economic Outlook: Personal Income

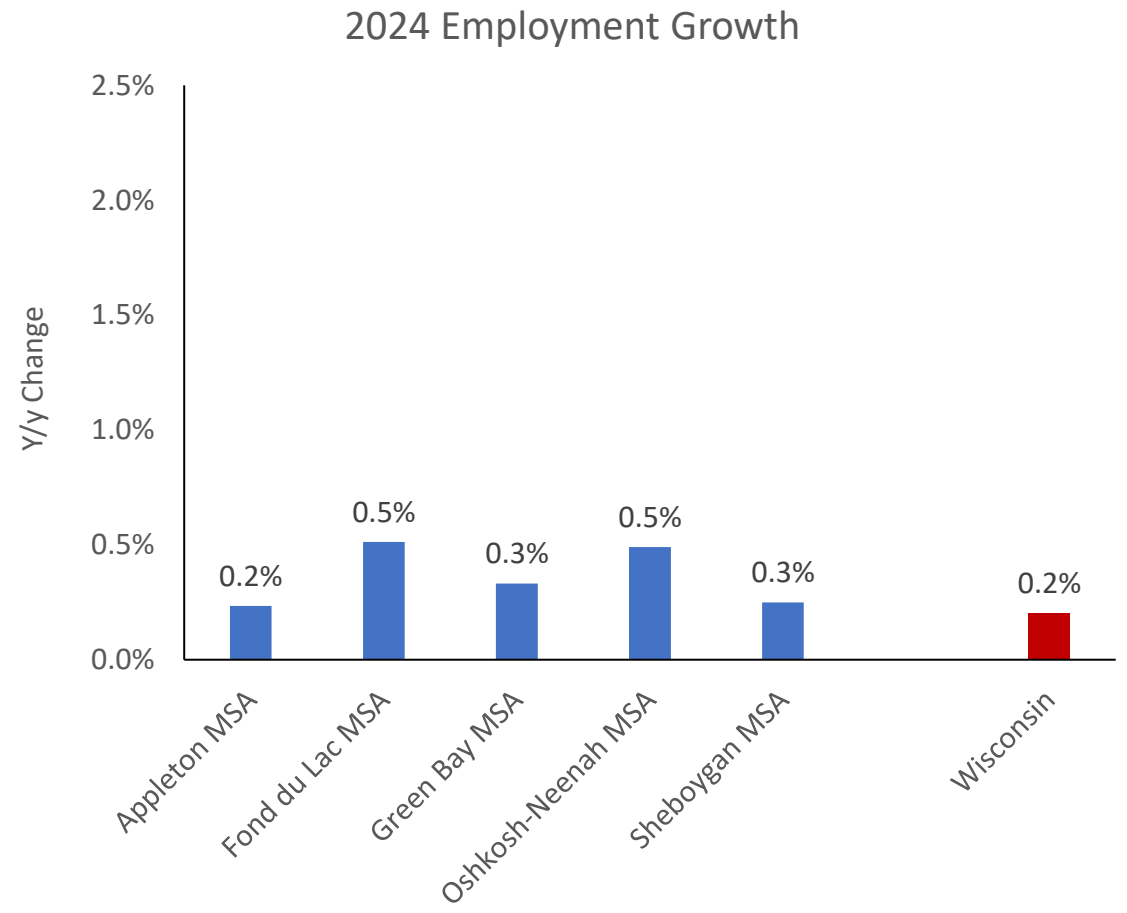
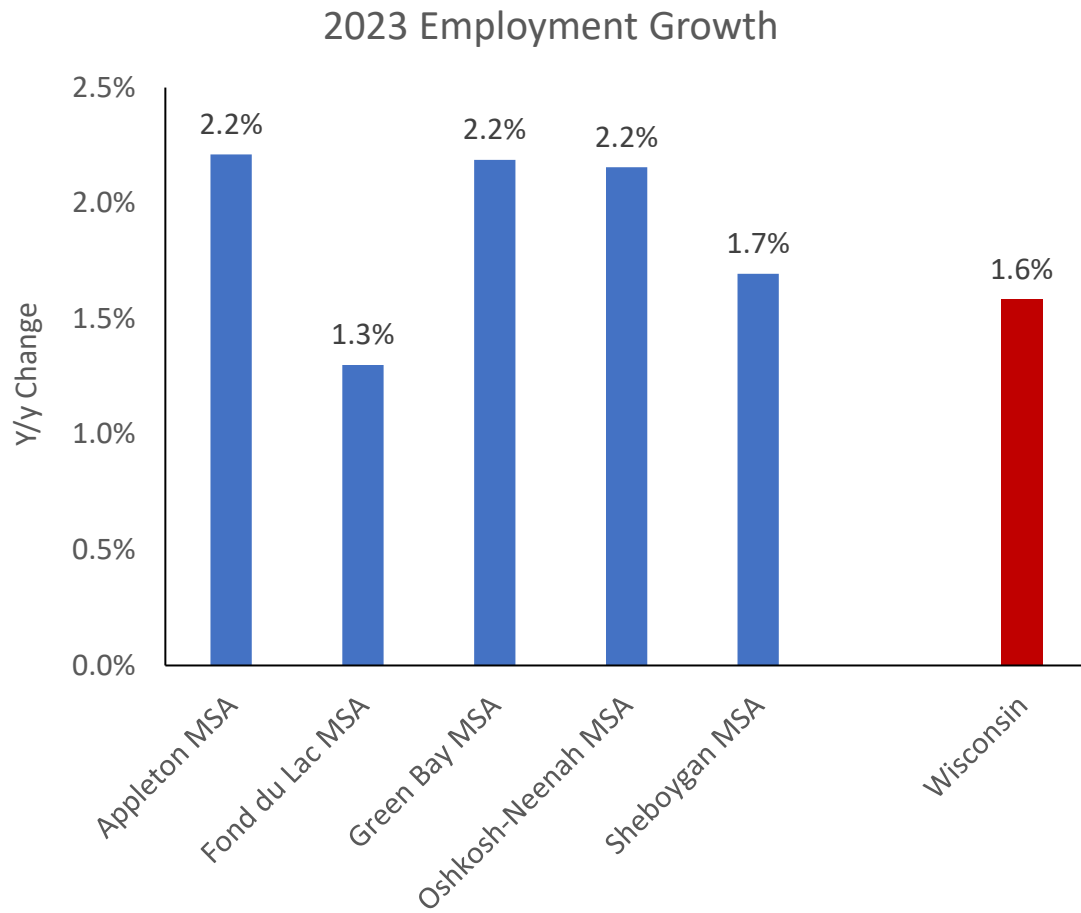
Supported by Strong Wage Growth 2021, 2022 and 2023

Wage Growth Eases in 2024



# Economic Outlook New North MSAs

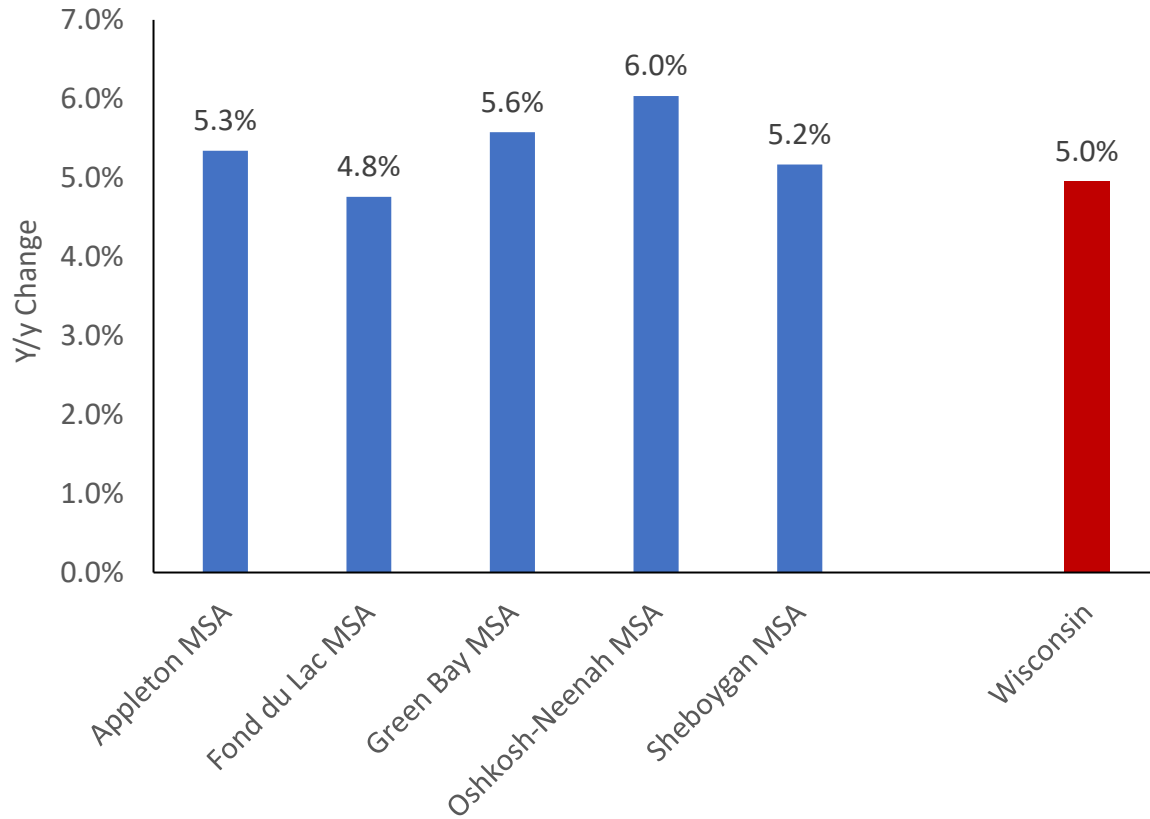
# Employment Outlook—New North Outpaces Wisconsin



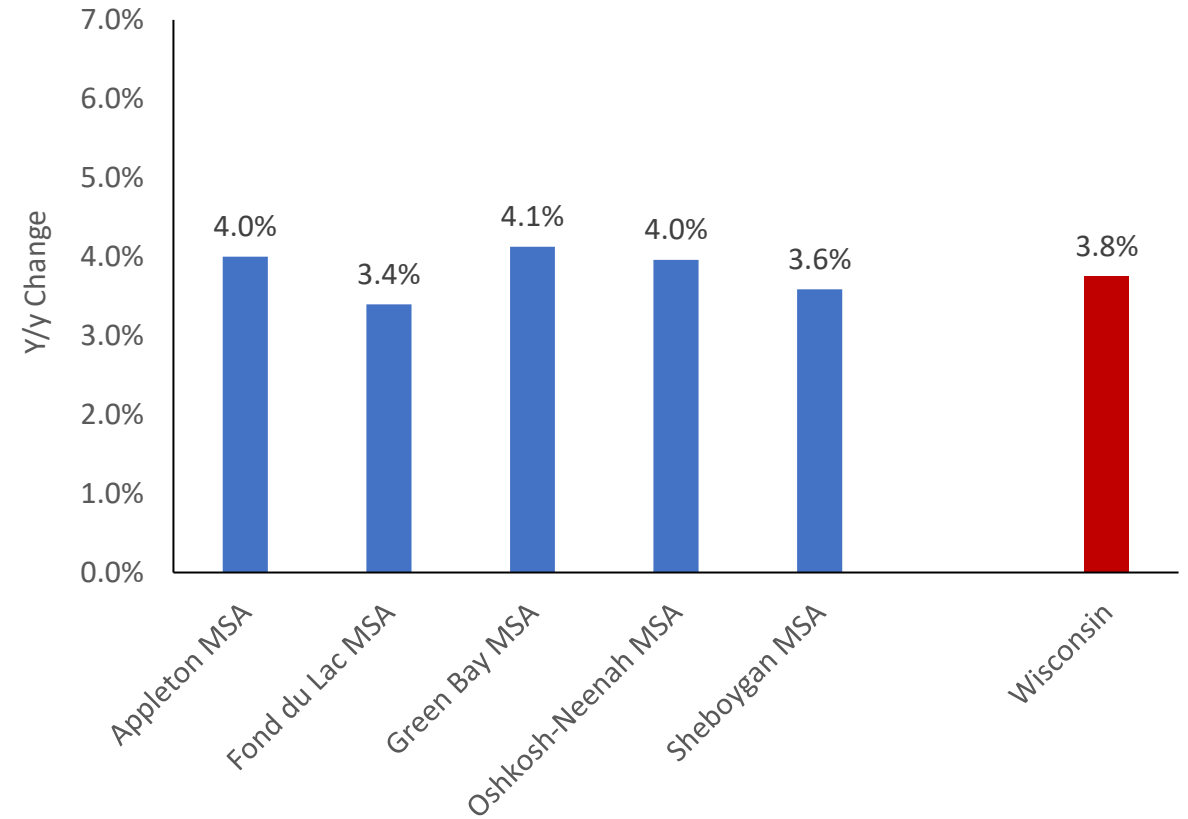
Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

# Wage & Salary Outlook: New North Outpaces Wisconsin

2023 Wage & Salary Growth



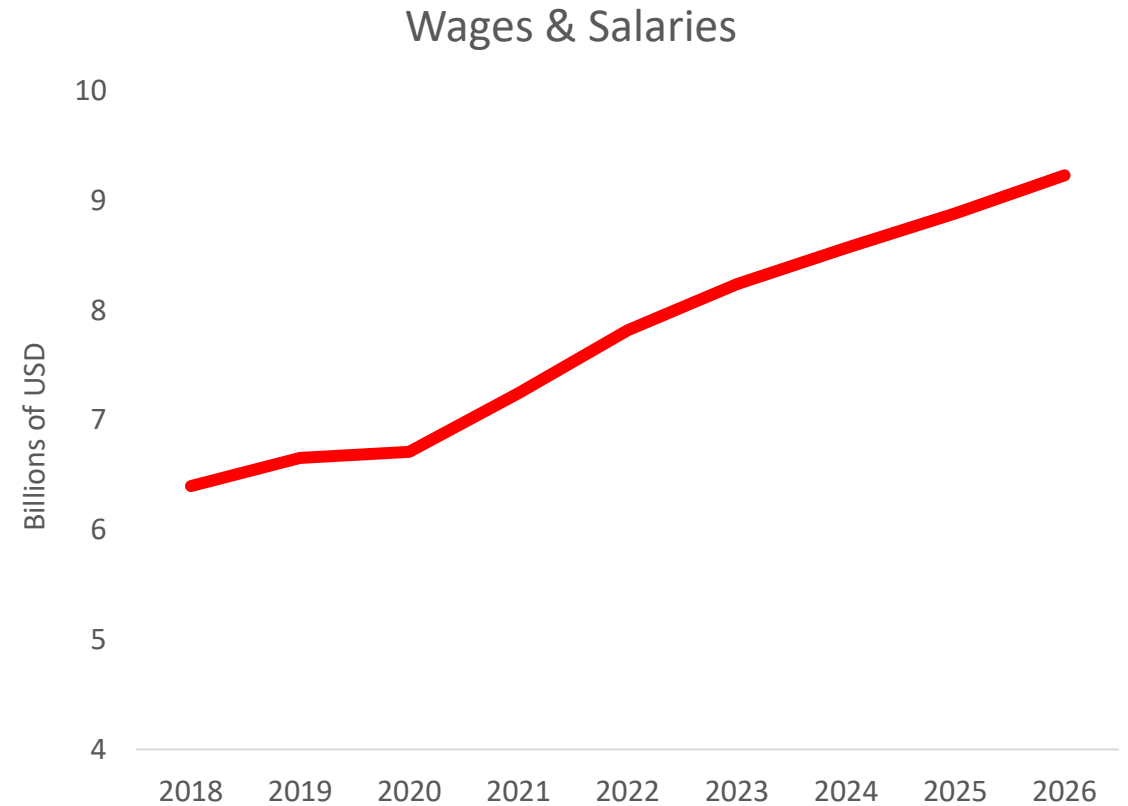
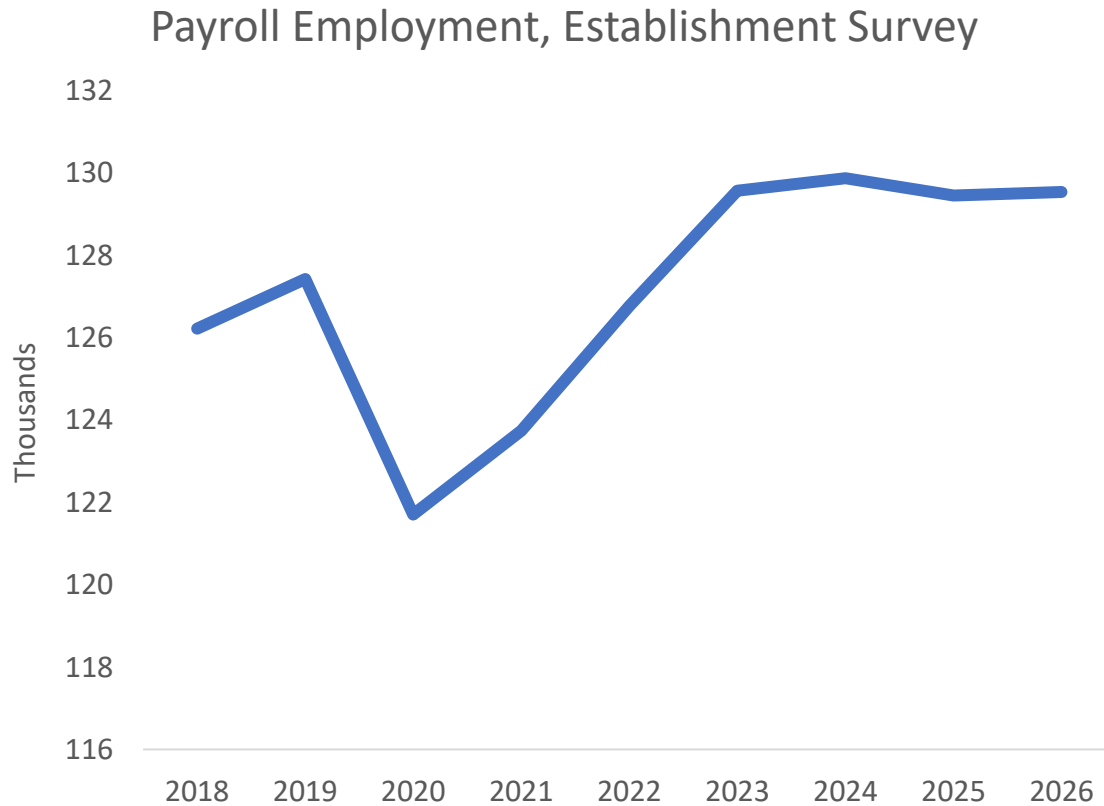
2024 Wage & Salary Growth



Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

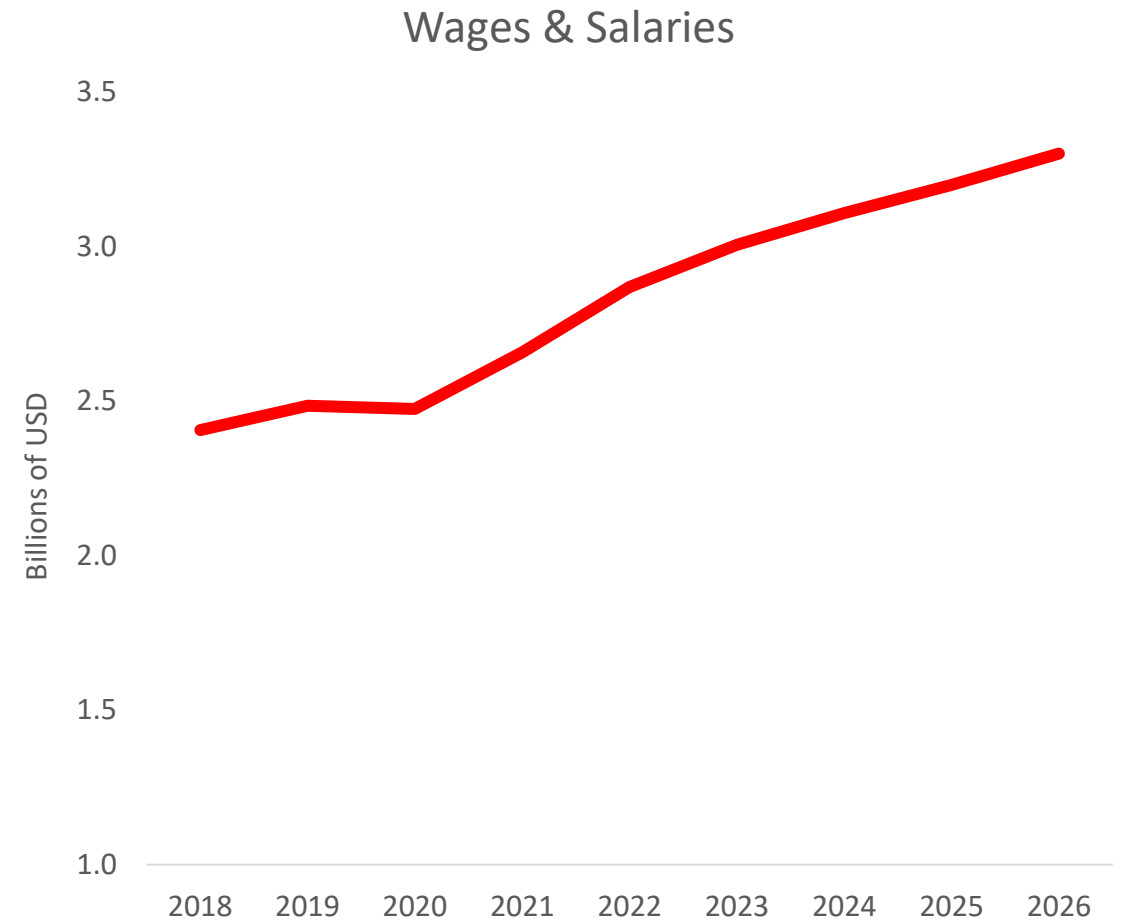
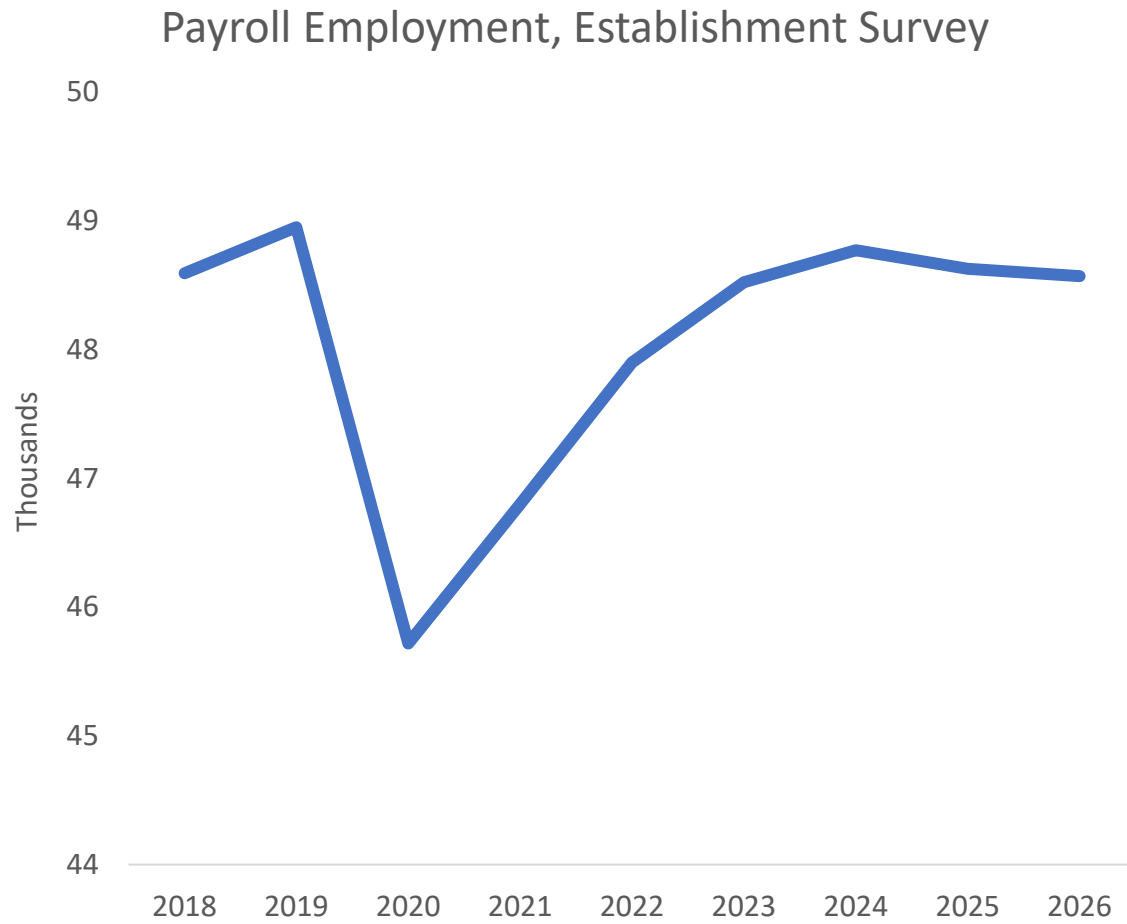


# Appleton MSA Forecast



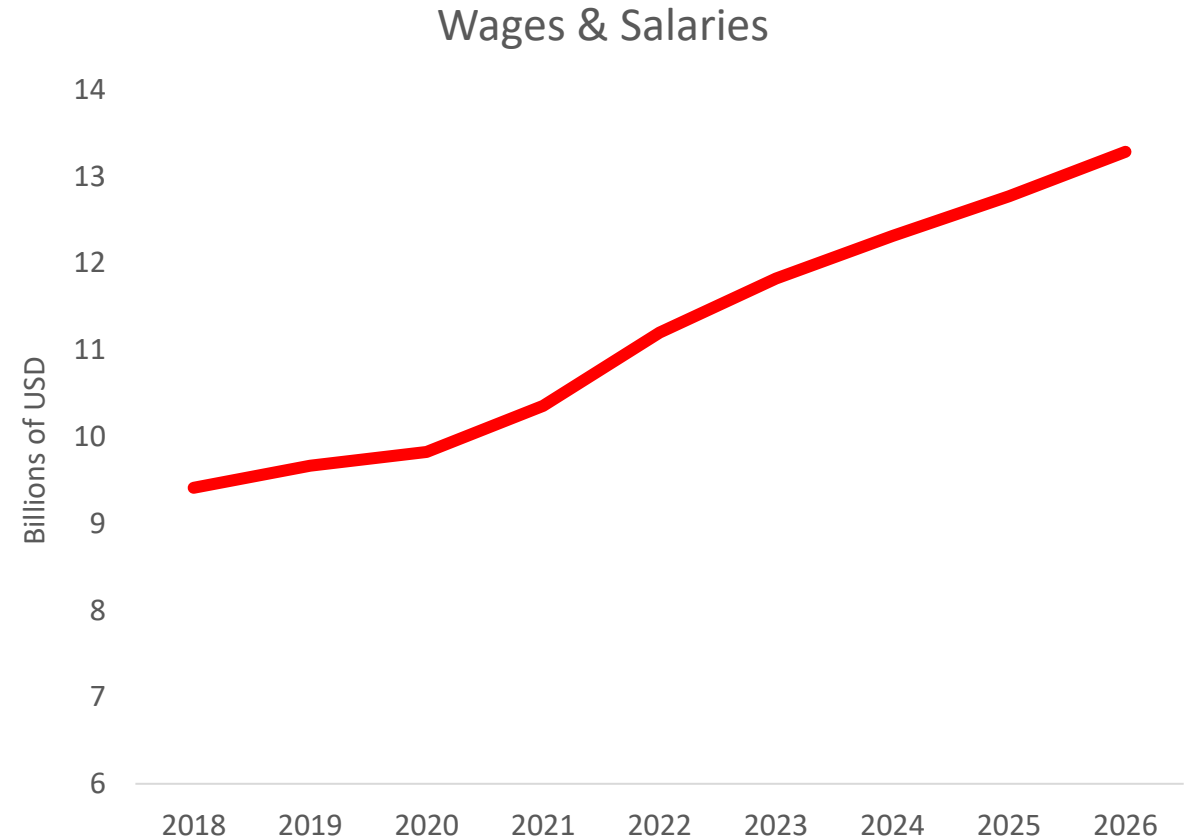
Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

# Fond du Lac MSA Forecast



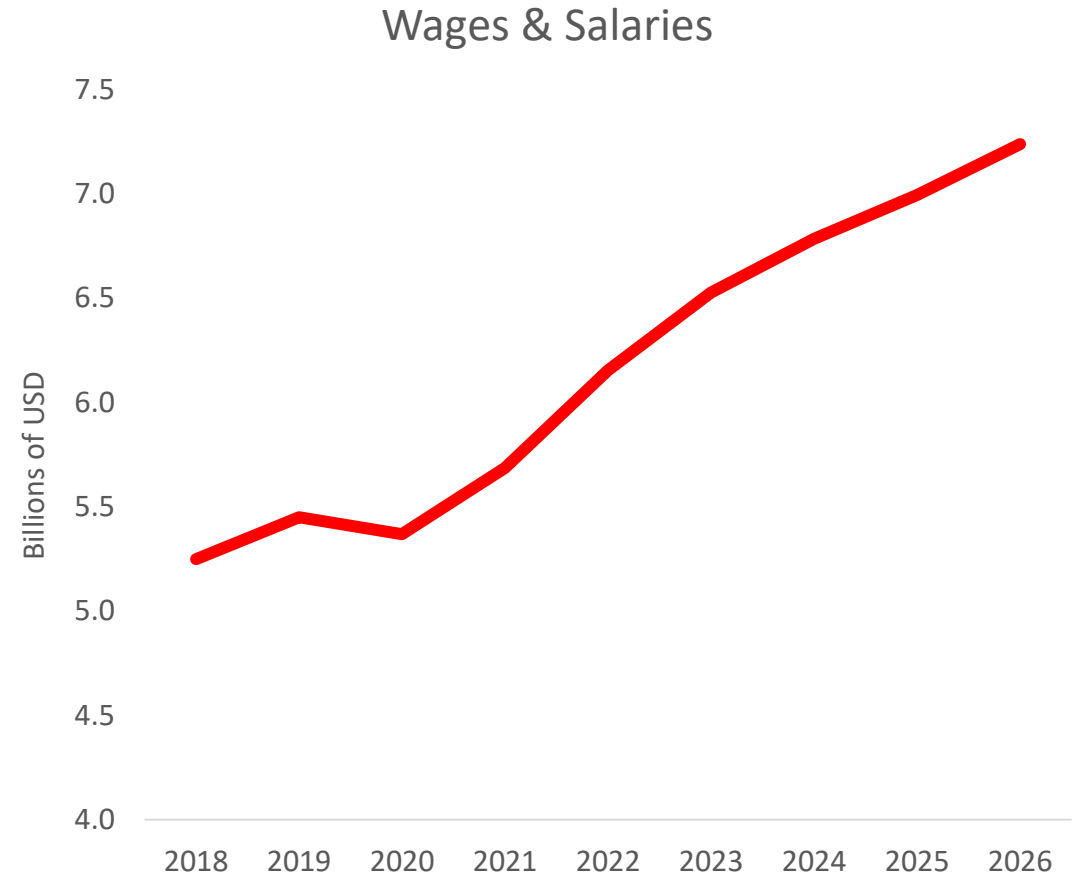
Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

# Green Bay MSA Forecast



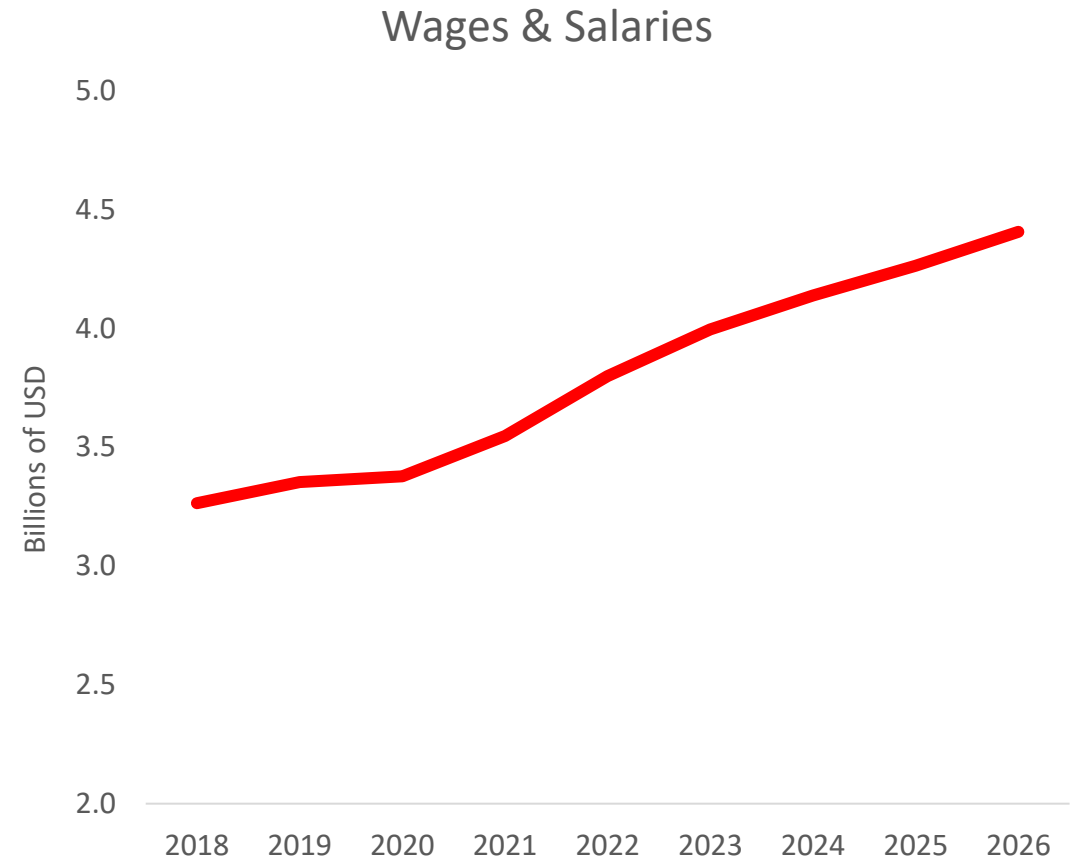
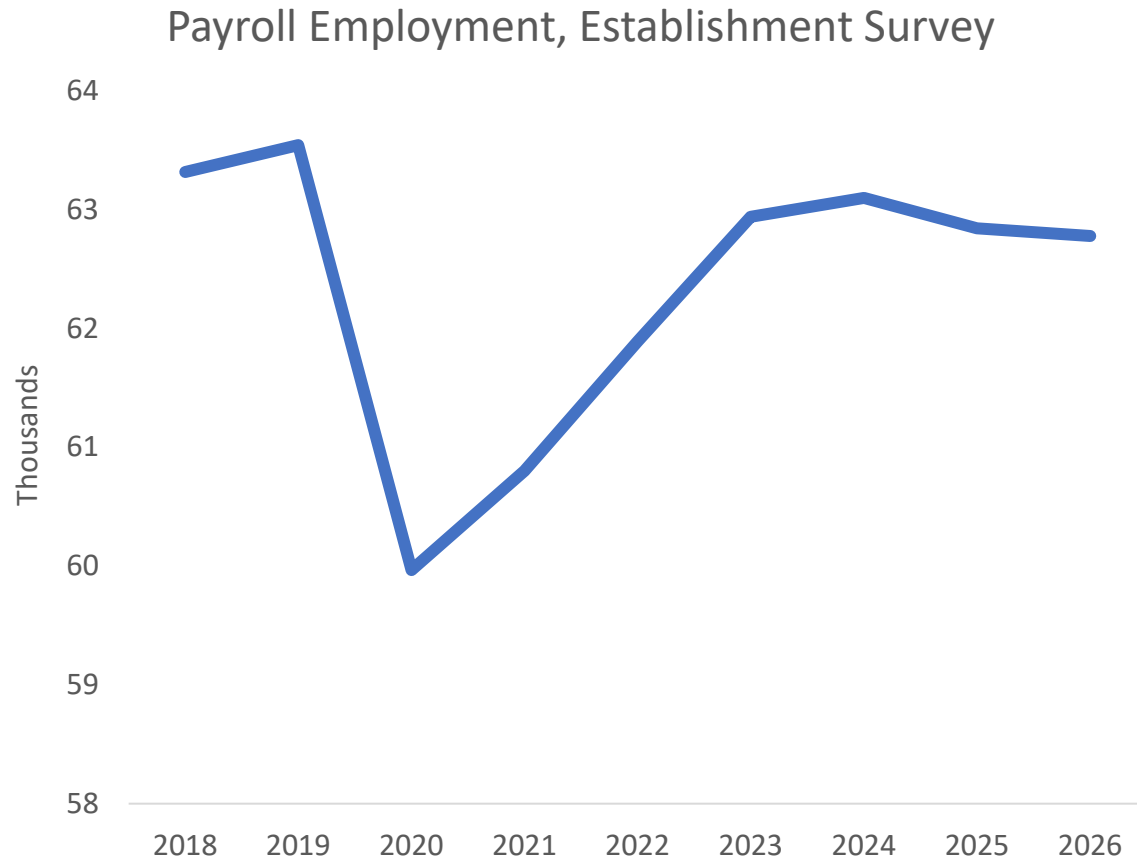
Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

# Oshkosh-Neenah MSA Forecast



Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

# Sheboygan MSA Forecast



Source: [Wisconsin MSA Outlook, Wisconsin Department of Revenue](#)

# *Wisconsin: A Pretty Good State*

Hard Working

Middle Class

Solid Standard of Living



# Region on the Rise

Innovation in the New North



CENTER FOR  
BUSINESS &  
ECONOMIC  
ANALYSIS

Evan Glaser + Sarah Scanlan  
CBEA Research Analyst Fellows

Marc Schaffer, Ph.D.  
Executive Director, CBEA



## Overview

### Innovation

- A. Entrepreneurship
- B. Patents
- C. Innovative Areas

### The Innovation Index

- A. National Rankings
- B. New North Innovation
- C. Strengths & Opportunities
- D. Innovation Trends over Time





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# What is Innovation?

*To make changes in something established, especially by introducing new methods, ideas, or products*

*-Webster Dictionary*



NEW ENTREPRENEUR  
RATES



PATENT ISSUANCE



VENTURE CAPITAL

# What is Innovation?

*Entrepreneurship*

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## Wisconsin Trails Neighboring States in New Entrepreneurs

Midwest New Entrepreneur Rate 2021



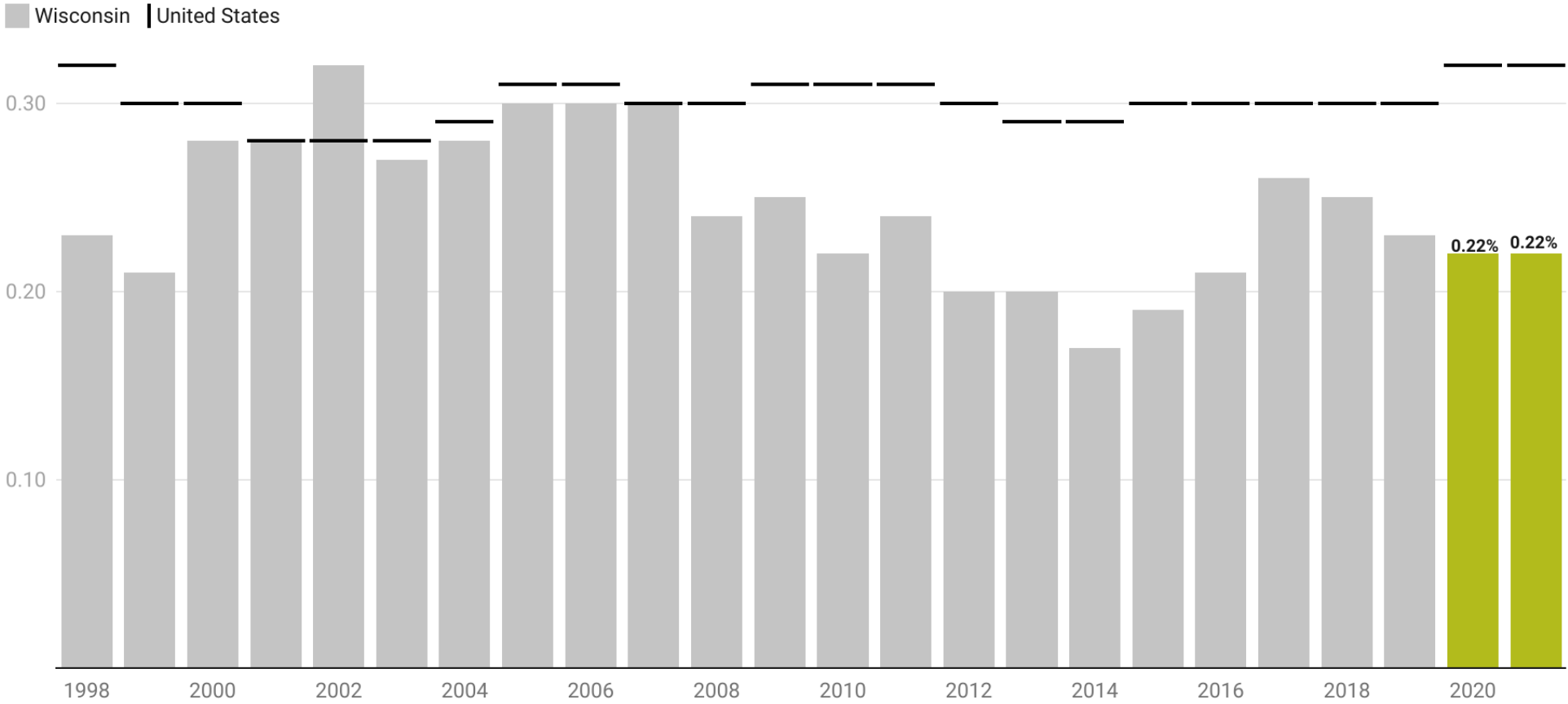
Source: Kauffman Indicators Of Entrepreneurship • Created with Datawrapper

# What is Innovation?

## Entrepreneurship

### Wisconsin's New Entrepreneur Rate Holding Steady

Wisconsin New Entrepreneur Rates



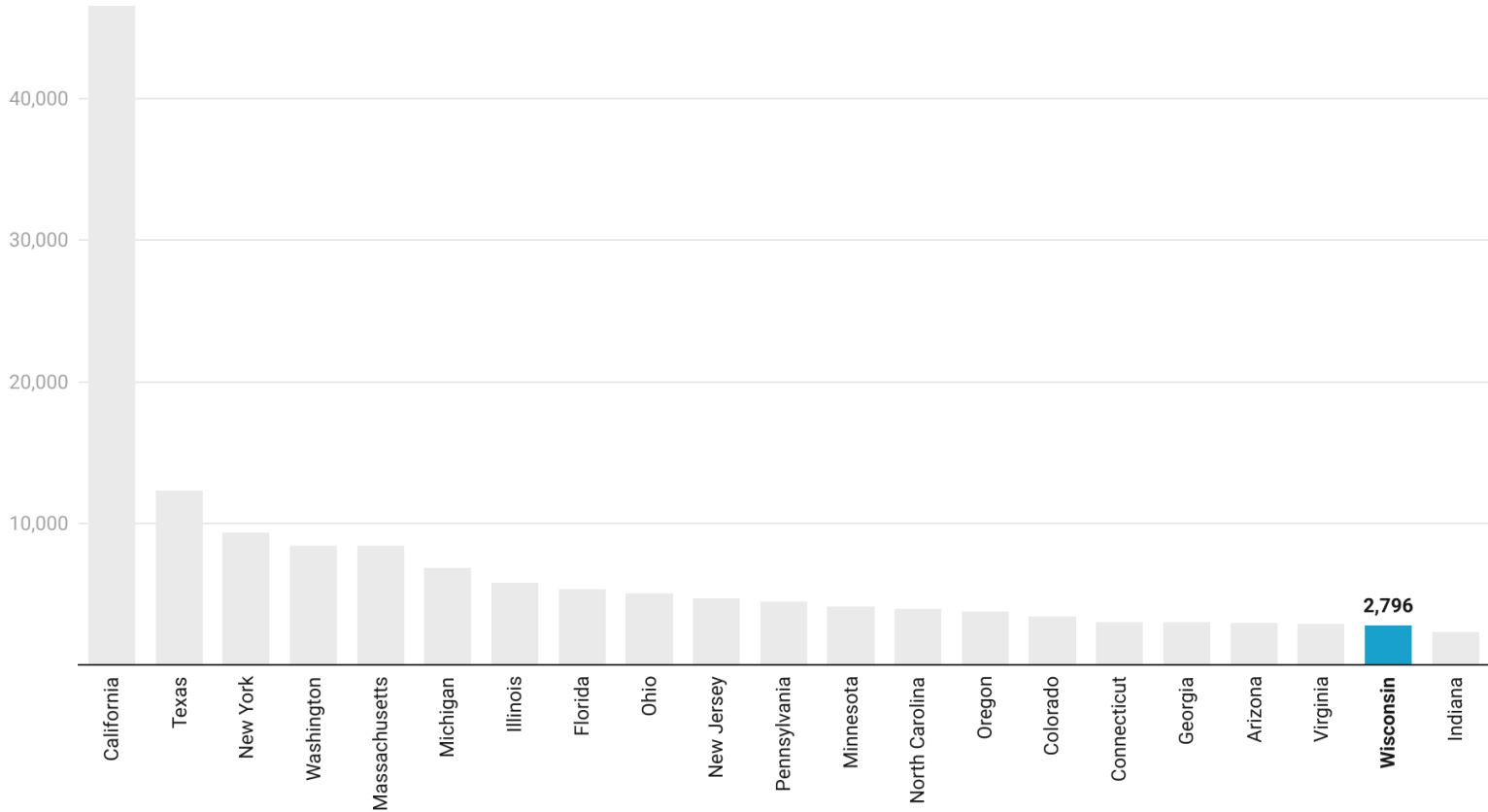
Source: Kauffman Indicators of Entrepreneurship • Created with Datawrapper

# What is Innovation?

## Patent Growth

### Wisconsin Ranks 20th in Patent Creation in America in 2021

Number of Patents issued in 2021



Source: USPTO  
Created with Datawrapper



# What is Innovative Area?

*A district developed to help entire regions compete*

*-Gensler*



**Economic  
Well Being**



**Employment/  
Productivity**



**Business  
Profile**



**Business  
Dynamics**



**Knowledge  
Creation**



## Overview

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# Measuring Regional Innovation

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## Headline Innovation Index

assigns a value of innovation within a given county as compared to the rest of the U.S. and is comprised of five subcategories

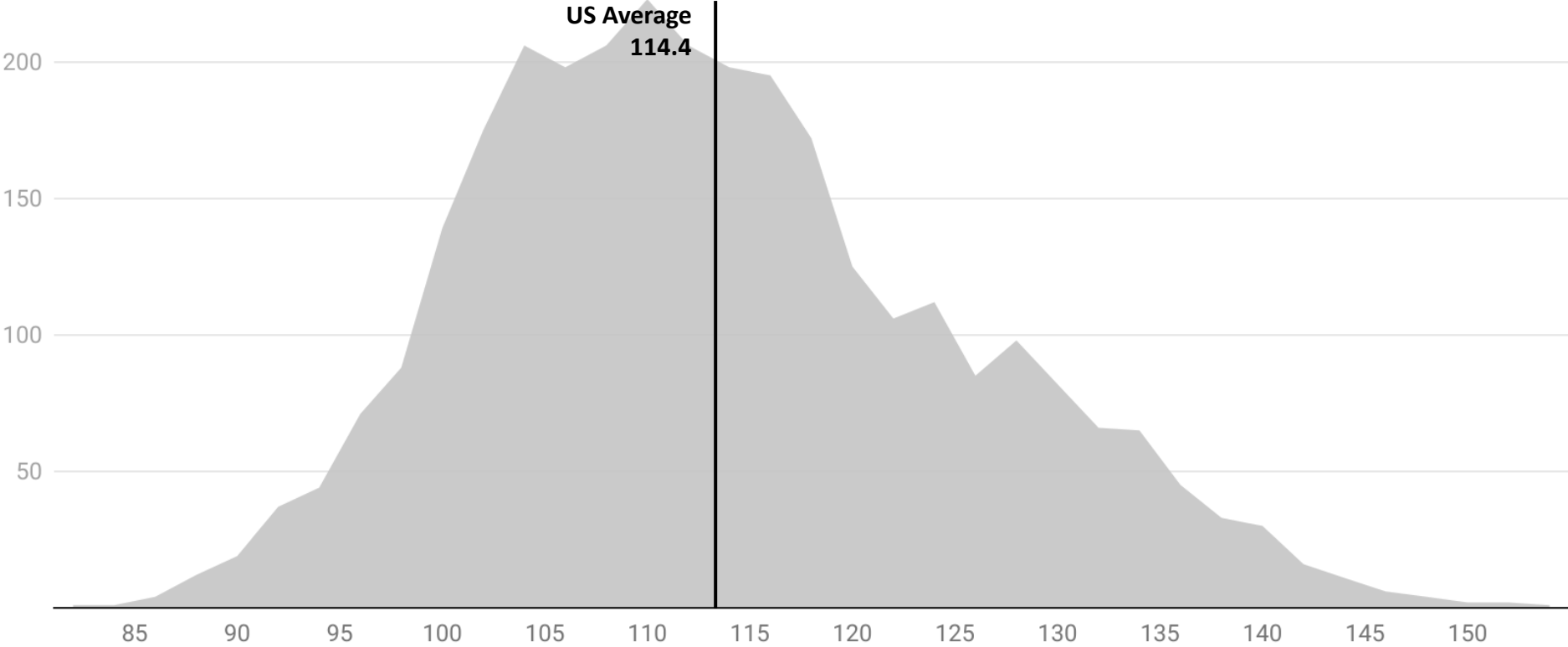
\* The regional innovation index 3.0 was designed by researchers at Indiana University in partnership with the Economic Development Administration and is available at StatsAmerica.



# New North Counties Feature Higher Headline Innovation Score when Compared to Other U.S. Counties

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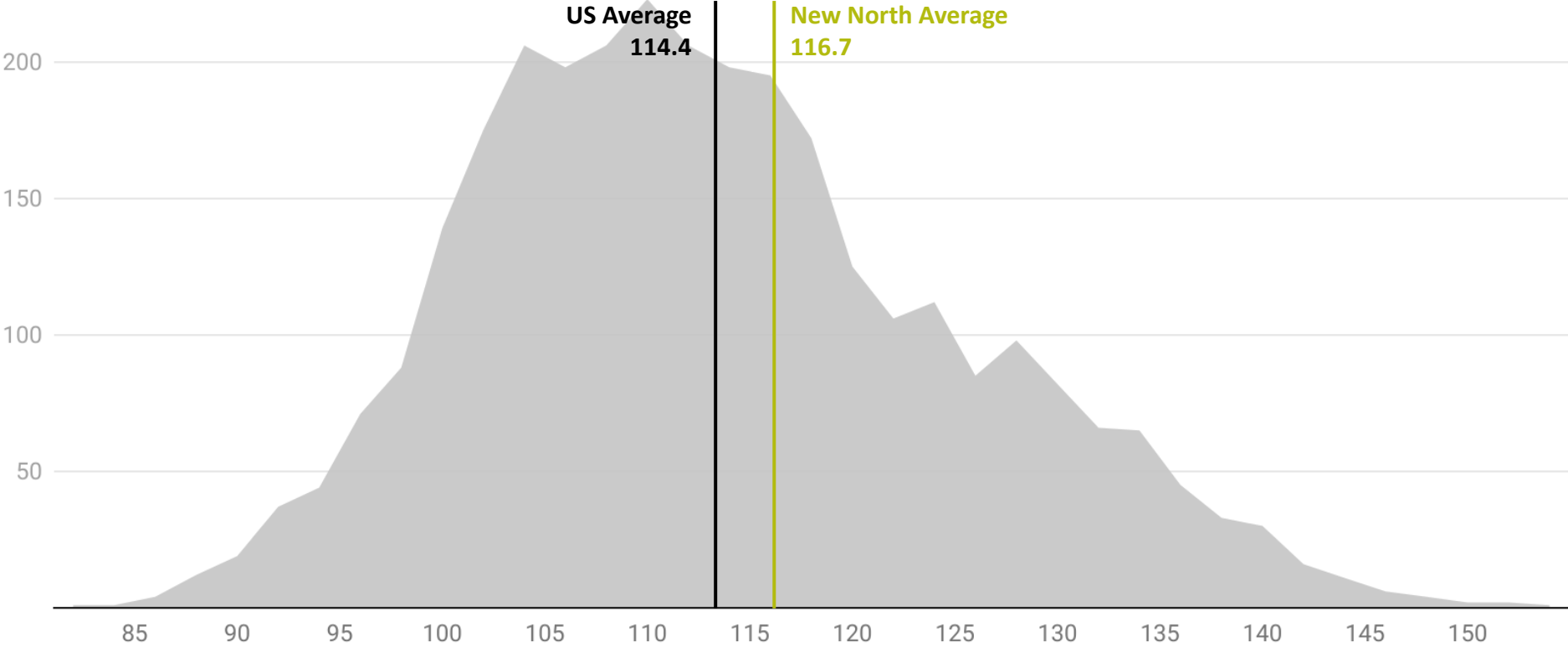
## Distribution of Innovation Index Scores Across Counties



Source: statsamerica.org/innovation • Created with Datawrapper

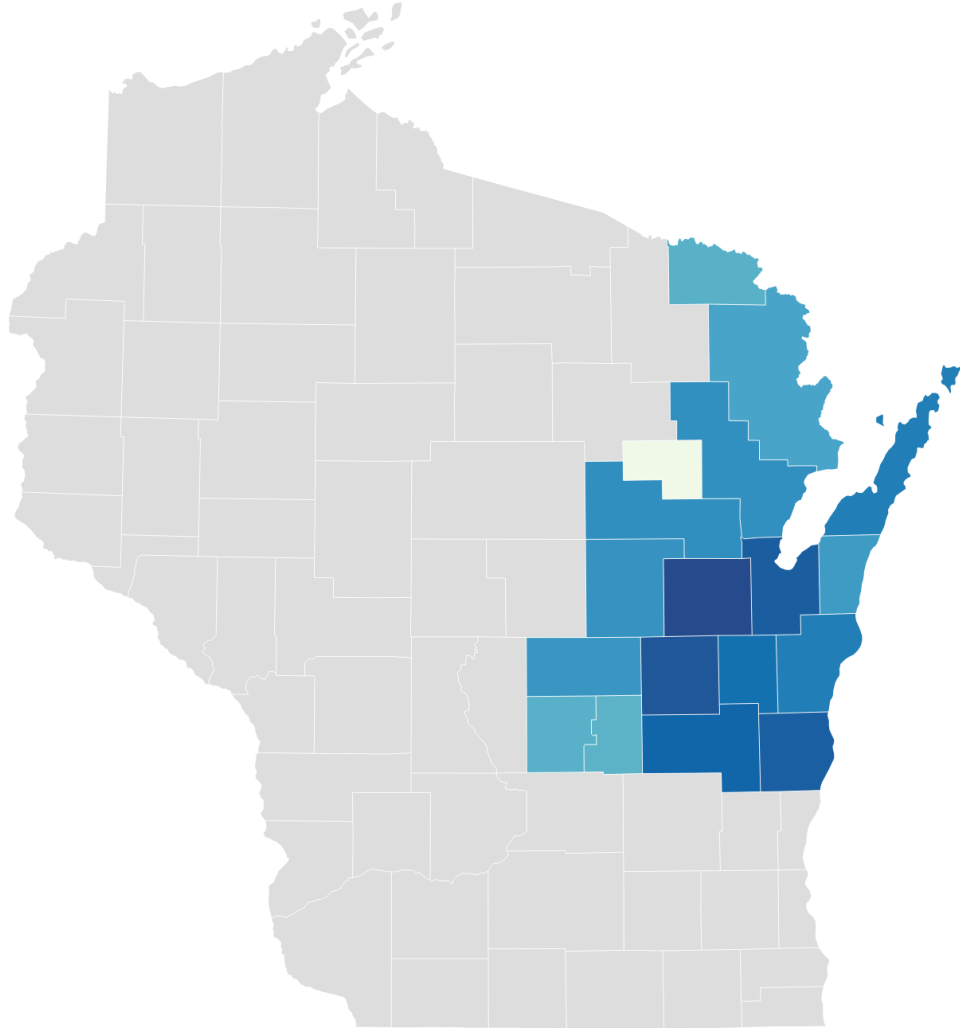
# New North Counties Feature Higher Headline Innovation Score when Compared to Other U.S. Counties

## Distribution of Innovation Index Scores Across Counties



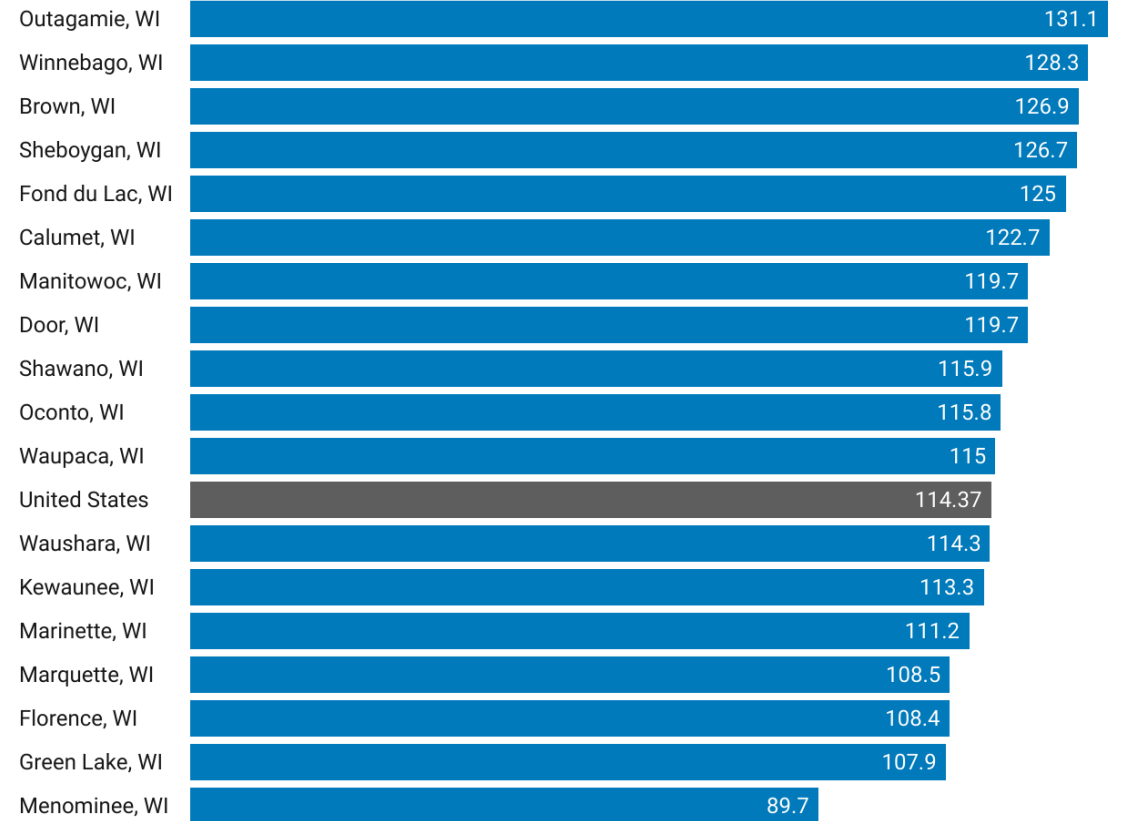
Source: statsamerica.org/innovation • Created with Datawrapper

89.7 131.1



## Outagamie Receives Highest Innovation Index in the New North

Headline Innovation Index in New North Counties

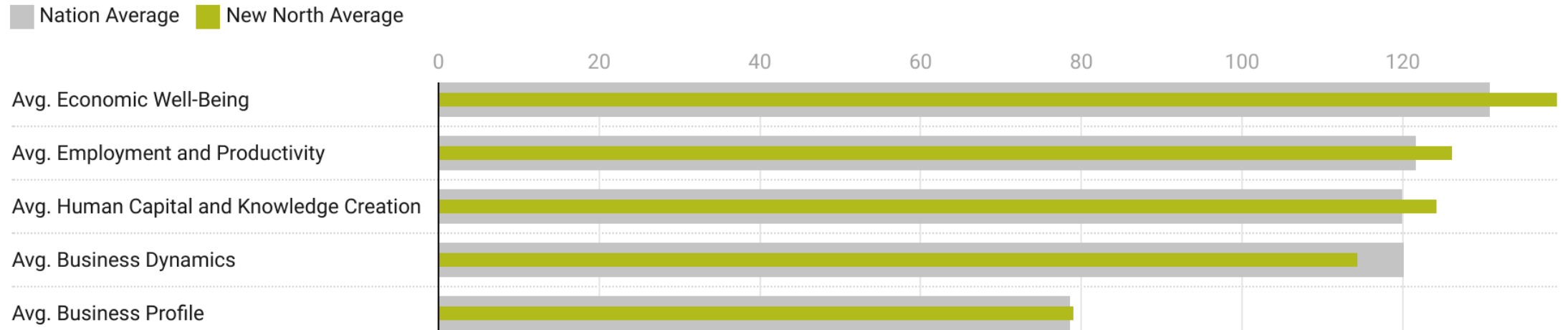


Source: Statsamerica/innovation

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# New North Region Outpaces Average Scores Across 4 out of 5 Subcategories

## New North Region Outpaces Average Scores Across 4 out of 5 Sub Categories

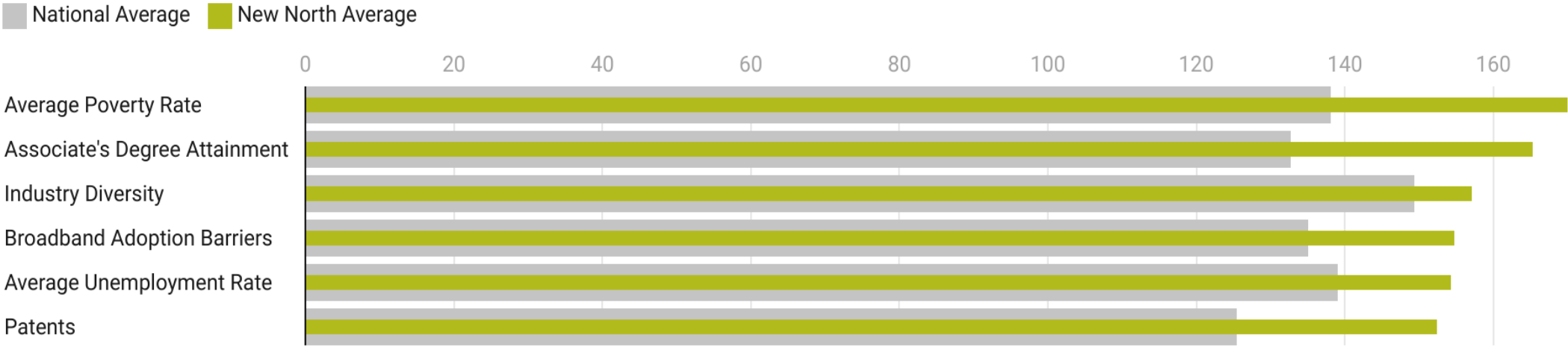


Source: [Statsamerica.org/innovation](https://statsamerica.org/innovation)

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# Areas of Strength in the New North

Highest Scoring Index categories on average in the New North Compared to National Averages



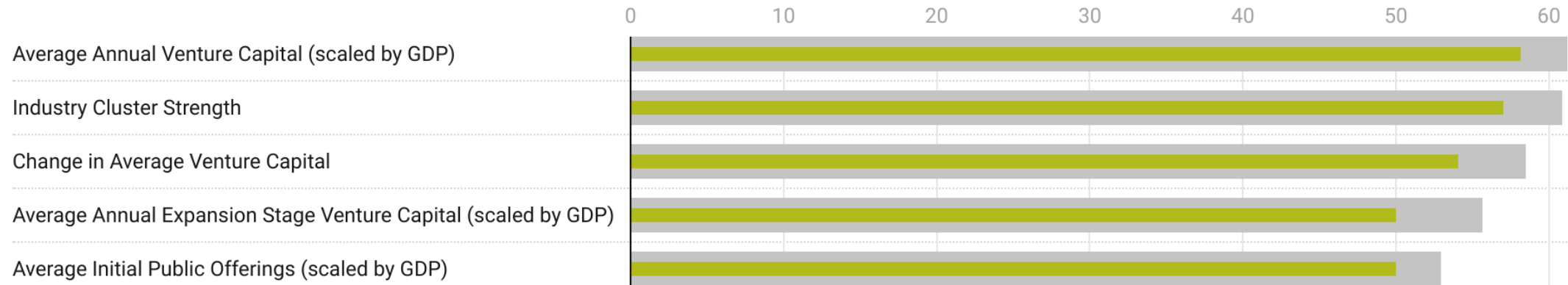
Source: Statsamerica/Innovation

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# Opportunities for Growth in the New North Region

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Lowest scoring Index categories on average in the New North

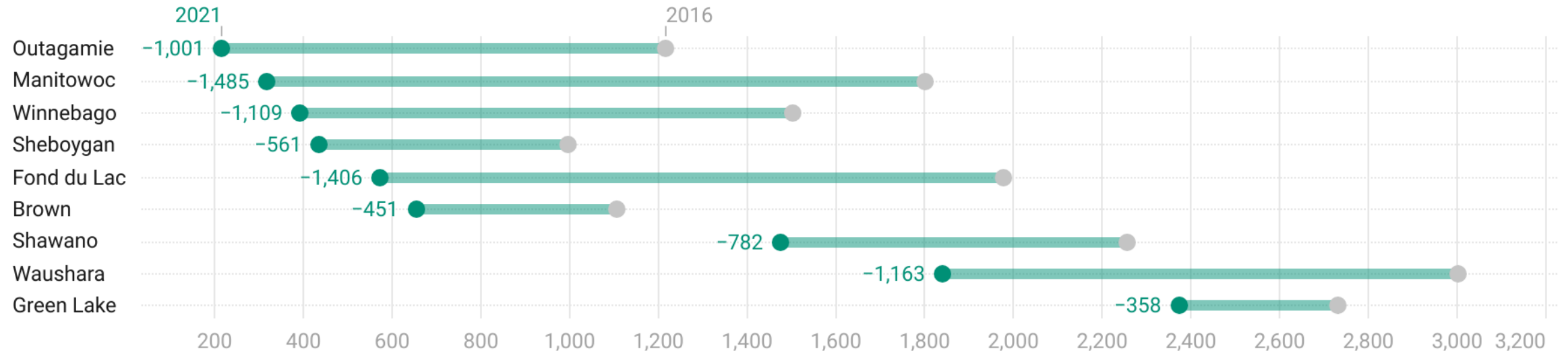


Source: [statsamerica.org/innovation](https://statsamerica.org/innovation)

Created with Datawrapper

# Many New North Counties Moving Up in Business Profile Rank from 2016 - 2021

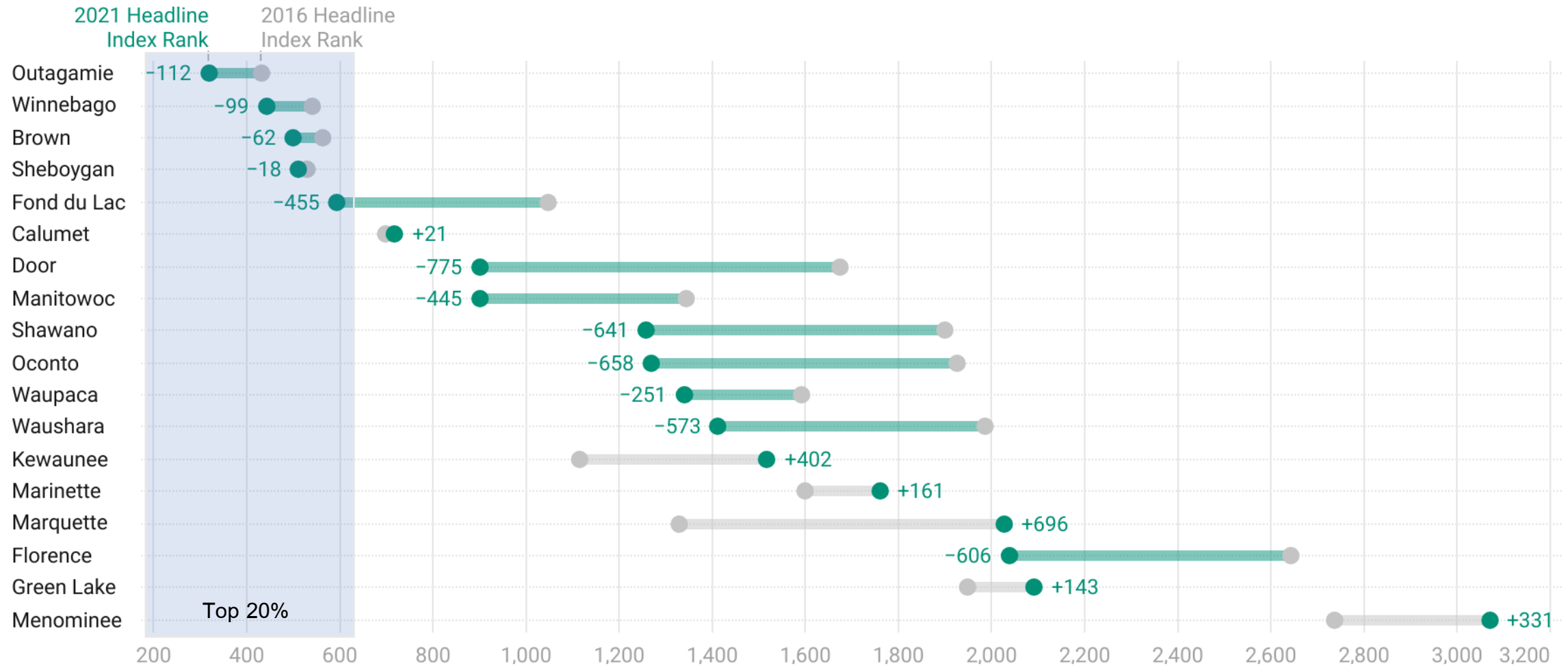
2016 Business Profile Rank (grey) compared to 2021 Business Profile Rank (green) out of 3143 U.S. Counties



Source: Source: statsamerica.org/innovation • Created with Datawrapper

# Majority of New North Counties Moving Up National **Headline Innovation Index** Rankings

2016 Innovation rank (gray) compared to 2021 rank (green) out of 3143 U.S. Counties



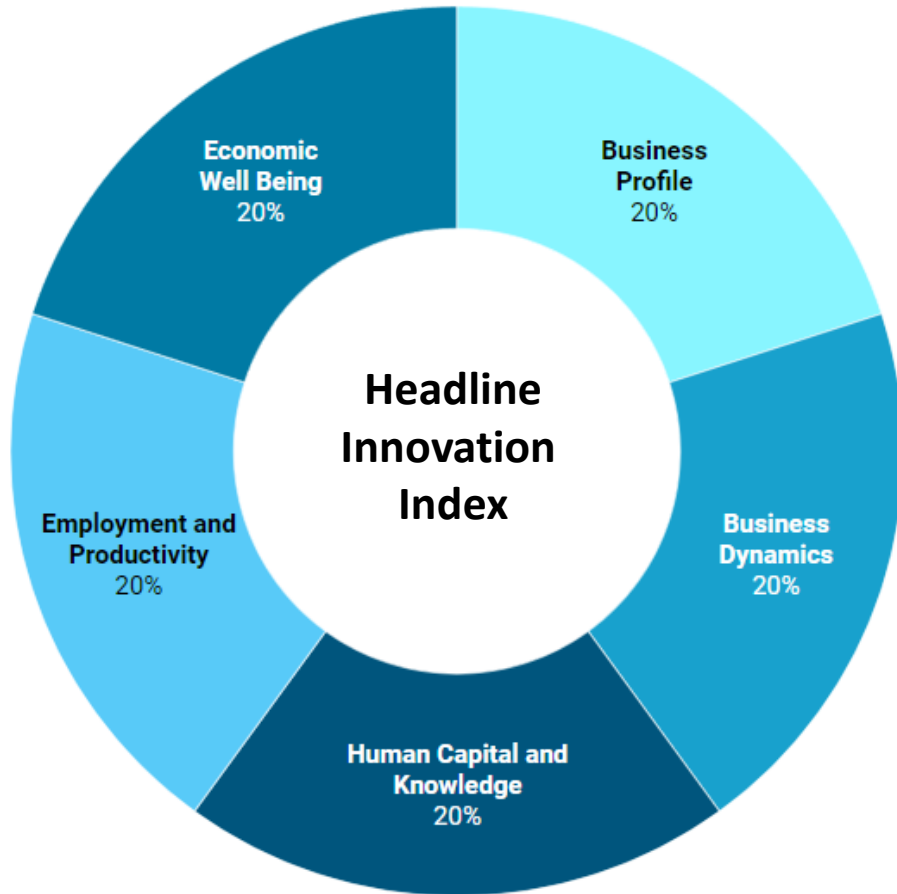
Source: [Statsamerica.org/innovation](https://statsamerica.org/innovation)

Created with Datawrapper



# Innovation Takeaways

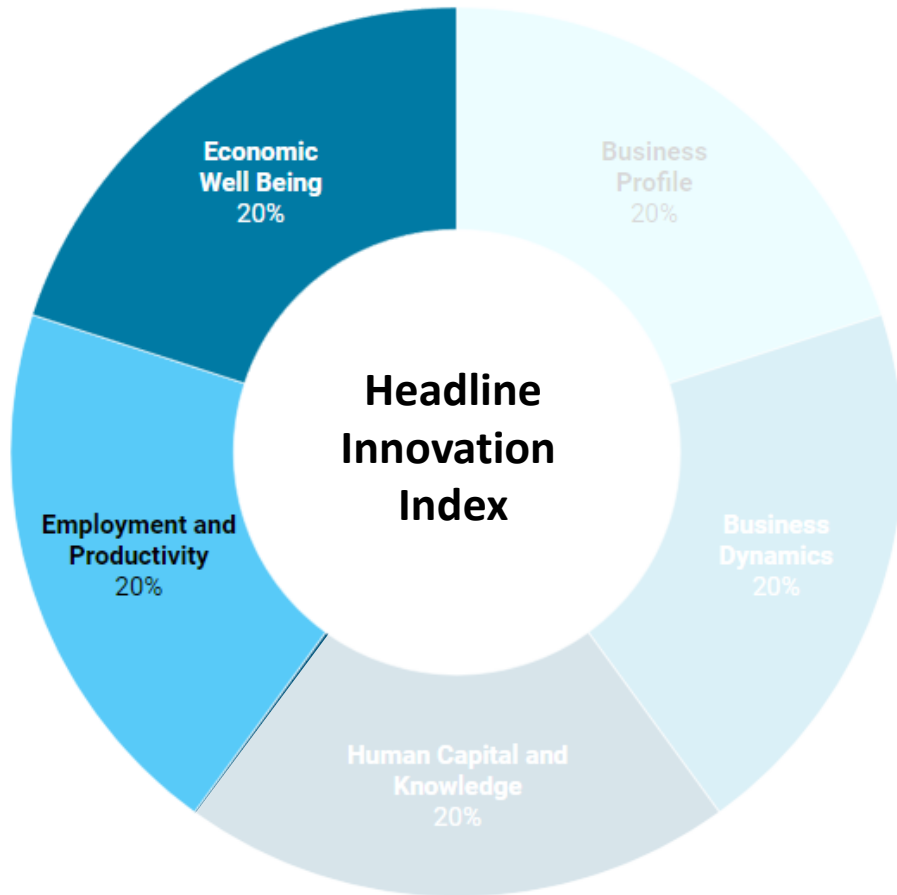
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- 1** Innovation rankings are on the rise in the New North trending above the national average

# Innovation Takeaways

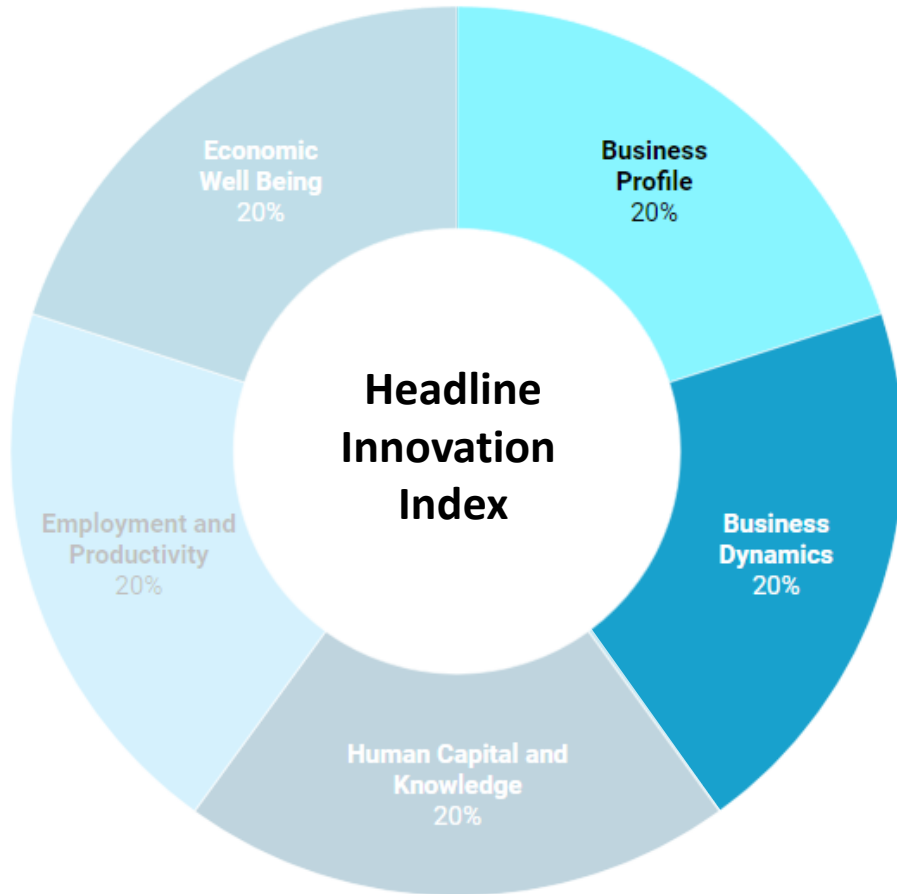
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- 1 Innovation rankings are on the rise in the New North trending above the national average
- 2 Economic Well Being, and Employment/Productivity are foundational to our success in the region

# Innovation Takeaways

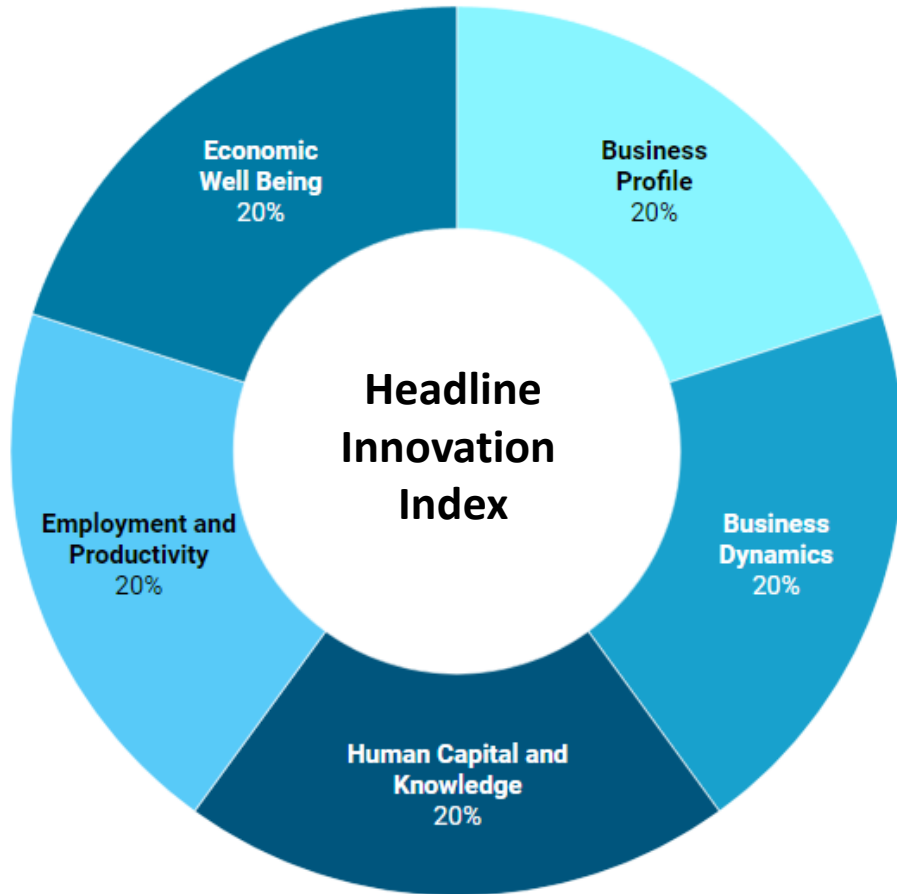
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- 1** Innovation rankings are on the rise in the New North trending above the national average
- 2** Economic Well Being, and Employment/Productivity are foundational to our success in the region
- 3** Opportunities for growth in innovation in business dynamics and profile have experienced strides in recent years

# Innovation Takeaways

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- 1** Innovation rankings are on the rise in the New North trending above the national average
- 2** Economic Well Being, and Employment/Productivity are foundational to our success in the region
- 3** Opportunities for growth in innovation in business dynamics and profile have experienced strides in recent years



# Region on the Rise

Innovation in the New North



CENTER FOR  
BUSINESS &  
ECONOMIC  
ANALYSIS

Evan Glaser + Sarah Scanlan  
CBEA Research Analyst Fellows

Marc Schaffer, Ph.D.  
Executive Director, CBEA

# State and Regional Economic Intel Forum

## **Local Innovation Perspective**

Craig Dickman  
Managing Director, TitletownTech



**TITLETOWNTech**





# TITLETOWNTech FOUNDERS



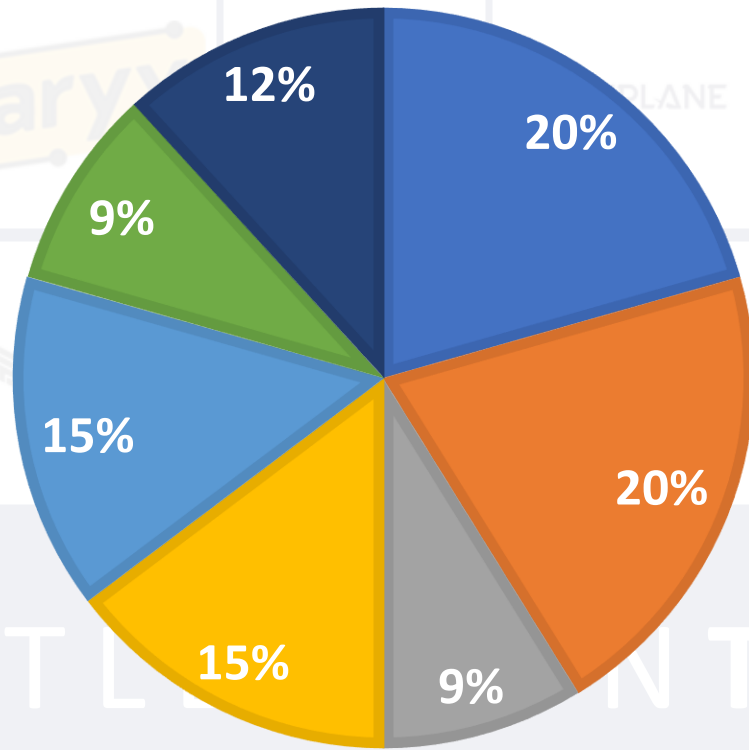


			 Acquired By: 					
				 CREATING SMART URBAN WATERSHEDS				
								

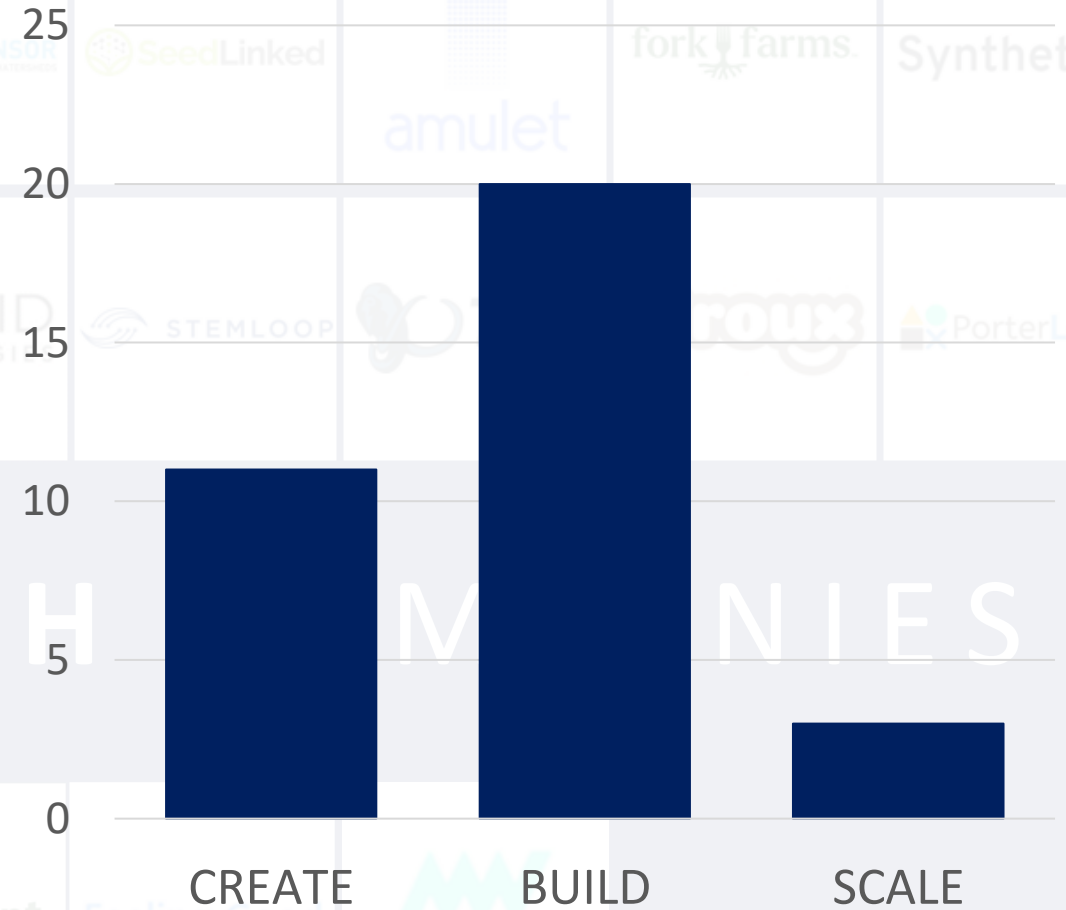
# TITLETOWNTECH COMPANIES

						
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# A Little About Our Portfolio Companies



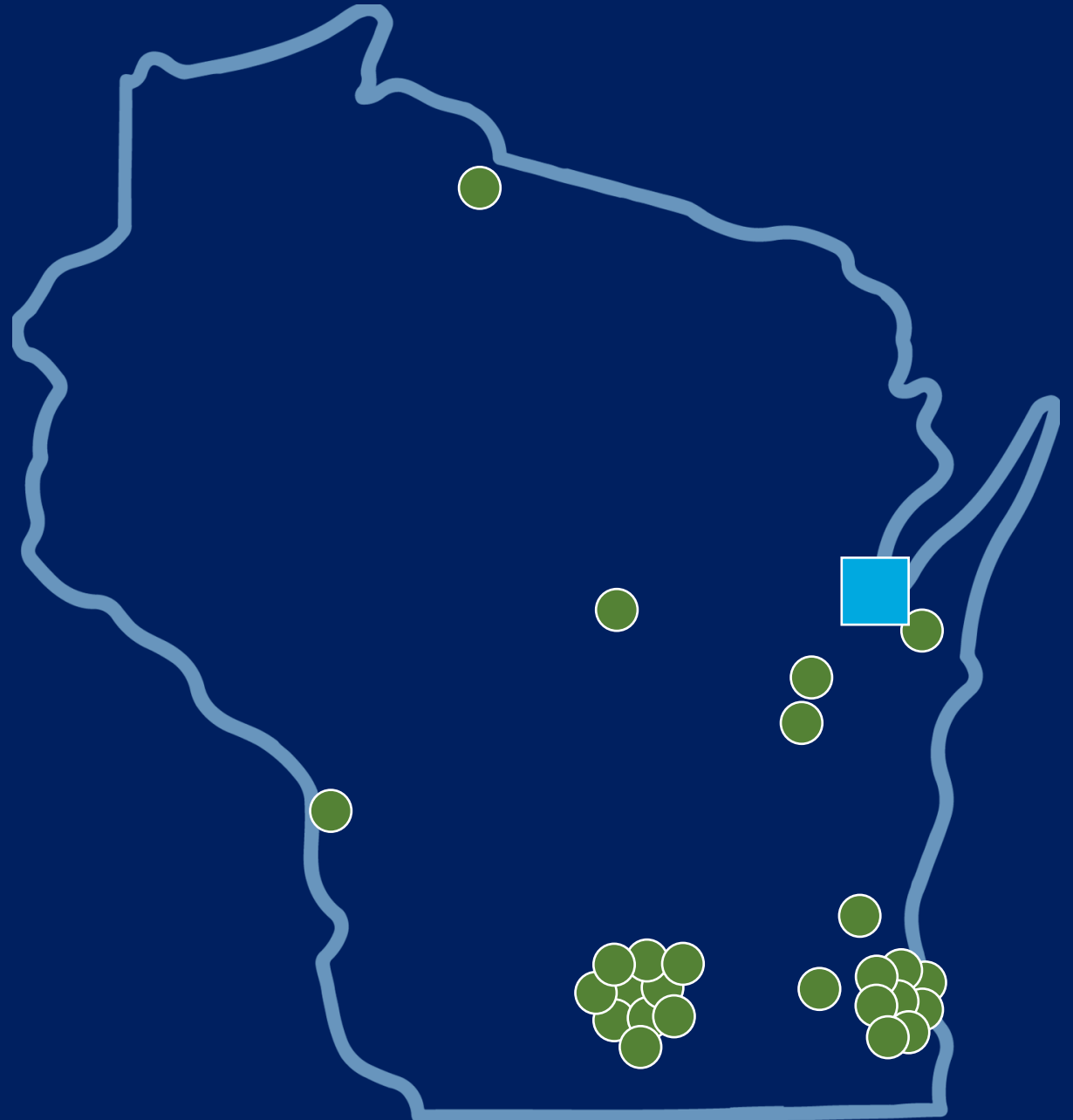
- Sports, Media, Ent
- Health
- Mfg/Const
- Supply Chain
- AWE
- X-Technology
- Other



For Perspective...

We are one – of more than  
25 – venture capital  
organizations in the State.

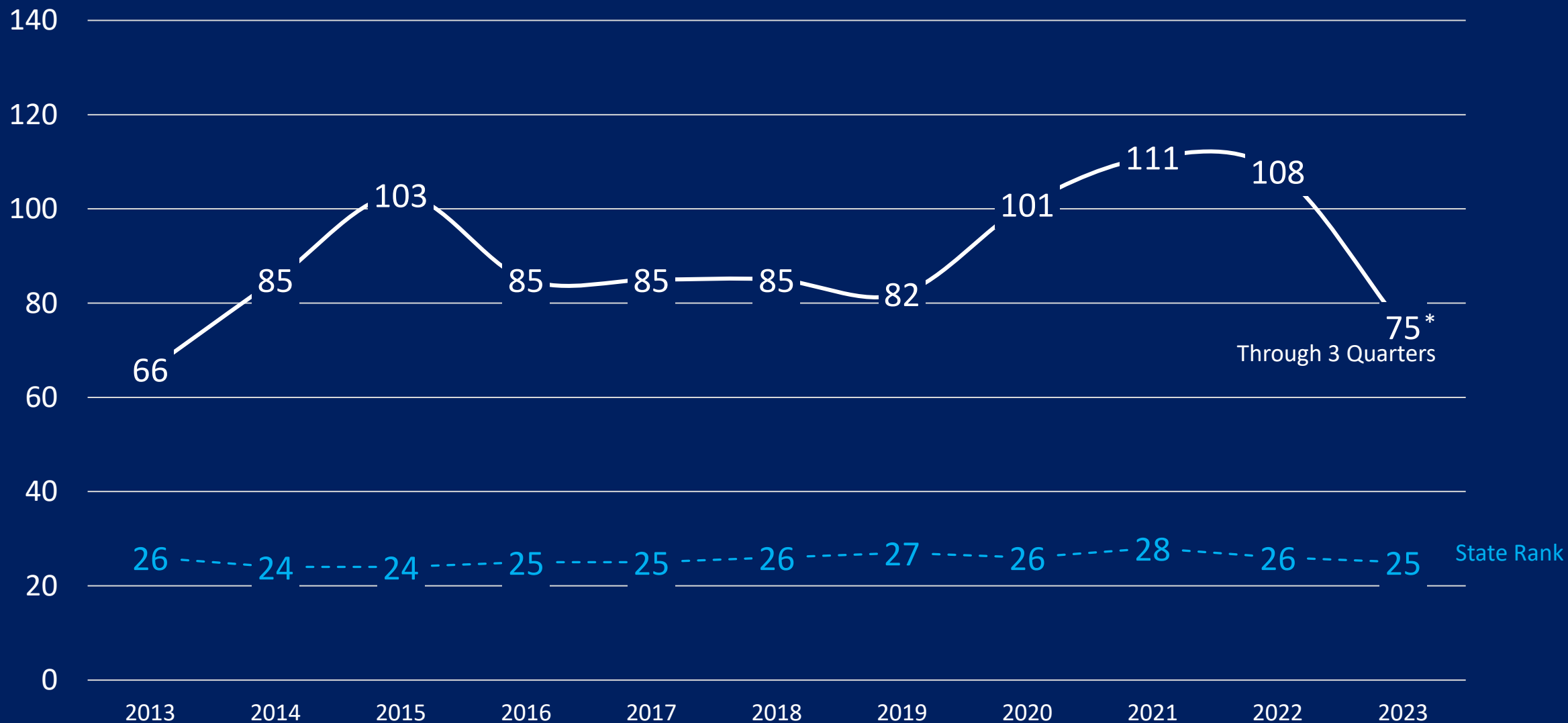
So, when you see our data,  
know that it is biased.



# VENTURE ACTIVITY IN WISCONSIN

Market  
Data

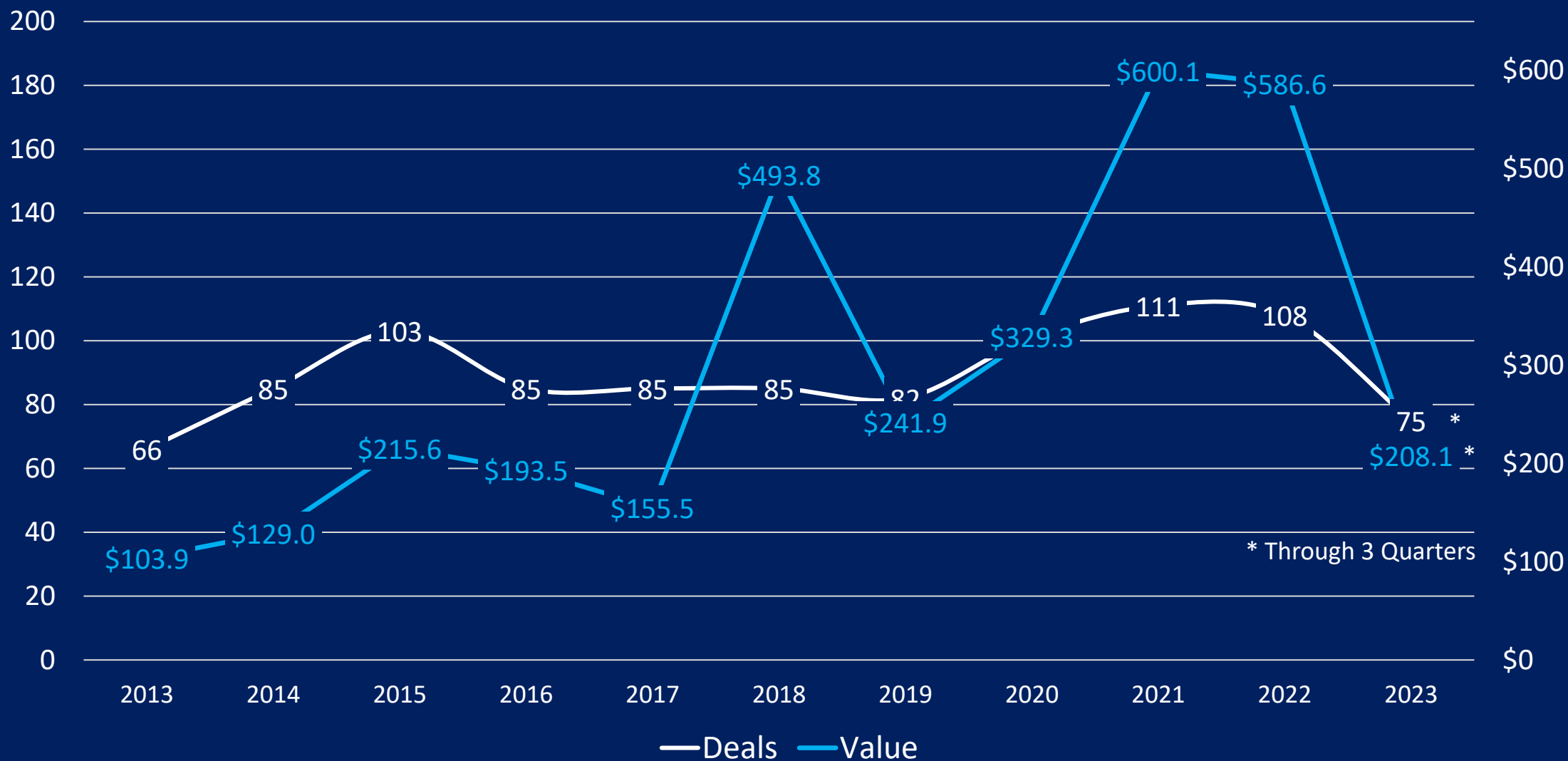
## Number of Venture Deals By Year



# VENTURE ACTIVITY IN WISCONSIN

Market  
Data

## Number and Value of Venture Deals By Year

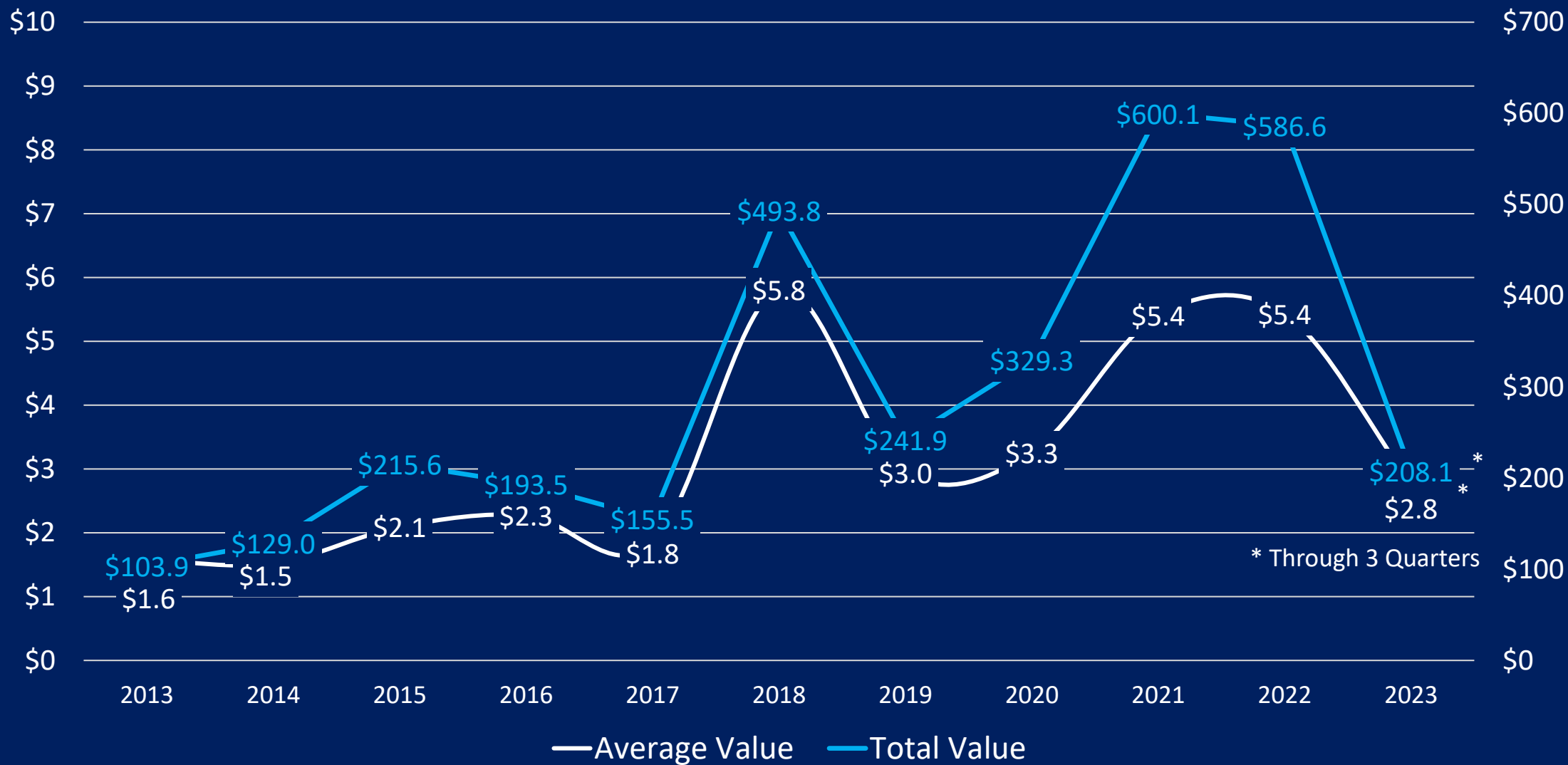


\* Through 3 Quarters

# VENTURE ACTIVITY IN WISCONSIN

Market  
Data

## Total & Average Value of Venture Deals By Year



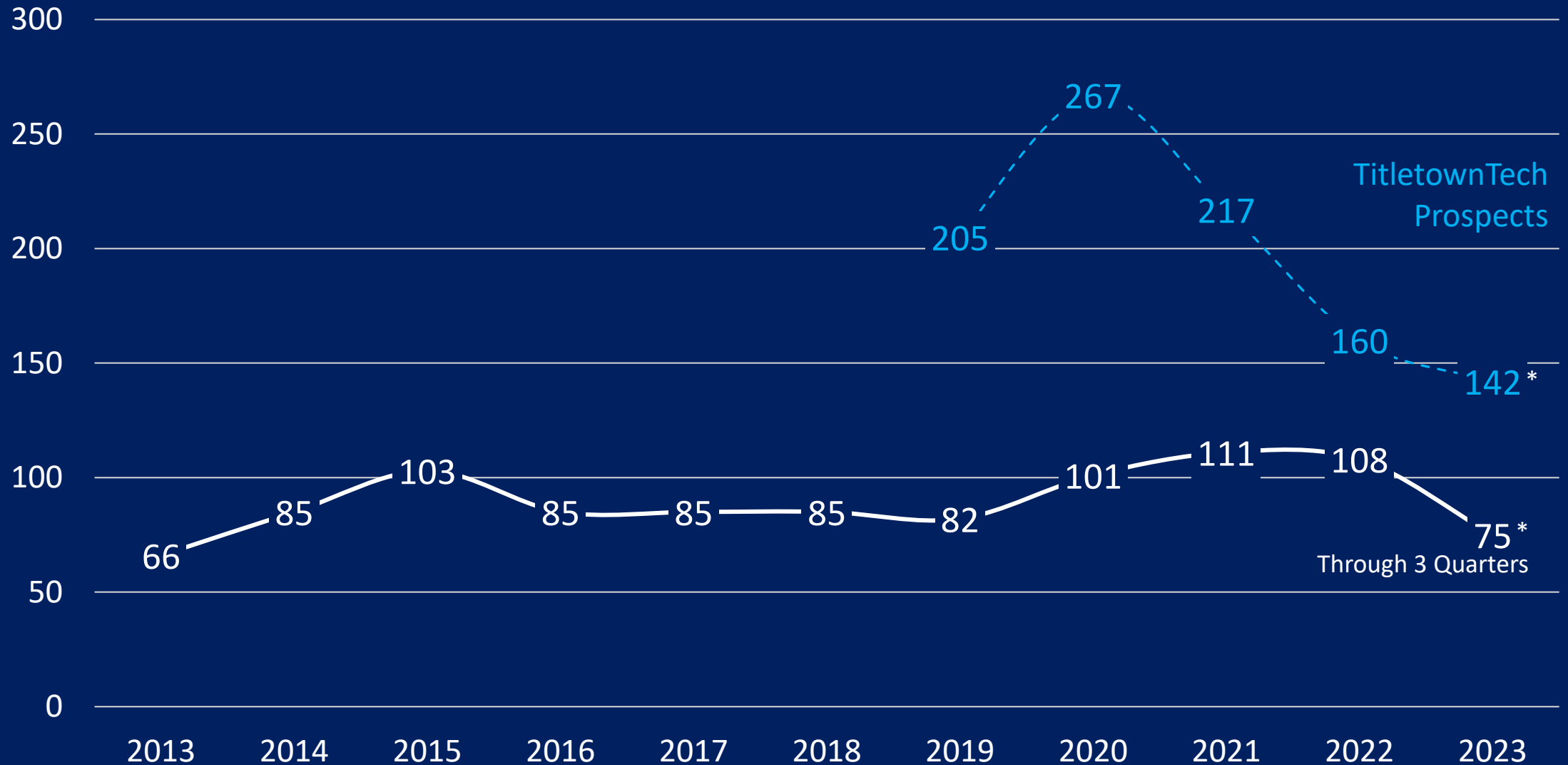
\* Through 3 Quarters

# VENTURE ACTIVITY IN WISCONSIN



TITLETOWNTech

## Number of Venture Deals By Year



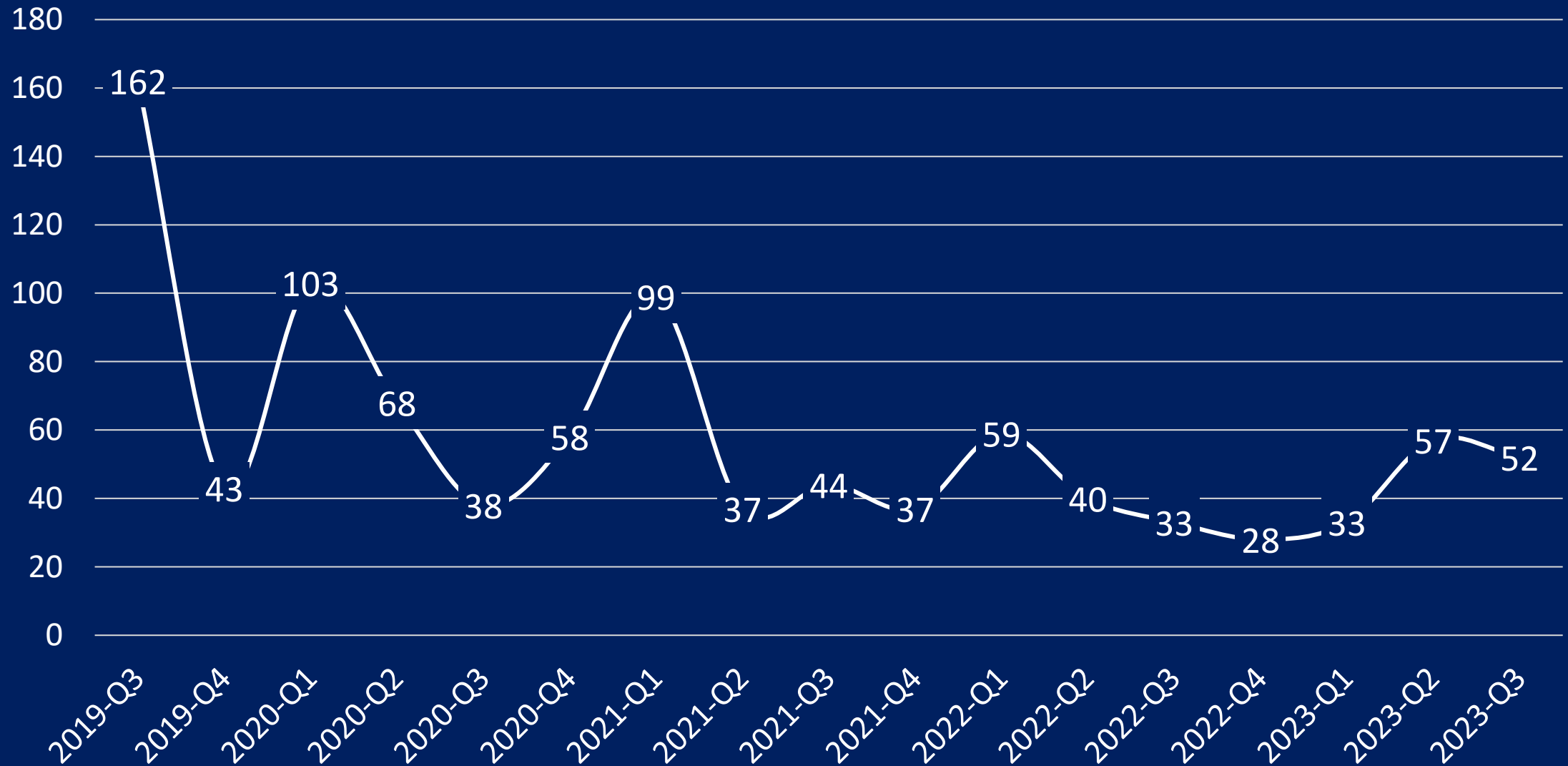
Data Source: Pitchbook & TitletownTech



TITLETOWNTech

# TITLETOWNTech

## Wisconsin Deal Prospects By Quarter



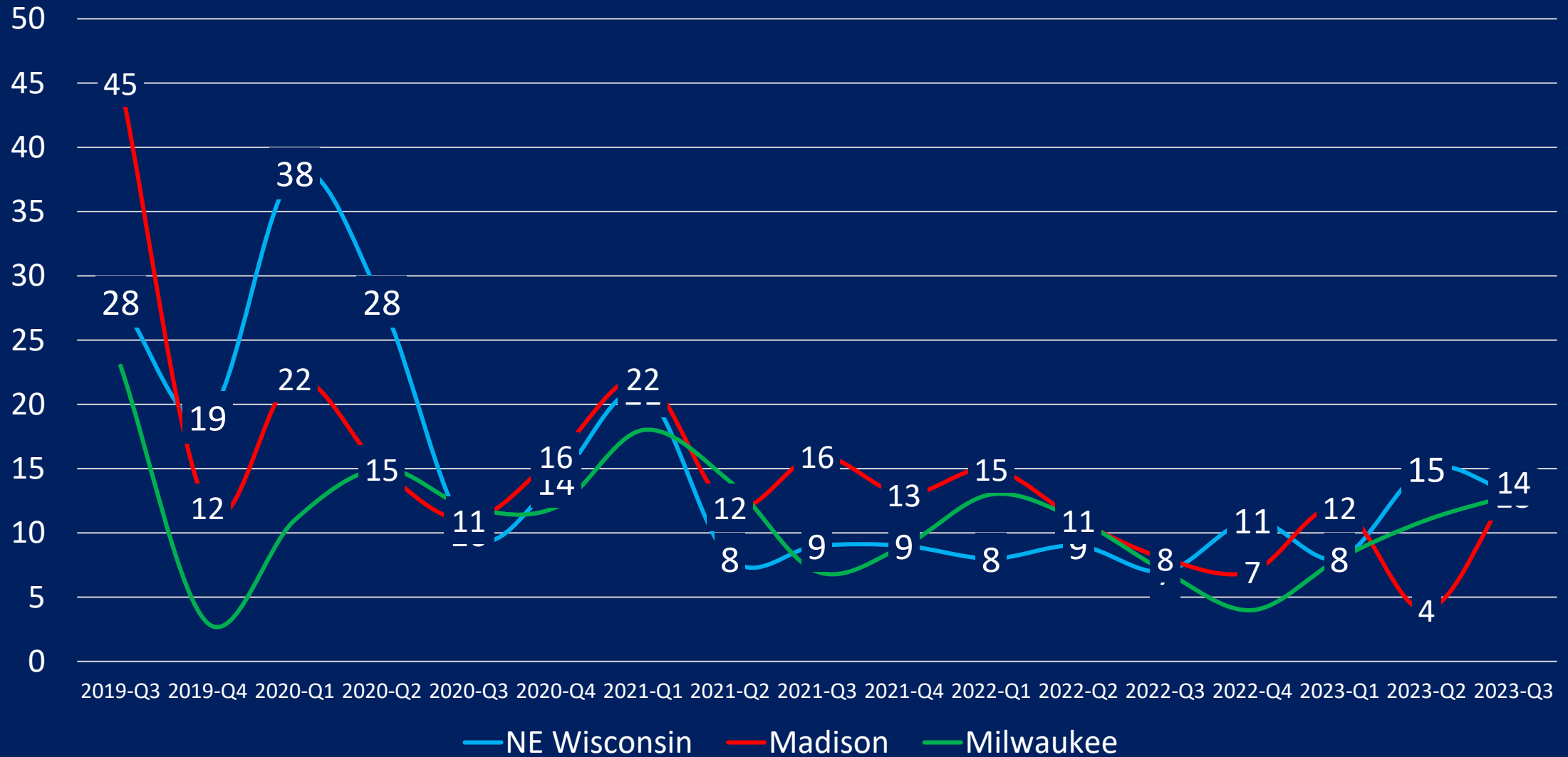


# TITLETOWNTech



TITLETOWNTech

## Wisconsin Deal Prospects By Primary Markets

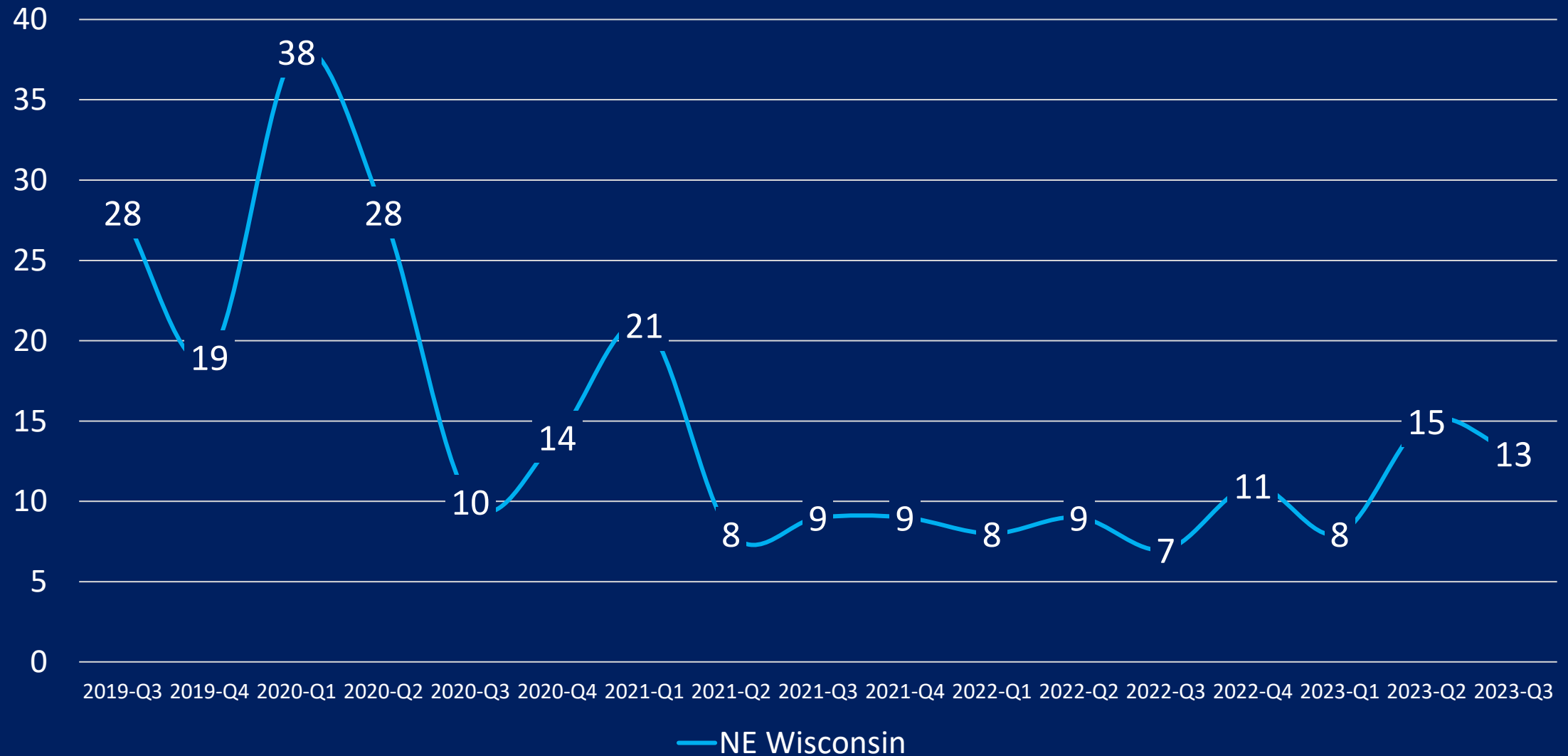


# TITLETOWNTech



TITLETOWNTech

## Wisconsin Deal Prospects By Primary Markets

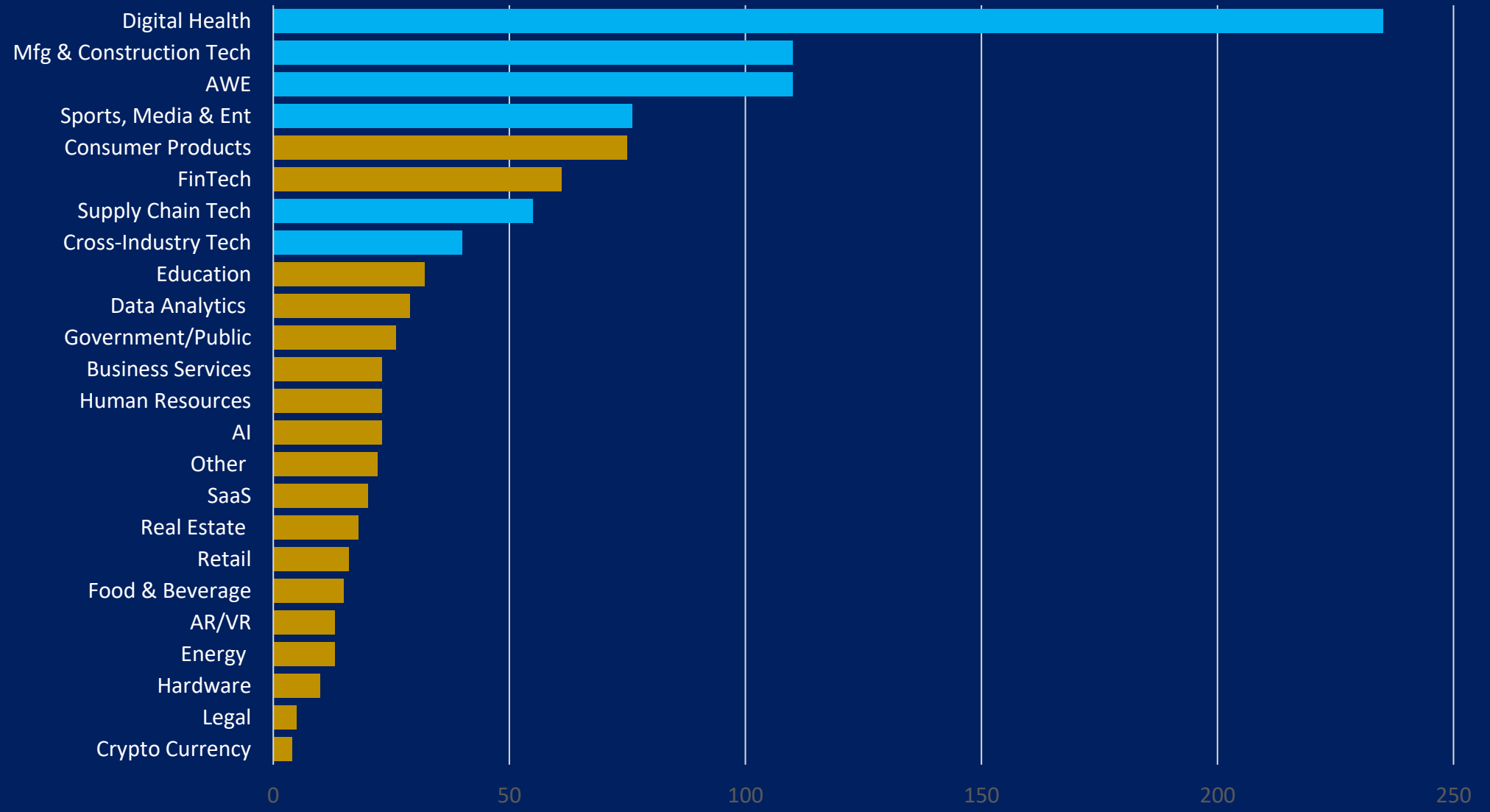




TITLETOWNTech

# TITLETOWNTech

## Wisconsin Deal Prospects By Industry



Data Source: TitleTownTech Proprietary

# A FEW CLOSING THOUGHTS

- We – in Wisconsin – are great problem solvers
- Higher education is critical... and we need to figure it out
- Public policy needs to align better with the emerging ecosystem
- Our ecosystem will ultimately be the point of differentiation
- We have a unique opportunity to lead in health/biohealth



THANK YOU



TITLETOWNTech



Pathway to Personalized Medicine

# Overview of OUR WI Tech Hub

Lisa Johnson, CEO BioForward

# CHIPS & SCIENCE ACT OF 2022

Invests in U.S. regions that are focused on key technology focus areas

The program supports regional plans to expand a critical technology ecosystem and become a global leader over the next decade

- Phase I grants Tech Hub Designation to selected regions
- Phase II is a competition for \$40-\$70 million in funding among designated regions

**WI Category of Designation- Advancing Biotechnology: Precision and Prediction**

# PHASE I APPLICATION THEME: WI IS ORGANIZED, MOBILIZED, AND READY TO COMPETE

- Strong leading organizations with history of collaboration
- Committed university system and technical colleges
- Promising technical college and corporate workforce development programs
- Decades of successful tech transfer
- A long history of biohealth entrepreneurship translating to growth companies
- Strong quality, precision, and custom manufacturing ecosystem
- Unbeatable affordability and livability; WI attracts talent from the coasts

WI Biohealth Tech Hub  
Initial Consortium Members  
Aaron Olver (UW Research Park)  
to Chair Consortium

Accuray
BigStep
BioForward
Employ Milwaukee
Exact Sciences
GE HealthCare
Madison College
MadRep
Milwaukee Area Technical College
M7
Plexus
Rockwell Automation
UW- Madison SMPH
UW System
WEDC



# WI BIOHEALTH INDUSTRY

## Drugs & Pharmaceuticals

WI Employment: 6,007  
WI Establishments: 92

Companies:  
*Aldevron, Arrowhead Pharma,  
Biosearch Technologies, Catalent Biologics,  
Illumina, Mallinckrodt Pharmaceuticals  
(Stratatech), Nexus Pharmaceuticals,  
Promega, Scientific Protein Labs,  
SHINE Technologies,  
Sterling Pharma Solutions*

## Digital Health

WI Employment: 12,401  
WI Establishments: 123

Companies:  
*DotCom Therapy, EnsoData,  
Epic Systems, HealthMyne,  
Moxe Health, Redox*

## Medical Devices & Equipment

WI Employment: 11,729  
WI Establishments: 253

Companies:  
*Accuray, GE Healthcare,  
Gilson, Medtronic, Thermo Fisher Scientific*

## Biomedical Research & Testing

WI Employment: 11,526  
WI Establishments: 381

Companies:  
*Eurofins, Exact Sciences, LabCorp,  
PPD, Quest Diagnostics*

## Biohealth-Related Distribution

WI Employment: 9,870  
WI Establishments: 1,195

Companies:  
*Cardinal Health, McKesson*

The Biohealth  
Industry



# PROOF IN THE NUMBERS

Data provided by BioForward's 2022 Wisconsin Biohealth Industry Landscape & Economic Impact Report

**10%**  
INDUSTRY  
GROWTH RATE

**>51K**  
DIRECTLY  
EMPLOYED

**>129K**  
TOTAL JOBS

**>15K**  
NEW JOBS  
SINCE 2015

**\$96K**  
AVERAGE BIOHEALTH  
WAGE

**2.5**  
MULTIPLIER  
EFFECT

**>\$10B**  
IN PRODUCTS SOLD  
UNDER WARF  
LICENSE IN LAST 10  
YEARS

**34%**  
MORE CONCENTRATED  
IN MED DEVICE MFG  
THAN U.S. AVERAGE

**\$189.4M**  
VENTURE INVESTMENT  
CAPITAL IN 2021

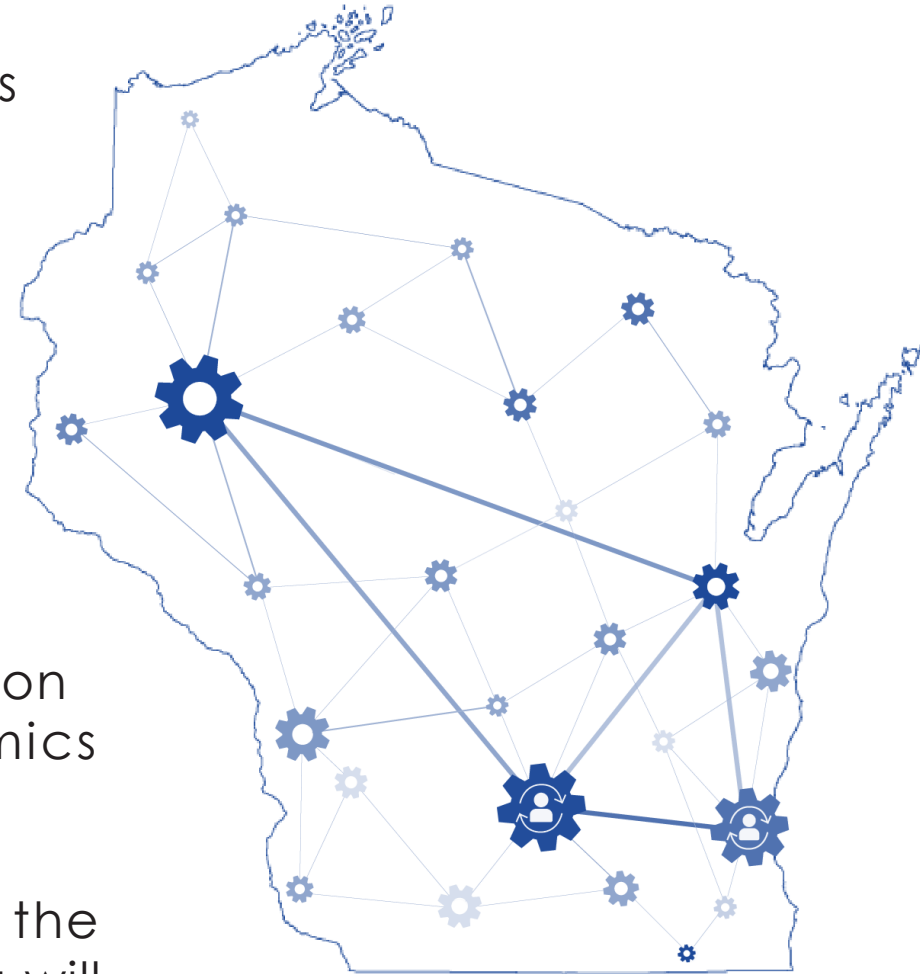
**45%**  
OF ISSUED PATENTS  
WERE MEDICAL  
DEVICE RELATED

**\$1B**  
R&D  
EXPENDITURES  
IN 2020

**2,666**  
TOTAL PATENTS

# SUMMARY OF WISCONSIN'S STRENGTH

- There is emerging alignment on a geographic focus of the **Madison and Milwaukee-Racine-Waukesha MSAs** as an interconnected Regional Tech Hub
- Hub and Spoke model – interconnecting all state-wide biohealth companies, including precision manufacturers and automation partners, workforce development and academia
- There is emerging alignment on a core technology area, **data-driven personalized medicine**, building on our existing strength in medical imaging and genomics
- Our decisions on consortium membership and structure will need to reflect current obstacles and the specific types of commitments and leadership that will be needed to address them



# PHASE II TIMELINE



WIN FOR WISCONSIN!  
WI Biohealth Tech Hub  
selected for both the  
Strategy Grant and the  
Designation



Phase II Grant  
Application Deadline



Phase II Decision  
Expected with up to  
10 designations for  
\$40 - \$70M each

# PHASE II COMPONENTS & CRITERION



CRITERION	POINTS
Project quality, ability to execute, private sector integration	16
Impact on economic and national security	16
Investment and policy commitments	16
Developing, recruiting, retaining talent and workforce	8
Capital formation, deployment, and access	8
Equity and diversity	8
Governance, leadership, and evaluation	8

# ADDITIONAL CONSIDERATIONS

- Consortia may evolve from Phase I; but must be justified
- Phase II application must retain core technology area(s) and elaborate on focus areas
- Application geography must remain the same
- Phase II Implementation Grants will be awarded with a maximum 90% federal grant rate; if led by a Tribal government, the federal share may be awarded at a maximum 100% rate
- EDA expects most projects will range from 24 to 60 months and that all projects will proceed efficiently and expeditiously
- Applicants should minimize potential adverse impacts and account for current and future climate risks
- Applicants must use a digital platform to track metrics and participate in program evaluation
- Commitments from non-applying entities outside the consortium or non-applying consortium members must include a letter of commitment paired with a completed Commitment Form
- Foreign direct investment in a project is permitted from foreign entities that are not Foreign Entities of Concern (FEOC), either as matching funds or through a commitment

# MODEL FOR PROPOSAL DEVELOPMENT

- Personalized/Precision Medicine – right patient right treatment right time
- Meaningful – Solving significant unmet healthcare needs
- Measurable – Data driven and data moving results
- Cost Effective – practical, inclusive: diverse populations, rural to urban delivery settings

- World leaders in Medical Physics, Imaging and Genomics spanning diagnostics to therapy united with Big Data
- Geographic Center for Precision Medicine Innovation, Manufacturing, and Supply Chain
- The Wisconsin Idea in action... Theory to application improving lives

**Patient Impact**

**WI Biohealth  
Tech Hub**

**Technology Leadership**

**Economic Development**

- Advance existing world-leading center for personalized medicine
- Leveraging diverse workforce, skills, education level, creating trajectory for continuous career growth in Wisconsin
  - Build bridges between strengths in Innovation, Manufacturing, and Supply Chain
  - Inclusive living-wage jobs: broad participation with upward mobility
    - Demand-driven job creation
    - Wisconsin created & Wisconsin made (sticky innovation)

# Key Contacts

WISCONSIN  
**BioHealth**  
! TechHub



**Wendy Harris**

Regional Innovation Officer  
WI Biohealth Tech Hub  
[wharris@bioforward.org](mailto:wharris@bioforward.org)



**Lisa Johnson**

CEO - BioForward  
[ljohnson@bioforward.org](mailto:ljohnson@bioforward.org)



**Aaron Olver**

WI Biohealth Tech Hub Steering Committee Chair  
Managing Director - UW Research Park  
[aaron.olver@wisc.edu](mailto:aaron.olver@wisc.edu)



Thank you!

