

WISCONSIN

# EDGE

COLLABORATE | COMMERCIALIZE | CONNECT

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DEFINE STATE  
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CONNECTS MIDWEST  
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# The ROAD TO INNOVATION

WISCONSIN: A WELL-TRAVELED ROUTE TO BUSINESS SUCCESS!

PRODUCED BY THE WISCONSIN TECHNOLOGY COUNCIL 2011-2012



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## DEAR FRIEND

### Why Wisconsin? Why not!

Wisconsin is truly a state that is open for business, from its historic manufacturing and agricultural sectors to its emerging clusters of “knowledge economy” businesses.

You're already familiar with Wisconsin as a leading dairy state, a brewing industry icon, a Northwoods recreation destination and, yes, the home of the Super Bowl champion Green Bay Packers.

But you may be less aware about Wisconsin's technology assets – and why the state is a high-quality, affordable place to do business.

The **Wisconsin Edge** is designed to introduce you to the state's tech-based economy, which includes one of the world's leading research universities, mature technology transfer programs, a healthy environment for entrepreneurs and investors, and companies committed to innovation.

Sectors of excellence in Wisconsin include drug discovery, diagnostics, genomics, regenerative medicine, information technology and software, advanced manufacturing, medical devices, electro-medical equipment, “cleantech” and nanotechnology.

Companies such as GE Healthcare, Epic Systems, Logistics Health, Promega, Rockwell Automation, Cardinal Health, Electronic Theater Controls and Johnson Controls all call Wisconsin home – and they do business around the world.

The University of Wisconsin in Madison has been one of the nation's top five research universities in terms of annual spending in each of the last past 20 years, and the Wisconsin Alumni Research Foundation is the nation's oldest academic transfer organization. The University of Wisconsin at Milwaukee, the Medical College of Wisconsin and the Marshfield Clinic are also research leaders.

Please read on to learn more about Wisconsin's competitive edge and how it can work for you!

Sincerely,

Tom Still, president  
Wisconsin Technology Council



Wisconsin EDGE is published by the Wisconsin Technology Council - the leading catalyst for tech-based development in Wisconsin.

### WISCONSIN TECHNOLOGY COUNCIL

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Design: Makin' HEY! Communications, Madison, WI

Printing: Park Printing, Verona, WI

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# WISCONSIN'S ASSETS

## THE NATION'S NEW HOTSPOT FOR TECH-BASED INNOVATION

*There are a number of reasons why companies, investors and other institutions should invest or otherwise do business in Wisconsin, from its efficient agricultural sector to its modernized manufacturing community to its growing high-technology economy. Here are examples:*

### THE RIGHT PEOPLE:

Wisconsin offers a well-trained, educated workforce with an outstanding work ethic and proven adaptability. High-school graduation rates and post-secondary education rates in Wisconsin exceed the U.S. average, and college entrance exam scores rank No. 1 or 2, year after year. In the technology sector, Wisconsin is building a cadre of experienced managers, many of whom have taken companies from the start-up level to acquisition, merger or initial public offering.



### A WARM INVESTMENT CLIMATE:

The enactment of investor tax credits and the creation of an angel investing infrastructure through the Wisconsin Angel Network have combined to spur increases in the number of angel networks (from six to 24), the number of reported angel network deals (up five-fold) and the amount invested in early stage deals. Total venture capital investing in Wisconsin in 2010 exceeded \$121 million, the second-highest total on record. Wisconsin has recently expanded its investor tax credit program, which will lead to a tripling of available credit dollars by 2011. Under consideration in the Wisconsin Legislature is a multi-million venture capital program.

### AN INVITING PLACE FOR ENTREPRENEURS:

Wisconsin has created an integrated portfolio of services, both public and private, for entrepreneurs and early stage companies. The effort is paying off. Wisconsin's ranking in reports such as the

New Economy Index by the Information Technology & Innovation Foundation, Cyberstates and other independent sources show Wisconsin rising in relation to its peers. In its annual "Best/Worst States for Business," Chief Executive magazine recently jumped Wisconsin by 17 spots, from 41st to 24th, in its rankings. That was the biggest improvement of any state.

### COMPETITIVE BUSINESS COSTS:

Doing business in Wisconsin can translate directly into savings. Construction and operating costs are notably lower than other areas of the country. Utility costs are less than the national average. Land costs are extremely competitive and quality labor is available at fair prices. Corporate income taxes in Wisconsin rank in the bottom third among the states, sales taxes rank in the middle, excise taxes and fees are among the lowest in the nation, and recent tax reforms have helped put Wisconsin on a competitive platform with other states. Worker's Compensation costs are among the most competitive in the United States.

### WORLD-CLASS ACADEMIC R&D:

Wisconsin institutions conduct more than \$1.25 billion per year in academic research and development, according to National Science Foundation figures. It's led by the UW-Madison with \$1 billion in research spending per year, good for second in the nation. Other leaders are the Medical College of Wisconsin, UW-Milwaukee and the Marshfield Clinic. The UW-Madison Institutes for Discovery, a \$170-million facility that opened in December 2010, is the only interdisciplinary research center of its kind in the United States outside the East and West coasts. The Great Lakes Bioenergy Research Center is the state's newest federal laboratory, backed by a \$135-million federal grant.

“ *Wisconsin communities have recently showed up in “best places” magazine rankings, such as Fast Company, National Geographic and Money.* ”

### A THRIVING LIFE SCIENCES SECTOR:

The biosciences are a \$6.8-billion industry in Wisconsin, including about 640 companies and 24,000 workers directly employed in medical, industrial and environmental biotechnology, bioinformatics, medical devices, healthcare and value-added agriculture. GE Healthcare has more than 6,000 employees in Wisconsin alone. Epic Systems employs nearly 4,000 through its electronic medical records business. Recent company success stories have included the acquisitions of MirusBio, NimbleGen, Prodesse, Third Wave Technologies, TomoTherapy and Zystor.

### HIGH-TECH MARKETS ARE HOT, TOO:

Information technology and other high-tech goods and services are an emerging sector in the Wisconsin economy. Drawn by the quality of academic research in Madison, Microsoft and Google have opened research offices there. Cyberstates 2010, an industry review by TechAmerica, showed Wisconsin seventh among the 50 states in electromedical equipment manufacturing employment; 10th in electronic components manufacturing employment; 10th in computers and peripheral equipment exports; and 12th in software publisher employment. Overall, the state ranked 13th in the nation with \$3.2 billion in high-tech exports, according to the review. The state consistently ranks among the nation's leaders in the number of patents issued.



UW-Madison Microbial Sciences

### THE RIGHT LOCATION AND EXCELLENT QUALITY OF LIFE:

Wisconsin lies in the heart of the I-Q Corridor, a 400-mile stretch that includes Chicago to the south and the Twin Cities of Minnesota to the northwest. The corridor offers a world-class combination of talent, capital and research. Not only do Wisconsin and the I-Q Corridor provide a safe zone from many natural disasters, it's also well-insulated from the biggest security concerns of our time. The region is statistically one of the safest areas in the United States. Madison, La Crosse, Appleton, Green Bay and other Wisconsin communities have recently showed up in “best places” magazine rankings, such as Fast Company, National Geographic and Money.



## WHY WISCONSIN



**ESO-TECHNOLOGIES** made its debut to investors during the 2008 Wisconsin Early Stage Symposium's Elevator Pitch Olympics. Not only did co-founder **BONNIE REINKE** walk away from the contest with the first place trophy, she also pocketed several business cards from angel investors. The next year, she won the statewide Governor's Business Plan Contest. Those company building steps led to an investment of \$1 million from DaneVest Tech Fund, Phenomenelle Angels and Wisconsin Investment Partners. Investors were impressed by the management team and the company's life-saving, esophageal cardiac monitoring technology. Since the equity infusion the company has been cleared for initial trials, which are underway.

# WORLD-CLASS RESEARCH AT UW-MADISON

## DECADE AFTER DECADE, A NATIONAL LEADER

*In each of the last 20 years, the UW-Madison has ranked among the top five universities in the nation in total spending on science and engineering research.*

The latest figures from the National Science Foundation show Wisconsin ranked third in fiscal year 2009 in science and engineering research, behind only Johns Hopkins University and the University of Michigan (all campuses), and fourth in non-S&E research, behind only Purdue University, Harvard and the University of Michigan. And for the first time, according to a UW-Madison report, annual research expenditures at the school topped \$1 billion in 2010.

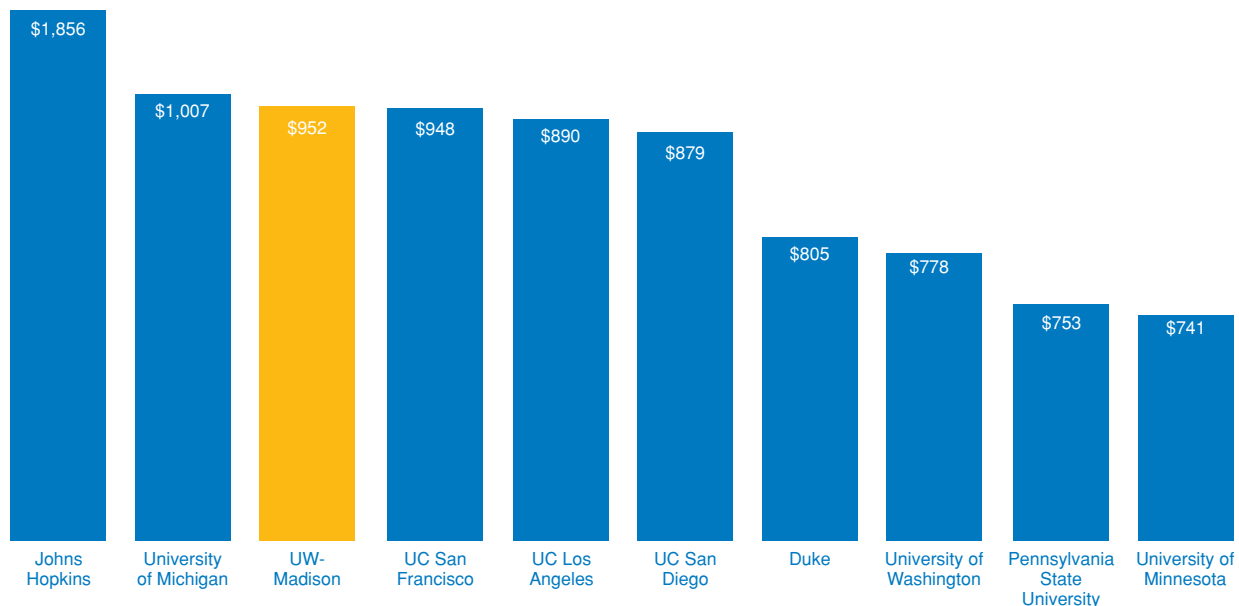
That combination makes UW-Madison the nation's No. 3 research university – a standing that powers many sectors of the state economy far beyond the borders of the campus itself.

That research and development excellence is supported by a technology transfer culture that begins with the Wisconsin Alumni Research Foundation (WARF), which is the nation's oldest academic tech transfer organization and a perennial leader in disclosures, patents and license revenues.

Another boost to the university is the Wisconsin Institute for Discovery and the Morgridge Institute for Research, a \$190-million interdisciplinary institute that is unique in the nation's heartland. This center opened in December 2010.

## TOP 10 INSTITUTIONS IN SCIENCE AND ENGINEERING FIELDS

Millions of current dollars



Total Science and Engineering Fields: \$54.9 billion at 672 institutions  
Source: National Science Foundation fiscal 2009



Coming soon will be the Wisconsin Energy Institute, which will house the \$135-million Great Lakes Bioenergy Research Center.

Start-up companies with ties to the UW-Madison often land at the University Research Park, a tech park that is a frequent “must-see” for researchers, investors and company executives from across the globe. Some 110 companies with a combined 3,500 employees call the current 260-acre park home. An

incubator in downtown Madison opened in 2009 and a second park – as big and comprehensive as the first – is now being built on the city’s far West Side.

From computer sciences to engineering to biotechnology, the UW-Madison is a world-class place to conduct research, transfer technology and build commercial opportunities.



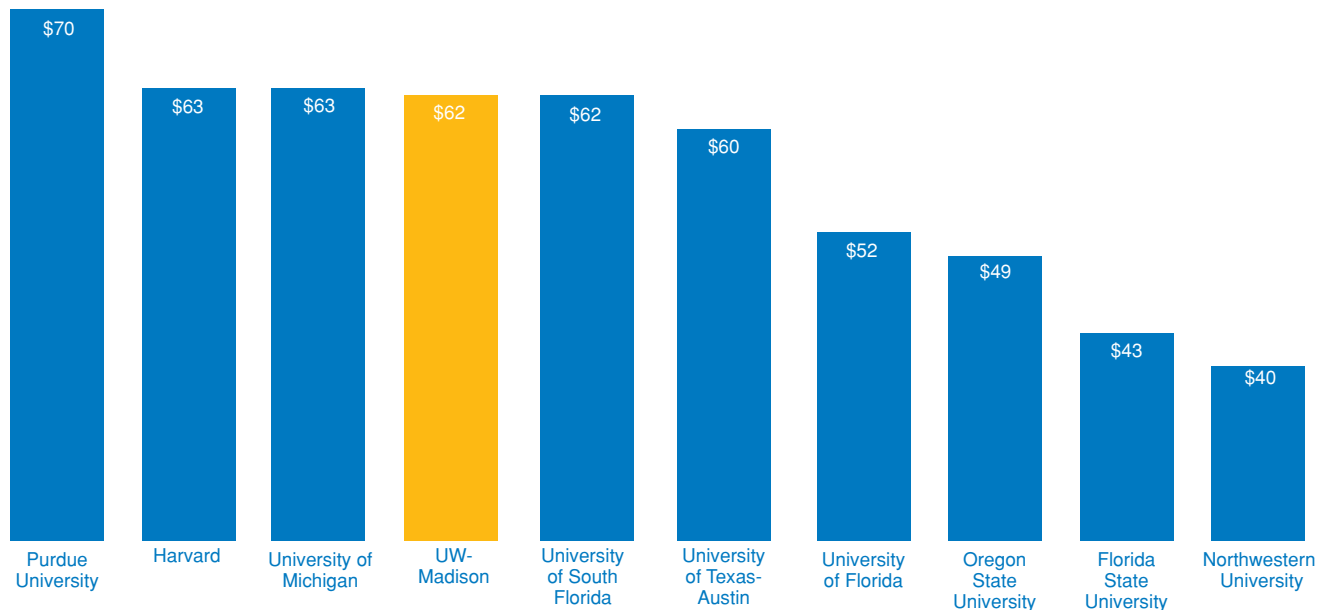
## WHY WISCONSIN



**SOLOGEAR** was co-founded by serial entrepreneur **CHAD SORENSON**, whose previous start-up, Fluent Systems, was acquired 18 months after it was founded. SoloGear has developed a patent-pending fuel mixture that it has deployed first as a charcoal alternative called FlameDisk. The company has thus far raised more than \$6 million from angel investors. The company continues to expand its Middleton, Wis.-based manufacturing and distribution facility to keep up with demand. FlameDisk is available at retailers nationwide including Target, Wal-Mart, The Home Depot and Aldi. An acquisition by BIC Group was announced in April 2011.

### TOP 10 INSTITUTIONS IN NON-SCIENCE AND ENGINEERING FIELDS

Millions of current dollars



Total Non-Science and Engineering Fields: \$2.386 billion  
Source: National Science Foundation fiscal 2009

# HOW RESEARCH DISCIPLINES **SHAPE HIGH-TECH OPPORTUNITIES**

## WISCONSIN HAS STRONG RESEARCH CENTERS OF EXCELLENCE

*In most corners of the state, Wisconsin offers academic and industrial research centers that cover a full range of disciplines and which create business opportunities across leading tech-based sectors.*

Anchored by the UW-Madison, Wisconsin usually ranks among the top dozen states in total academic research and development – no small feat considering the state’s size. That’s because much of the state’s \$1.25 billion in academic R&D takes place outside Madison in institutions such as the Medical College of Wisconsin, the Marshfield Clinic, Marquette University, the BloodCenter of Wisconsin, Milwaukee School of Engineering and other UW System campuses, including the UW-Milwaukee.

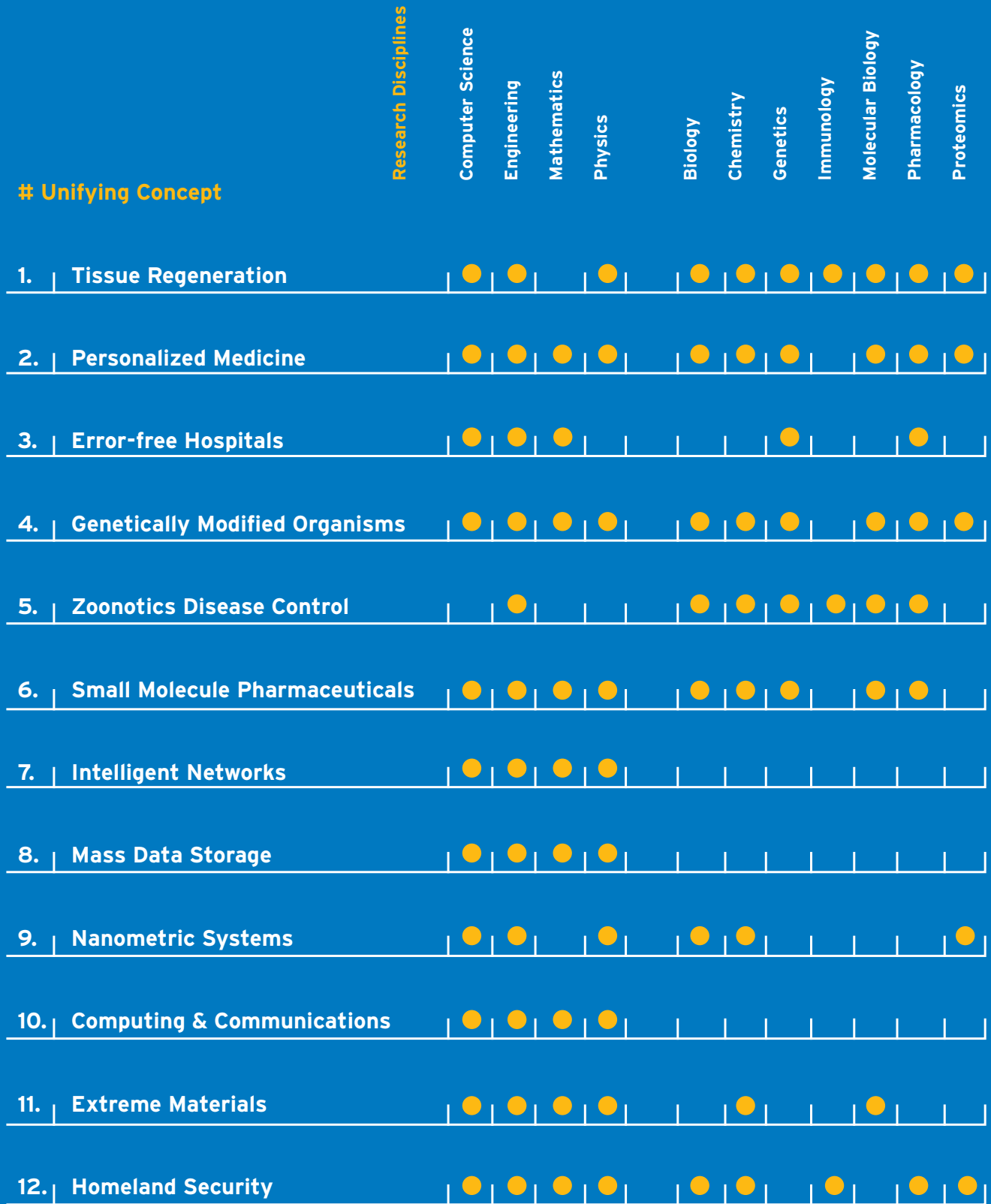
Emerging Technology Centers are opening on several UW System campuses, and more are planned. The facing chart, developed in 2002 by the Wisconsin Technology Council for “Vision 2020: A Model Wisconsin Economy,” illustrates how the state has examined its technology strengths and is responding in specific sectors.

It’s no coincidence that early stage investor groups have been formed around these research clusters. The Wisconsin Angel Network, managed by the Wisconsin Technology Council has grown from six members, networks and funds in January 2005 to more than two dozen today. Angel investing in Wisconsin has grown, year on year, since 2002 and even increased during the recession.





# POTENTIAL HIGH-TECH RESEARCH CENTERS OF EXCELLENCE



# I-Q CORRIDOR

## WISCONSIN SHARES BORDERS WITH MINNESOTA, ILLINOIS

*The I-Q Corridor is a region rich in ideas, innovation workers, investment capital and some of the world's most exciting intellectual property – especially in biotechnology, medical devices, cleantech, advanced manufacturing, software and information technology.*

A distance of only 400 miles separates two dynamos of the Midwest economy – Chicago and the “twin cities” of Minnesota and St. Paul. That’s a shorter drive or flight than what separates San Diego from the Silicon Valley in California.

Strategically located between Chicago and the Twin Cities and traversed by Interstates 90 and 94 lies Wisconsin, one of the nation’s fastest-growing technology states in its own right.

According to a fall 2010 study by BioForward, biotechnology and the life sciences is a \$6.8 billion industry in the state, making up a cluster of 640 companies with 24,000 direct employees. Wisconsin is ranked in the top 10 for both biotech employment growth and the number of biotech companies, many of which can be found in the Madison area.

The state has leading research facilities such as UW-Madison (currently second among U.S. universities in total research expenditures), the Medical College of Wisconsin and the Marshfield Clinic. It has growing capital markets, especially within angel networks; strong partnership organizations; a thriving cluster of science companies and a healthy climate for business, academic and government cooperation. Wisconsin has emerging centers of research excellence in tissue regeneration, personalized medicine, error-free hospitals, genetically modified organisms, zoonotics disease control and small molecular pharmaceuticals.



Its bioinformatics and medical devices clusters are strong and growing, led by companies such as GE Healthcare and TomoTherapy (recently acquired by Accuray). Epic Systems is a world leader in electronic medical records. Information technology and other high-tech goods and services are an emerging sector of the Wisconsin economy. In November, 2010, the annual Cyberstates survey showed that Wisconsin had \$3.2 billion in high tech exports in 2009 and ranked 13th nationally in that category.

## MINNESOTA

Minnesota's tech-based economy is among the nation's most vibrant. A report by the BioBusiness of Minnesota noted that the state is home to more than 500 biobusiness technology enterprises spread out over a number of sectors. Those enterprises employ some 35,000, about 22,000 of whom work in the medical devices sector, where Medtronic and Guidant are household names.

Minnesota is a dominant player in medical devices and delivery systems for drugs and therapeutics. According to a Cyberstates 2010 report, Minnesota had 131,200 high-tech workers and high-tech firms employed 57 of every 1,000 private sector workers. The state had a high-tech payroll of \$10.2 billion and ranked 17th nationwide. It also ranked second in the electromedical equipment manufacturing with 13,100 jobs and sixth in computer and peripheral equipment manufacturing employment with 12,500 jobs. Total exports in those combined areas were more than \$1.5 billion. Leading research institutions include the University of Minnesota and the Mayo Clinic.

## ILLINOIS

Illinois is the world's 18th largest economy and a huge market for technology products and services. It is a perennial U.S. leader in gross state product, high-tech employment, patent production and headquarters for Fortune 500 companies. Illinois has a long history of technological breakthroughs in biotechnology, chemistry, physics, computing and communications.

## DEMOGRAPHICS

*The I-Q Corridor is home to more than 16.5 million people who live within a short commute of I-90, I-94 or I-43 between Chicago and the Twin Cities.*

*That figure includes nearly 10 million people in the Chicagoland region, more than 500,000 in the Rockford, Ill. area; 160,000 in Wisconsin's Rock County, 1.6 million in the Milwaukee-Racine-Waukesha area; 640,000 in Wisconsin's Madison-Baraboo area; 205,000 in Wisconsin's Eau Claire-Chippewa-Dunn; 880,000 in the Fox Valley Region, 160,000 in the Marshfield area (Marathon and Lincoln counties) and 3.7 million in the Twin Cities region.*

*These figures are the 2010 population estimates from the U.S. Census Bureau and are rounded for simplicity. The regional groupings are based on the Office of Management and Budget's 2007 definitions for combined statistical areas and metropolitan statistical areas.*

Illinois is home to more than 440 corporate R&D facilities and more than 200 academic, government and nonprofit research institutions. Its life sciences sector delivers a broad range of products and services, including medicine, medical devices, nutritional products food and agricultural applications, alternative fuels, industrials and environmental solutions.

Illinois' high-tech industry added 2,900 net jobs in 2008, the most current year for which state data are available, according to the Cyberstates 2010 report. This 1.4 percent gain in the midst of recession compared with an overall 0.7 percent loss in the state's private sector workforce in 2008. This growth maintained Illinois' spot as the 7th largest cyberstate. Illinois' tech industry employed 219,600 tech industry workers with a total payroll of \$17.4 billion in 2008.

Illinois ranked 3rd in employment in the consumer electronics sector (1,500 total jobs), 4th in electronic components (14,700 total jobs) and communications equipment (8,500 total jobs). Job gains were fueled by the computer systems design and related services sector, which added 3,200 net jobs and engineering services with a gain of 900 net jobs.



## WHY WISCONSIN



Serial entrepreneur **ERIC**

**APFELBACH** has raised more than

\$170 million, from grants to loans to venture capital, for the four start-ups he has led. His latest venture is helping to tackle the largest problem for the alternative energy market – reliability. **ZBB ENERGY CORP.'s (NYSE AMEX: ZBB)** energy storage technology and power control platforms enable integration of renewable energy sources, providing constant and level power from variable alternative energy sources. When President Obama wanted to visit a company that is making a difference in energy technology, he toured ZBB in mid-2010. ZBB Energy acquired Tier Electronics, LLC in January 2011.

# RESOURCE GUIDE

## WAYS TO FIND THE RIGHT PEOPLE IN WISCONSIN

*Here are some primary contacts in Wisconsin for investors, entrepreneurs, researchers and economic development experts. It's a collaborative state, so if you don't find the right person immediately – just ask and we'll get you to the right spot.*

### WISCONSIN TECHNOLOGY COUNCIL

The Tech Council is the science and technology advisor to Wisconsin's governor and Legislature. It is an independent, non-profit and non-partisan board with members from tech companies, venture capital firms, public and private education, research institutions, government and law. The Wisconsin Angel Network (see below) is among its programs.

**CONTACT:** Tom Still, President | (608) 442-7557  
tstill@wisconsintechcouncil.com  
www.wisconsintechcouncil.com

### WISCONSIN ANGEL NETWORK (WAN)

WAN's mission is to fuel the growth of entrepreneurial, early stage financing throughout Wisconsin. WAN produces and provides resources to the early stage investing community. Those resources include the "Deal-flow Pipeline," an online connection point for investors and entrepreneurs; assisting with angel network and early stage fund formation; facilitating collaboration between investors; on-demand videos, templates and other resources designed to help entrepreneurs seeking capital; and more.

**CONTACT:** Zach Brandon, Director | (608) 442-7557  
Zbrandon@wisconsinangelnetwork.com  
www.wisconsinangelnetwork.com

### STATE OF WISCONSIN INVESTMENT BOARD (SWIB)

SWIB is the state agency that invests the assets of the Wisconsin Retirement System, the State Investment Fund and other state trust funds. As of March 2011, SWIB managed nearly \$84 billion in investments.

**CONTACT:** Chris Prestigiacomo, Portfolio Manager, Private Markets Group | (608) 266-6723  
Chris.Prestigiacomo@swib.state.wi.us  
www.swib.state.wi.us

### WISCONSIN ALUMNI RESEARCH FOUNDATION (WARF)

WARF is a non-profit organization that supports research, transfers technology and ensures that the inventions and discoveries of UW-Madison benefit humankind. The UW-Madison is a premier research institution with world-class faculty and staff who attract nearly \$1 billion in sponsored research each year. WARF receives about 350 disclosures per year and has taken an equity share in about 40 companies.

**CONTACT:** Carl Gulbrandsen, Managing Director  
(608) 263-2824 | carl@warf.org  
www.warf.org

### WISCONSIN SYSTEM TECHNOLOGY FOUNDATION (WISYS)

WiSys is a non-profit WARF subsidiary established to identify innovative technologies developed beyond the UW-Madison campus, primarily within 11 other UW System campuses and Marshfield Clinic Applied Sciences. It helps to bring those technologies to the marketplace for the benefit of the inventors, their universities, Wisconsin's economy and society.

**CONTACT:** Maliyakal John, Director | (608) 265-2135  
maliyakal@wisys.org  
www.wisys.org

### UWM RESEARCH FOUNDATION

UW-Milwaukee researchers in engineering, business, the natural sciences, the social sciences, and the arts and humanities are looking for partners to bring their discoveries to the world. The campus managed about \$68 million in sponsored research in 2010-2011.

**CONTACT:** Brian Thompson, President | (414) 229-3397  
briant@uwmfdn.org  
www.uwmfdn.org

### **WISCONSIN ECONOMIC DEVELOPMENT CORPORATION**

This agency offers technology loans and grants to qualified companies, assists in site and location matters, and manages the Qualified New Business Venture (QNVB) program for investor tax credits. Effective July 1, it will become the Wisconsin Economic Development Corp.

**CONTACT:** Paul Jadin, Secretary

(608) 266-7088 | [helen.stewart@wisconsin.gov](mailto:helen.stewart@wisconsin.gov)

**FOR SPECIFIC QNVB INFORMATION CONTACT:**

Shelly Harkins | (608) 267-0346

[www.commerce.wi.gov](http://www.commerce.wi.gov)

### **WISCONSIN DEPARTMENT OF FINANCIAL INSTITUTIONS (DFI)**

DFI's mission is to ensure the safety and soundness of Wisconsin's financial institutions, to protect the consumers of financial services, and to facilitate economic growth. The agency regulates and licenses financial service providers who do business in Wisconsin.

**CONTACT:** Peter Bildsten, Cabinet Secretary

(608) 264-7800 | [askthesecretary@dfi.state.wi.us](mailto:askthesecretary@dfi.state.wi.us)

[www.wdfi.org](http://www.wdfi.org)

### **MEDICAL COLLEGE OF WISCONSIN OFFICE OF TECHNOLOGY DEVELOPMENT**

The MCW Office of Technology Development is responsible for managing the discoveries, inventions, and other intellectual property assets of the Medical College of Wisconsin and advancing these discoveries. The MCW conducts about \$140 million in sponsored research each year.

**CONTACT:** Joseph Hill, Vice President and Director

(414) 456-4381 | [jhill@mcw.edu](mailto:jhill@mcw.edu)

[www.mcw.edu/OTD.htm](http://www.mcw.edu/OTD.htm)

### **MARSHFIELD CLINIC APPLIED SCIENCES**

Marshfield Clinic Applied Sciences promotes the exchange of knowledge between patient care services and research programs by helping to determine the commercial potential of advances. The division aligns research projects with health care needs and assists in the patent process. The clinic conducts about \$25 million in sponsored research each year.

**CONTACT:** Marsha Barwick, Assistant Director of Applied Sciences

(715) 389-3430 | [Barwick.Marsha@marshfieldclinic.org](mailto:Barwick.Marsha@marshfieldclinic.org)

[www.marshfieldclinic.org/business](http://www.marshfieldclinic.org/business)

### **MIDWEST CO-INVESTMENT NETWORK (MIN)**

MIN introduces and coordinates funding rounds between its membership, which is made up of 16 angel networks and funds from across the Midwest. Membership is open to any angel network, fund or early stage fund interested in syndicating Midwest deals.

**CONTACTS:** Zach Brandon | (608) 442-7557

[Zbrandon@wisconsinangelnetwork.com](mailto:Zbrandon@wisconsinangelnetwork.com)

Dennis Serio, Co-founder | (630) 207-3076

[dserio@sbcglobal.net](mailto:dserio@sbcglobal.net)

### **MIDWEST RESEARCH UNIVERSITY NETWORK (MRUN)**

MRUN is an alliance of professionals dedicated to facilitating growth of university technology spinout companies through start-up formation. MRUN is built around the idea that regional cooperation in new business formation can foster commercialization of university research.

**CONTACT:** Allen J. Dines, Founder and President

(608) 262-2797 | [ajdines@wisc.edu](mailto:ajdines@wisc.edu)

[www.mrun.us](http://www.mrun.us)

### **BIOFORWARD**

BioForward is the independent, member-driven state association that is the voice of Wisconsin's bioscience industry. It focuses on making innovation happen: helping members find partners and funding, advocating for public policy that fosters innovation and growth, offering group purchasing discounts, and providing tools for recruiting and developing talent.

**CONTACT:** Bryan Renk, Executive Director

608-236-4753 | [brenk@bioforward.org](mailto:brenk@bioforward.org)

[www.bioforward.org](http://www.bioforward.org)



## **WHY WISCONSIN**



**SEMBA BIOSCIENCES** was

launched in 2005 by members of the management team from EMD Chemicals, formerly Novagen, after EMD's parent company consolidated the work of the Madison plant in San Diego. Then a funny thing happened: Virtually all of 70 EMD employees chose to stay in Wisconsin. A dozen of them are now working for Semba, a Fitchburg, Wis.-based firm that develops scientific equipment used to purify substances used in drug development and research, as well as the food industry. The company hit \$1 million in sales for 2010 and expects continued growth in 2011.

# SEARCHING OUR SITE

WHAT YOU'LL FIND AT [WISCONSINTECHNOLOGYCOUNCIL.COM](http://WISCONSINTECHNOLOGYCOUNCIL.COM)

## POLICY AND PUBLICATIONS

Because the Tech Council is the non-profit science and technology adviser to the Governor and the Legislature, it is a source of information for policymakers. White papers and other publications by the Tech Council are posted for your review; you'll also find descriptions of various Tech Council programs and how they are helping build a knowledge-based economy.

## THE TECH COUNCIL NEWSROOM

Are you hungry for information about Wisconsin's businesses, its technology assets, or how state and local policies are affecting its economy? The Tech Council newsroom is a page you'll want to check out. With news on the Tech Council and its affiliates, a page of clickable links to some of Wisconsin's best business publications, and Tom Still's well-read weekly column "Inside Wisconsin," this newsroom is sure to satisfy your news appetite.

## LINKS TO WHERE YOU WANT TO GO

Even if you're not looking for information on the Tech Council, its site is built for easy info-surfing about Wisconsin's tech assets. For example, if you're looking for information on Tech Council sponsors, you'll find direct links to their websites. Links to Tech Council affiliates can also be found here.



## WisBusiness: The Show

In today's economy, business issues are more important now than ever. That's why WisBusiness.com and the Wisconsin Technology Council are joining on a new venture to provide fresh coverage of Wisconsin business news. The biweekly Web feature is called "WisBusiness: The Show," which is webcast to more than 20,000 state business leaders and policymakers through WisBusiness.com and the Wisconsin Technology Council. It is produced by Tweedee Productions of Madison.



Hosted by Liz Schrum of the Wisconsin Technology Council



Inside Wisconsin Commentary with Tom Still of the Wisconsin Technology Council



Guest Speakers and Interviews



Visit [www.wisbusiness.com](http://www.wisbusiness.com) or [www.wisconsinintechologycouncil.com](http://www.wisconsinintechologycouncil.com) to view recent shows. Contact Liz Schrum at 608-442-7557 to learn more about sponsorship opportunities.



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# Marshfield Clinic®

Improving health care through the application of research & technology.

## System of Care

- More than 54 patient care, research and education facilities
- Nearly 800 physicians in over 86 medical specialties
- 3.7 million patient encounters annually

## Research Foundation

- Some 30+ Ph.D. and M.D. scientists leading 400 projects
- Over 150 additional physicians involved in active research
- 12+ million annually in extramural funds

## Applied Sciences

- Support development of innovative procedures, treatments and devices
- Protect intellectual property and determine potential marketability
- Seek collaborative opportunities to assess cutting-edge technologies for enhanced patient care



For more information, go to: [www.marshfieldclinic.org/appliedsciences](http://www.marshfieldclinic.org/appliedsciences)

Park

# Work+Life=Thrive

Madison Region - Wisconsin - USA



The University of Wisconsin-Madison is No. 2 in the nation for research spending.



Urban amenities at Midwestern economics.



Exceptional public schools, healthcare, work environments, social and recreational resources... all just minutes from home!



[www.thrivehere.org](http://www.thrivehere.org)

Discover why over 250 global bioindustry leaders and start-ups call Greater Madison home

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- Becton Dickinson (BD)
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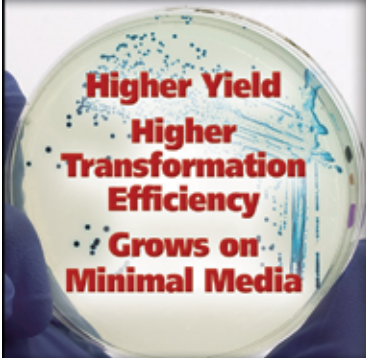
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The screenshot shows the top portion of a newsletter. At the top right is the JSOnline logo. Below it is a red banner with a clock icon and the text "BUSINESSWATCH DELIVERED". The main content area features several news snippets with headlines and brief descriptions, such as "Kohl's nets 43% gain in first-quarter profit" and "Roadrunner shares begin first day of trading". On the right side, there are promotional boxes for "Big Little" (dated May 27, 2016) and "PICK YOUR FREE" with a "GET IT NOW" button. At the bottom right, there is a small box for "Get the scoop on Milwaukee's new...".

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