

- **Parent Networking Organization**



- **Headquartered in Minneapolis-St. Paul**

- Membership in 28 states, primarily Upper Midwest

- **1 of 3 Advanced Defense Technology Clusters (ADTs)** funded by the SBA in FY2011 ~ Power & Energy focus

- SBA contract operated by **Minnesota Wire** – the only Small Business among 60+ federally-funded clusters

- Return on Investment (2011-2014): **35 to 1**

- **\$65 Million + for Member companies**
- **> 900 technology jobs**



- *Business development is Job #1*
- *Relentless focus on Connections and Relationships*
- *Aggressive – highly selective – technology scouting*
- *Extra-regional, non-competitive, info-sharing*
- *Encourage business partnerships / teaming*
- *Leverage other clusters & non-traditional organizations*
- *Technology ‘eco-system’ matters ~ Go where it thrives*
- ***FOCUS, FOCUS, FOCUS***

FOCUS, FOCUS, FOCUS

- *Chase real opportunities*
- *Don't suffer fools / use tough love*
- *Maintain low overhead*
- *Limit initiatives*
- *It's about the Members, not the cluster itself*
- *Measure and value actual outcomes over activity*

- **COMMERCIAL**

Super Bowl!



- **FINANCING**

Prototyping



- **PARTNERING**



- **SBIRs** — **Multiple phase II** →



- **RIF** — **\$2.4 Million** →



- **REF** — **\$669,000** →



- **TROPEC** — **Demo/Testing** →

