• 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
Reasons for Success

- **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
MEMBER HIGHLIGHTS

• COMMERCIAL  
  Super Bowl!

• FINANCING  
  Prototyping

• PARTNERING  
  e-ride INDUSTRIES

www.defensealliance.com  
  www.powerfordefense.com
MEMBER HIGHLIGHTS

- SBIRs: Multiple phase II
- RIF: $2.4 Million
- REF: $669,000
- TROPEC: Demo/Testing