

CHARTING THE COURSE FORWARD

InnovateSENC Five Year Strategic Plan

ACCESS TO AN

EDUCATED AND SKILLED
WORKFORCE

ACCESS TO

CAPITAL

ACCESS TO

TECHNICAL SUPPORT AND
SUPPLY CHAIN

ACCESS TO

NETWORKS (DEAL MAKERS
AND CONNECTIONS)

SUPPORT

CLUSTER DEVELOPMENT
(CREDIBILITY WITHIN MARINE
AND LIFE SCIENCES)



ACCESS TO AN EDUCATED & SKILLED WORKFORCE

Goal 1: Increase the number of students participating in marine and life sciences programs at high schools.

- Initiative 1: Connect Community Colleges and Universities with K-12 teachers to offer experiential training in marine and life sciences.
- Initiative 2: Connect companies with existing STEM camps and programs (academic year and summer).
- Initiative 3: Increase intensity of K-12 STEM programs to include offering more variety and experiential opportunities outside the classroom.
- Initiative 4: Collaborate with high schools in New Hanover and Brunswick Counties to scale effective STEM programs.

Goal 2: Establish new programs that support marine and life sciences at institutes of higher education.

- Initiative 1: Coordinate summer programs to pipeline students from Community Colleges to UNC Wilmington.
- Initiative 2: Create a broad biotechnology curriculum.
- Initiative 3: Create a complementary engineering program.
- Initiative 4: Establish a joint PhD Coastal and Marine Science Program.

ACCESS TO CAPITAL

Goal 1: Increase grants awarded in the marine and life sciences Sectors.

- Initiative 1: Mentor and support 5 grant applications with the expectation of receiving 1 (SBIR, STTR, NC Idea, etc.)
- Initiative 2: Provide educational programs and coaching to prepare candidates to write competitive grant applications.

Goal 2: Increase the per capita exports to the level of the State's average.

- Initiative 1: Increase the number of companies that export successfully.
- Initiative 2: Develop a coordinated strategy with the Foreign Trade Zone Promotion Council to increase export opportunities.

Goal 3: Increase early stage, mid-level and venture capital opportunities in marine and life sciences.

- Initiative 1: Use Wilmington Chamber Score Card as a measure of early stage and venture capital.
- Initiative 2: Establish a SENC network of names of investors and organize opportunities to meet and educate them.



CHARTING THE COURSE FORWARD

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ACCESS TO TECHNICAL SUPPORT & SUPPLY CHAIN

Goal 1: Retain 90% of all marine and life science businesses.

- Initiative 1: Create a business survey to identify the gaps and needs of the business community.

Goal 2: Expand the number of jobs and revenue in marine and life sciences annually.

- Initiative 1: Create a welcome kit and include information on processes for expanding businesses in counties and cities.
- Initiative 2: Implement a user-friendly interactive Techtopia-like map.
- Initiative 3: Increase the number of companies that start-up and accelerate through coordinated services which meet the needs and gaps of targeted industries.

Goal 3: Attract emerging and established marine and life sciences businesses to the region.

- Initiative 1: Create local incentives for marine and life science companies.
- Initiative 2: Streamline local government land use and development regulations for new marine and life sciences companies.

Goal 4: Streamline the path to commercialization.

- Initiative 1: Establish sources for Good Manufacturing Practices Certification.
- Initiative 2: Establish a network or group of *pro bono* reviewers of intellectual property.

ACCESS TO NETWORKS (DEAL MAKERS & CONNECTIONS)

Goal 1: Increase number of regular, public events targeted to marine and life sciences.

- Initiative 1: Establish a way to determine number of leads generated.
- Initiative 2: Establish a quarterly public seminar forum.

Goal 2: Increase connections outside New Hanover and Brunswick counties.

- Initiative 1: Create “dealmaker” networks.
- Initiative 2: Establish connections with other networking groups (e.g. BioLabs).

Goal 3: Establish number of spinoffs of new companies from established company of origin in marine and life sciences.

- Initiative 1: Identify established marine and life sciences companies in geographic areas.

SUPPORT CLUSTER DEVELOPMENT (CREDIBILITY WITHIN MARINE & LIFE SCIENCES)

Goal 1: Promote InnovateSENC through publications and accomplishments.

- Initiative 1: Submit promotional material for aquaculture news, and on social networks.
- Initiative 2: Develop an advert for InnovateSENC as a banner sponsor in trade publications.
- Initiative 3: Implement a Storytelling Committee to promote Infomercials for businesses.

Goal 2: Coordinate trade shows to have a marine and life sciences presence.

- Initiative 1: Establish a connection to the existing boat show.
- Initiative 2: Create a trade show team to scope shows and serve as facilitators/ambassadors.

Goal 3: Increase number of industry conferences in SENC region.

- Initiative 1: Host Fish 2.0 Regional Conference and participate in at least one international conference.
- Initiative 2: Prepare the framework for an international conference on harmful algae.