



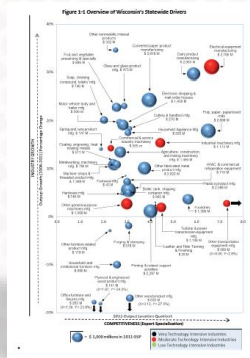
**NEW
COMPOSITE
PARTNERS**

CENTER OF EXCELLENCE FOR ADVANCED & COMPOSITE MATERIALS

WHY DRIVER INDUSTRIES?



- They are the cylinders that power economic growth
- They show long-term expansion potential
- They impact employment growth, investment growth, statewide competitive economic advantage
- They endure economic cycles and fads (e.g. retail attrition)
- They leverage underlying domain strengths (i.e. resource specialties, industry concentrations, academic/business axis, infrastructure)
- They spawn and sustain deep supply chain networks



WHY CONSORTIA?



- They animate industries as a whole and aggregate joint efforts into mega-initiatives
- Public/private partnerships can be extremely powerful potentiators, mass-and-momentum actuators
- Public/private partnerships have a radius of reach neither public nor private entities have alone
- Public/private partnerships have agility and speed-to-benefit that neither public nor private entities have alone
- Wisconsin has an active and accomplished prime advocate and champion in the WEDC; other states utterly lack this
- Wisconsin is progressively proving out the value and positive economic impact of this model; it is receiving accolades for conspicuous success in planning and execution

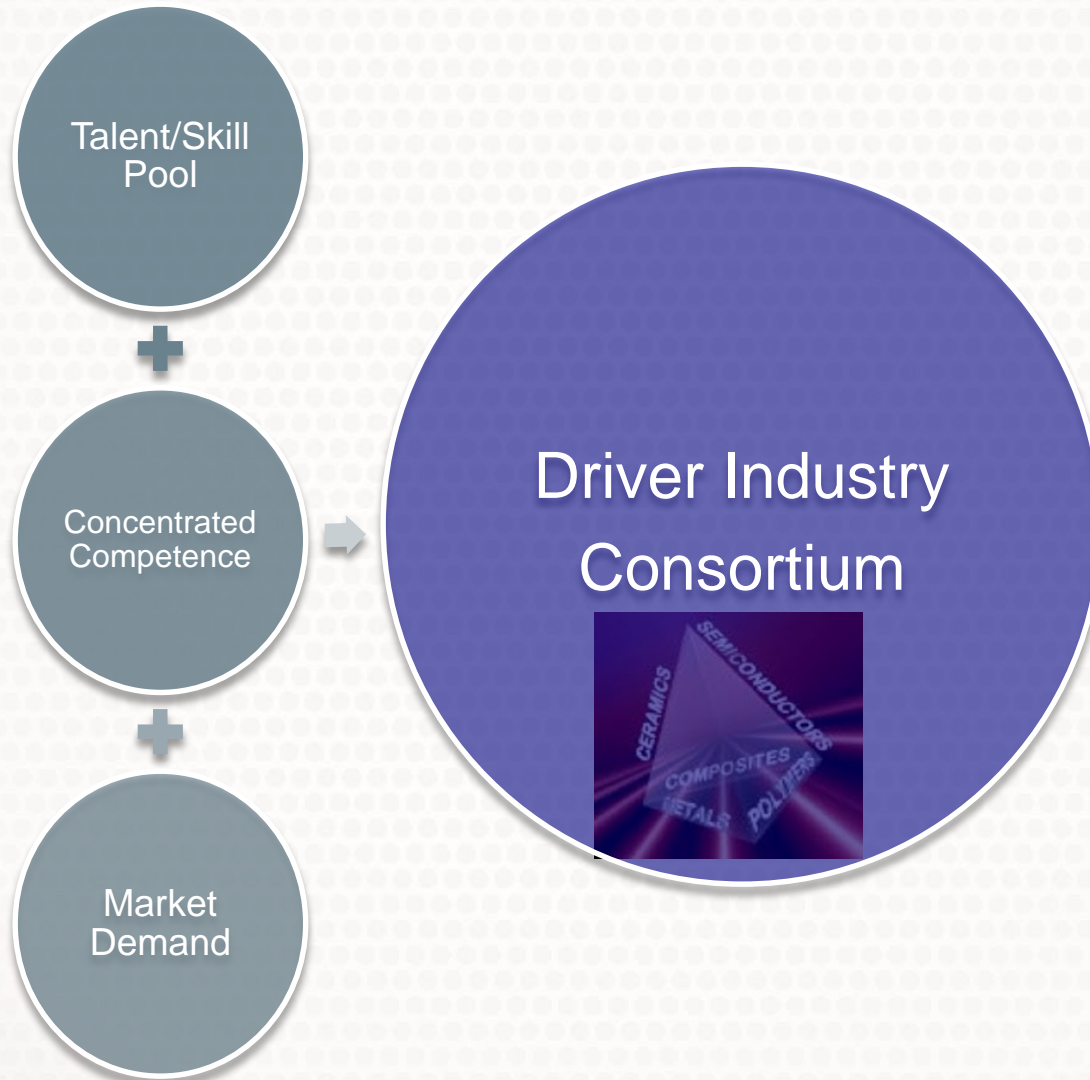


WHY CENTERS OF EXCELLENCE? >

- > They give a true home to powerful consortia, strengthening and empowering them
- > They are a lightning rod to attract future investment, R&D collaboration, companies and workforce
- > When planted in fertile consortia, they grow quickly
- > They can transform industries, urban geographies, market position and perception of entire metro regions
- > Wisconsin now has more experience in serial starts of COEs than any other state
- > Wisconsin supports entrepreneurship in the COEs and has proof of concept in place
- > Wisconsin has the most aggressive and visionary team behind these efforts than any other state



CONCENTRATION AND CORE COMPETENCY



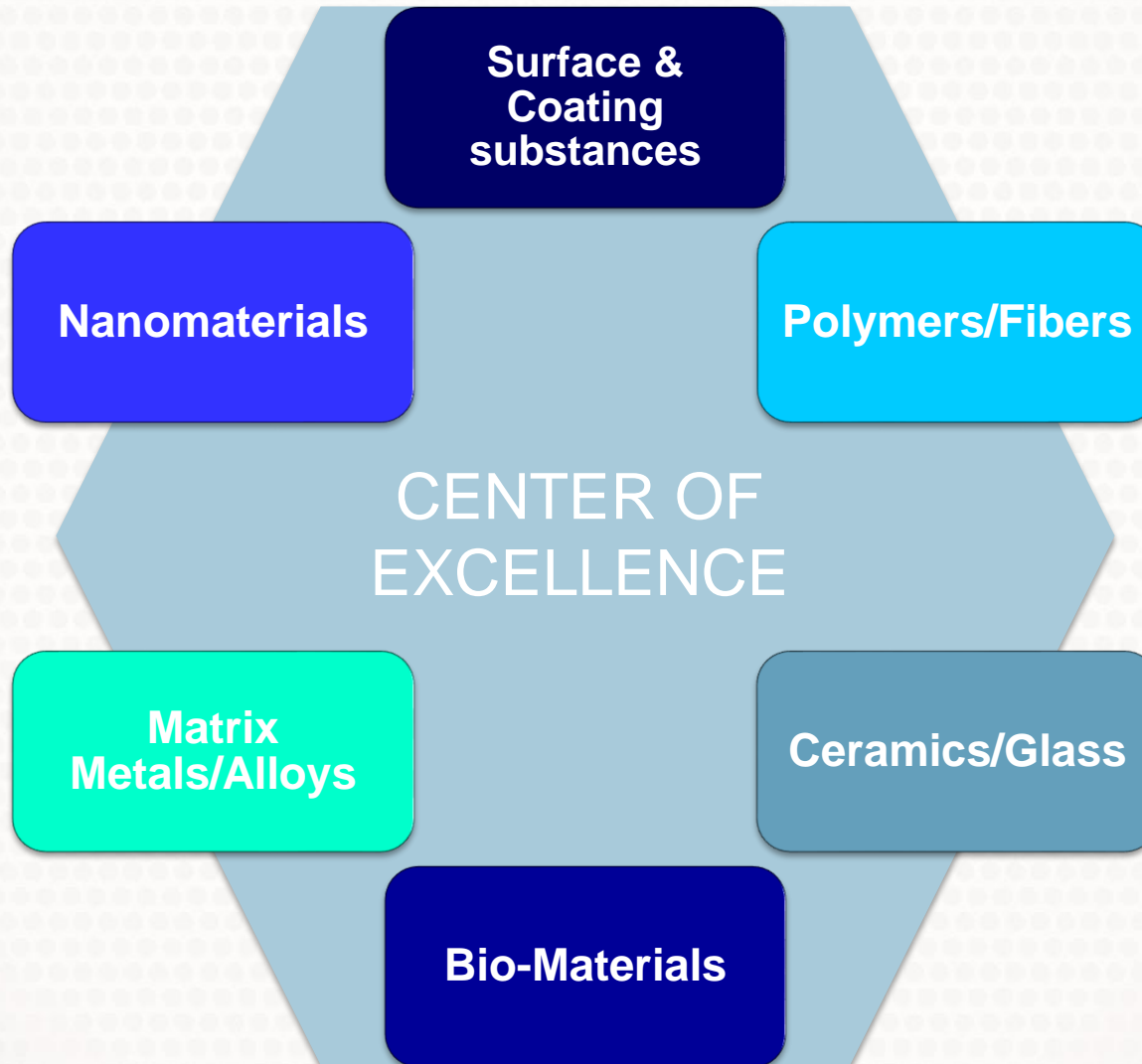
WISCONSIN ADVANCED & COMPOSITE MATERIALS CONSORTIUM/COE



- UW-Madison Grainger Institute with Centers for Advanced and Composite Materials
- UW-Madison Advanced Materials Industrial Consortium
- UW-Milwaukee Innovation Accelerator
- UW-Milwaukee Advanced Prototyping Lab
- Madison Regional Economic Development Partnership and City of Madison Identify Advanced Materials as priority industry sector in economic development strategy
- Wisconsin Economic Development Corporation has identified Consortium and COE as priority in industry sector strategy
- Madison is fastest growing MSA in Wisconsin, one of fastest growing in Midwest with one of the fastest growing IT sectors in US
- WEDC has access to M-Grid, supercomputing platform
- The Materials Consortium can be integrated with all other consortia as needed
- Madison voted #1 Small to Midsize City in America 2014
- UW Madison Research Park and many available commercial sites



ADVANCED MATERIALS 360



CONSORTIUM BENEFITS



Joint Solution Development

- Shared Effort
- Shared Resources



IP Sharing

- Lower cost of technology deployment



Wider & Deeper Networks

- Public/Private
- Sources of Investment Capital



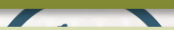
Access to Institutional Assets & Expertise

UW System and Beyond, access specialized resources
Wisconsin TCS



Shared Services

Lower cost of ownership
Rent not own (lower risk)



OUR PARTNER CONSORTIA



Water Technology
TGWC



Energy, Power & Controls
M--WERC



Food/Bev Production/Processing
FaB



Life Sciences/Medical Devices
Bio Forward



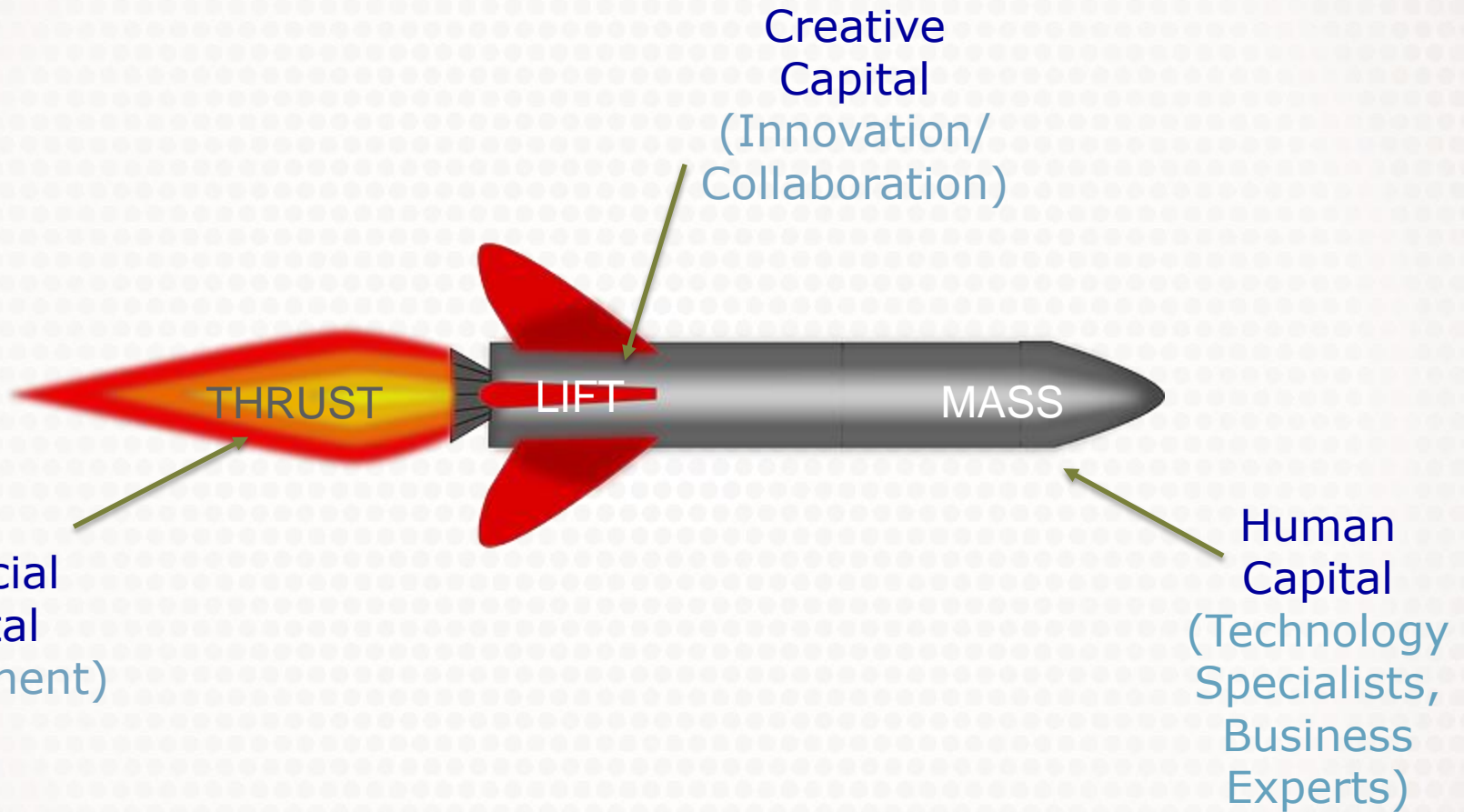
Manufacturing
Advanced/Defense/North Coast Alliance



Aviation/Aerospace
Aero Innovate



CONSORTIUM/SECTOR GROWTH



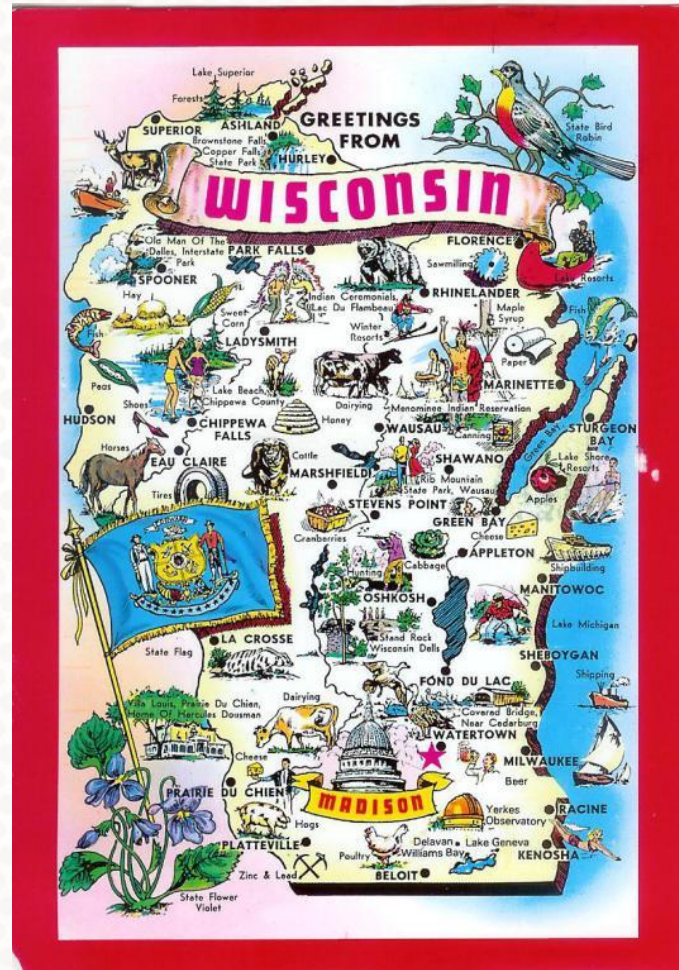
Mass x Lift X Thrust = Momentum (Sector Growth)



WHY WISCONSIN?



Why would you
undertake
such a project
anywhere else?





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