

ICAP Launch

Introduction to Innovation Clusters Workshop

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Washington State
Department of
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Innovation Cluster
ACCELERATOR

v1.4

Why is the state investing in innovation clusters?



Our economy is shifting

We need to innovate, transform,
and grow faster than ever

Our traditional industries need to transform and pivot

New high-growth industries must be developed

Challenges WA must meet to compete



Attract talent, capital & high-value jobs



Upskill our workforce



Develop new high growth, high value industries



Increase exports



Compete in global race for clean energy economy

Opportunities are in front of us



ICAP Launch

Key learnings over the past 2 years

- Many communities lack capacity to respond to state and federal opportunities
- Need for industry engagement and strong collaboration
- Demand for early stage cluster development support
 - Access to curriculum and technical assistance
 - Preparation for future cohorts
 - Opportunity to reach rural, geographical diversity, agriculture, social impact and meet them where they are
- Need to build 10 year program to support long term cluster development

Launch

Launch is a pilot program to support the development of industry ecosystems and potential innovation clusters in Washington state.

Launch is funded through an ARPA Statewide Planning Grant from the U.S. Department of Commerce's Economic Development Administration



Cluster development support

Through a series of workshops and technical assistance, Launch will support industry and community leaders, economic development organizations, and business networks to:

- Learn and implement strategies and techniques to convene industry ecosystem partners and drive collaboration
- Begin building an innovation cluster strategy based on global best practices
- Prepare to apply for future Innovation Cluster Accelerator cohorts as well as better position your network to pursue government funding opportunities

What is ICAP Launch?



CLUSTER STRATEGY WORKSHOPS

Learn and implement strategies and techniques to connect industry ecosystem partners and facilitate collaboration



1:1 CLUSTER SUPPORT

Begin development of An industry led Innovation Cluster Strategy based on global Best practices



FUNDING STRATEGY

Prepare to apply for future Innovation Cluster Accelerator* cohorts as well as better position your network to pursue government funding opportunities



FUNDING (Cohort 1 only)

Capacity building funding to augment administration and operations expenses

Launch cohorts

Cohort 1: Underserved communities

Focused on industry ecosystems in:

- Rural county or counties
- Persistent poverty communities
- Underserved, disadvantaged, marginalized community or group

Funding: Up to \$50,000 capacity building funding

Cohort 2: Potential innovation clusters

Focused on:

- Key current and future sectors
- 7 organizations
 - Creative industry economy
 - BIPOC Farmers and Ranchers
 - Tech Bio
 - Statewide Music Industry Cluster
 - Ag Hydroponics – Culturally Indigenous Foods
 - Cybersecurity
 - Local Innovation Center - attract businesses and tourism

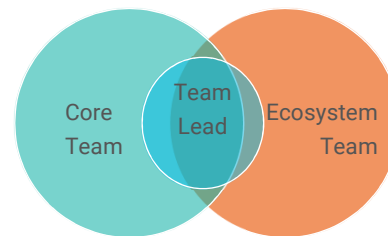
Your Launch Team

Your Launch Team

Team Lead

Core Team

Ecosystem Team

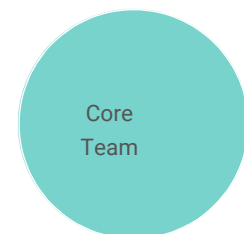


Core Team

Your Core Team will actively participate in all Launch activities and work closely with Commerce to develop your cluster strategy.

Consists of 3-5 key individuals, including:

- Team Lead
- Relevant leadership from your organization
- Key stakeholders and partners



Ecosystem Team

Your Ecosystem Team includes key representatives from

- Industry
- Entrepreneurs
- Government
- Academia
- Investors

as relevant to your community's ecosystem.

You will further develop this team over the course of Launch.



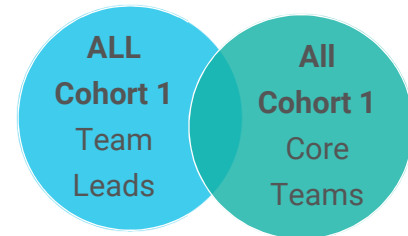
What's ahead

ICAP Launch Activities

Innovation Cluster Strategy Workshops

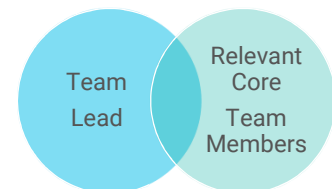
Topics may include:

- Intro to Innovation Clusters
- Basic Cluster Strategy
- Growing a Cluster
- Cluster Strategy Framework
- Cluster Value Impact
- Business Model and Funding



Quarterly Planning Meetings

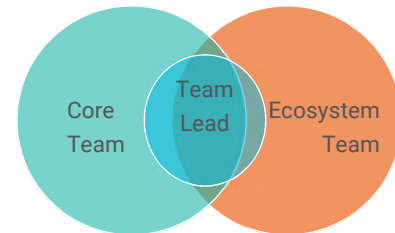
Quarterly virtual meetings with Team Lead to discuss progress and plan strategy sessions



1:1 Strategy Sessions

We'll introduce your team to innovation cluster strategy, share cluster development tools, and facilitate discussions to start developing your innovation cluster strategy

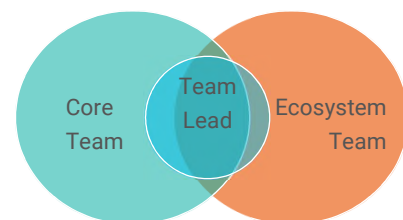
*3-4 virtual
2-3 hour sessions*



Formalizing your ecosystem

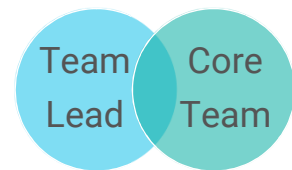
Ongoing work at the community/ecosystem level to:

- Convene and engage ecosystem partners
- Build relationships and strengthen partnership
- Develop strategy outside of the formal program scheduled sessions



Technical Assistance

Access to strategic guidance and technical assistance through the Innovation Cluster Accelerator



What is ICAP?

The Innovation Cluster Accelerator

A multi-year cluster development program to strengthen industry ecosystems and accelerate economic development.

The full ICAP program is currently supporting 9 industry-led innovation clusters and will expand the program over the coming decade. The program is currently funded through a U.S. Economic Development Administration Safe Start Grant.



Goals



Accelerate our economic growth in new high-growth, high-value sectors



Strengthen collaborative innovation clusters



Prepare our companies and entrepreneurs to better compete in emerging market opportunities



Improve global competitiveness



Grow long-term capabilities around high-impact innovation clusters

How We Support Innovation Clusters

	Funding	Up to \$550,000 over a two-year period to support administrative, operating and market report expenses
	Cluster strategy & leadership development	Cluster strategy and leadership development program
	Advisory & support	Dedicated cluster expert support
	Networking	Networking with state and global cluster leaders
	Communications & marketing support	Active communications support in selected sectors and international markets

Our Current Innovation Clusters



Building the program long-term

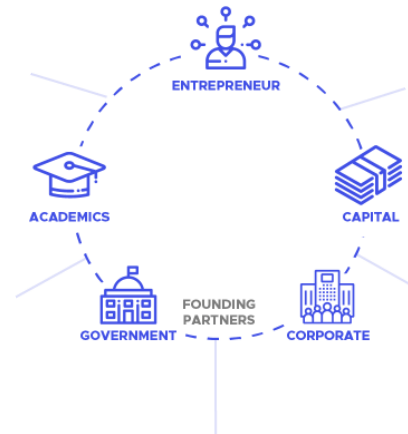
- First cohort funded by EDA SafeStart grant through September 30, 2023 (No cost extension with EDA – stretch through September 30, 2024).
- \$1M Funded in the 23/24 Enacted Budget, looking for other funding sources
- **GOAL:** Support high performers in the current cohort + Potentially add new clusters

About Innovation Clusters

What is an Innovation Cluster?

A formalized, industry-led, member-based organization working together to:

- Drive innovation
- Overcome barriers
- Access new market opportunities
- Attract talent and capital.



Three Strategies for Innovation Clusters

- **Grow:** Grow and develop our existing industries
- **Transform:** Transform and change our legacy industries
- **Build:** Create entirely new, future-focused industries

Start with Sector or Industry

Cluster themes could include existing, emerging or future growth industries

They can be broad (i.e. agriculture) or specific (i.e. wine)

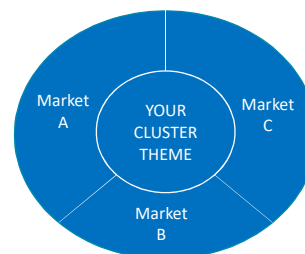


Identify Market Opportunities

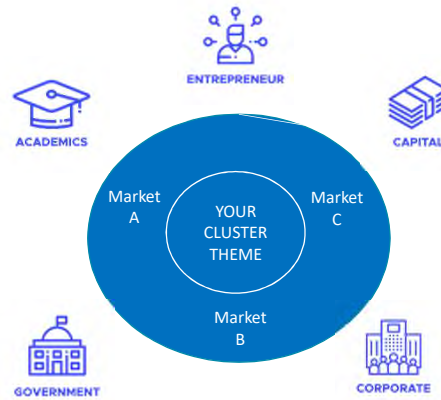
Begin by identifying market opportunities your cluster will pursue.

Markets may include:

- Domestic
- Global
- B2B
- B2C



Recruit a Broad Membership Base

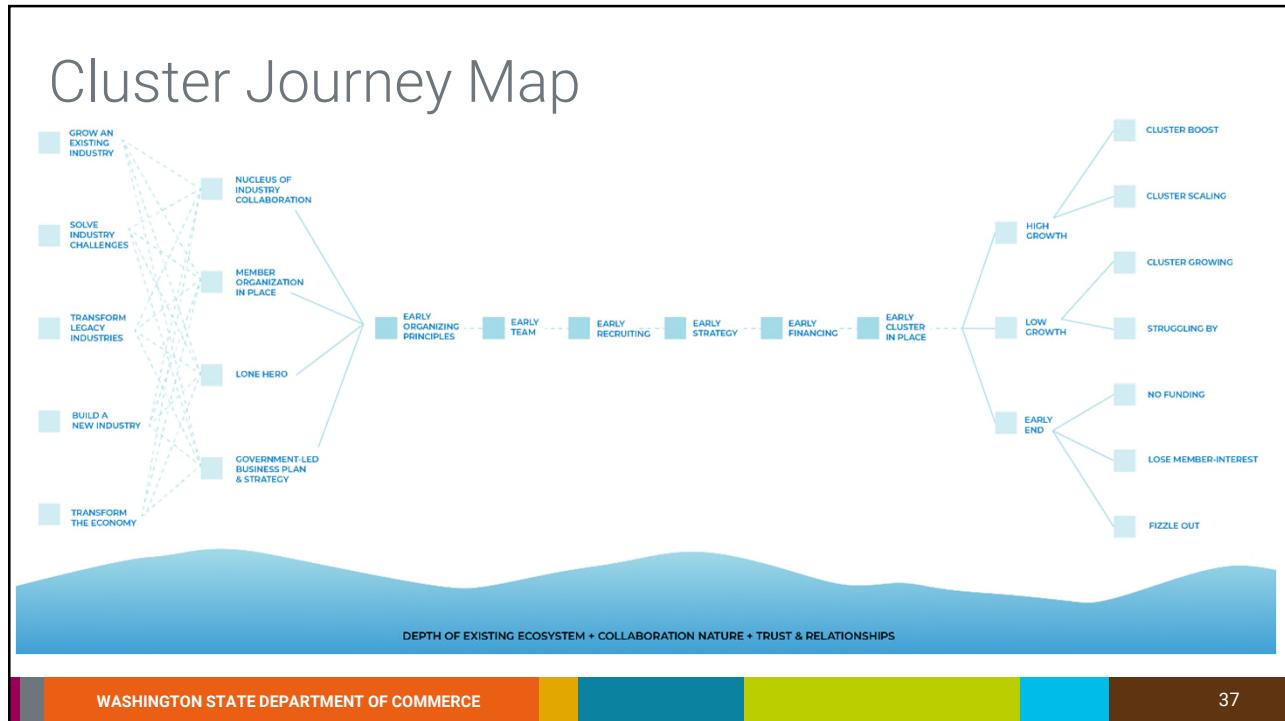


Scale your Cluster

As your cluster matures, you will:

- Recruit a Board of Directors
- Build infrastructure
- Develop an operating organization





Great Project Portfolios are Key



Custom, cluster-led
Executive MBA
programs



Market analysis
emerging market
reports



Global growth
international market
development projects



Industry
transformation
collaboration projects



Fast Track to IPO
scale up programs



Business angel
network
development

ICAPWashington.org

Visit the ICAP program website for:

- Resource page with links to articles, blog posts, case studies and additional information about cluster strategy
- Updates and information about ICAP





www.commerce.wa.gov



Thank you!

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