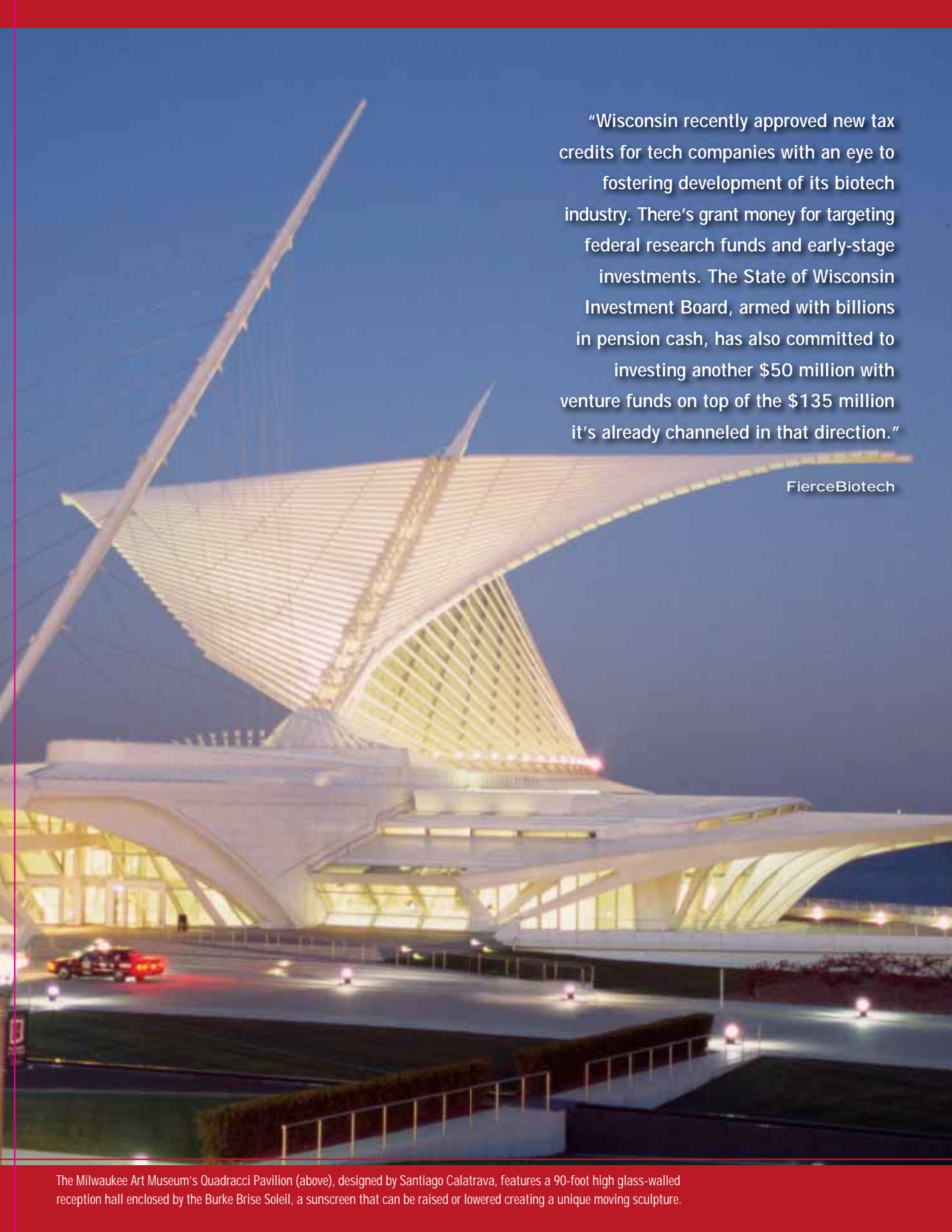


WISCONSIN

collaborate
commercialize
connect





“Wisconsin recently approved new tax credits for tech companies with an eye to fostering development of its biotech industry. There’s grant money for targeting federal research funds and early-stage investments. The State of Wisconsin Investment Board, armed with billions in pension cash, has also committed to investing another \$50 million with venture funds on top of the \$135 million it’s already channeled in that direction.”

FierceBiotech

The Milwaukee Art Museum's Quadracci Pavilion (above), designed by Santiago Calatrava, features a 90-foot high glass-walled reception hall enclosed by the Burke Brise Soleil, a sunscreen that can be raised or lowered creating a unique moving sculpture.



From the development of vitamin therapies in the early 1900s to stem cell research breakthroughs over the last decade, Wisconsin has a tradition of supporting the research, development and commercialization of ideas that have changed the world.

Wisconsin offers comprehensive resources for biotechnology and medical device businesses seeking to expand, investors looking for a good return and people seeking employment in the life sciences. Wisconsin's systematic

approach to turning ideas into successful products and enterprises is respected and emulated across the country.

Wisconsin is a major player in the global biotech market. Building on the state's pivotal role in human embryonic stem cell research, its capital city Madison was selected as the site of the 2008 World Stem Cell Summit.

Wisconsin's life sciences success story includes about 400 companies in industrial and environmental biotechnology, bioinformatics, medical devices, healthcare and value-added agriculture.

No wonder that FierceBiotech, a leading life science industry bulletin, named Wisconsin one of the five places in the world best-positioned to be a hotbed of biotech innovation. No wonder that the National Institutes of Health chose Wisconsin as the location for the one and only National Stem Cell Bank. And no wonder GE Healthcare chose Wisconsin as a center for its global medical imaging division.

A proven system for research, education and tech transfer

Wisconsin lies at the core of the "I-Q Corridor," which includes the 400 miles between Chicago and the Twin Cities of Minnesota. The "I" not only stands for interstate, but innovation, intellectual property and investment. The "Q" represents quality of life, education, workforce and more. Within the corridor are three life science centers of excellence – Madison, Milwaukee and Marshfield. www.i-qcorridor.com

Madison

The University of Wisconsin-Madison is one of the most prolific research universities in the world, ranking second among American universities in total research expenditures (\$902 million in 2006, National Science Foundation). It's one of the few campuses in the United States with all five biology-related schools or colleges: medicine, pharmacy, veterinary medicine, agriculture, and letters & science. UW-Madison has more than 800 biosciences faculty across these units and 10,000 ongoing research projects. www.wisc.edu

The Wisconsin Alumni Research Foundation (WARF) and its affiliate WISys, has licensed more than 3,000 technologies from campus discoveries across the University of Wisconsin System in its 80-plus years of existence. The WiCell Research Institute, another WARF venture and home of the National Stem Cell Bank, supports embryonic stem cell research. www.warf.org

The University Research Park is home to dozens of life science firms and includes The MGE Innovation Center, a thriving biotech incubator. Many start-up companies utilizing UW-Madison and WARF-licensed technologies locate in the Park. www.universityresearchpark.org



"Wisconsin – the birthplace of stem cell research – is giving millions of families hope that one day diseases such as Parkinsons, Alzheimers and Type 1 Diabetes may be conquered. These breakthroughs in medical science can transform our economy and open doors to new industries we've only dreamed of. In less than a decade, the market for stem cell products could reach \$10 billion and create 100,000 jobs. Wisconsin's goal is to capture 10 percent of this market by 2015."

Wisconsin Governor Jim Doyle

Milwaukee

Wisconsin's largest metro area also contributes greatly to our state's life science research capabilities. The Medical College of Wisconsin ranks in the top third of all U.S. medical schools in life science research funding. The Medical College of Wisconsin campus, which includes Froedtert Hospital and Children's Hospital of Wisconsin, fosters a unique, collaborative research environment in a clinical setting that helps bring research from the "bench to the bedside."

www.mcw.edu

The Blood Research Institute, a division of Blood Center of Wisconsin, is the third-largest biomedical research institution in the state. Internationally acclaimed, the Blood Center is one of only four blood centers in the world with a significant blood research program. It receives more funding from the National Institutes of Health than any other blood center in the country. The Blood Center is located on the campus of the Medical College of Wisconsin. www.bcw.edu

The University of Wisconsin - Milwaukee has a growing research program that includes basic and applied research in chemistry, biological science, engineering and freshwater science. Expanded technology transfer capabilities with an emphasis on partnerships help spur innovation and maximize the impact on the economy of southeastern Wisconsin. www.uwm.edu

Marquette University has advanced research programs in biomedical engineering/functional imaging and bioinformatics, while the Milwaukee

School of Engineering offers a full array of four year as well as advanced engineering programs. www.marquette.edu and www.msoe.edu

The Milwaukee County Research Park, including the Technology Innovation Center for business incubation, is home to many start-up firms spun out of southeast Wisconsin research institutions. www.mcrpc.org

Marshfield

Located throughout central, northern and western Wisconsin, the Marshfield Clinic system consists of more than 41 locations throughout Wisconsin, making it one of the largest comprehensive medical systems in the United States. The Clinic system includes nearly 800 physicians in 84 medical specialties and subspecialties.

Marshfield Clinic Research Foundation (MCRF), established in 1959, is the largest private not-for-profit medical research foundation in Wisconsin and one of the largest in the nation, with more than 450 clinical trials and other research projects. Work under way is in clinical research; human genetics; personalized medicine; epidemiology; rural health and safety; biomedical informatics research through its Biomedical Informatics Research Center; and health services research. MCRF is also home to the largest population-based biobank in the U.S.

Marshfield Clinic Applied Sciences promotes exchange of knowledge between Marshfield Clinic's patient care services, its research programs and emerging public health issues. Applied Sciences aligns internal and external

resources to conduct research projects and determine potential marketability through a partnership with WiSys Technology Foundation, a division of the Wisconsin Alumni Research Foundation (WARF). It supports internal efforts that accelerate medical advancements and intellectual property commercialization for enhanced health care. Applied Sciences also serves as the incubator for potential commercial services, like Marshfield Food Safety, the Clinic's food safety laboratory network.

Statewide

The University of Wisconsin and technical college systems, and the state's private colleges are excellent sources for graduate students in the biological and computer sciences, as well as skilled laboratory technicians. UW-River Falls and UW-Platteville have a history of agricultural biotech research. UW-La Crosse is part of the multi-state La Crosse Medical Health Science Consortium, which has ties to the Mayo Clinic in nearby Rochester, Minn.

A strong network of partners and supporters

Wisconsin has the resources to meet the needs of life science professionals, whether starting a company or a career.

The state Department of Commerce offers early-stage investment tax credits, technology assistance grants, bridge grants, matching grants and venture fund loans available to encourage entrepreneurial growth.

TomoTherapy – Madison, WI



Promega – Madison, WI



Roche NimbleGen – Madison, WI



"GE Healthcare is proud to be part of Wisconsin's tremendous growth in scientific innovation and we look forward to its continued expansion in science, engineering and bio-tech capability."

*Joe Hogan, President and CEO
GE Healthcare*



The Wisconsin Angel Network provides services and support to angels and early-stage investors, including deal flow, administration, education and networking events.
www.wisconsinangelnetwork.com

The Wisconsin Entrepreneurs' Network provides integrated statewide support to entrepreneurs in all industries and developmental stages.
www.wenportal.com

The Wisconsin Biotechnology and Medical Device Association, founded in 1987, is a coalition of business, science, education and government leaders dedicated to promoting the growth of the life science industry.
www.wisbiomed.org

The Wisconsin Technology Council is a science and technology advisor to the Governor and Legislature, as well as a catalyst for technology development in the state.
www.wisconsintechcouncil.com

The University of Wisconsin Biotechnology Center, located on the UW-Madison campus, provides research, education and information services to the life sciences community.

An investment plan for future growth

The private and the public sectors are betting on the growth of life sciences business in Wisconsin. Here are a few examples of the exciting projects underway:

- The Wisconsin Institutes for Discovery, being built on the UW-Madison campus, will encompass specialists in biology, information technology, bio-engineering and other disciplines. The project will be the only interdisciplinary research center of its kind in the world.
- The HealthStar Interdisciplinary Research Complex is being built near the University of Wisconsin Hospital and Clinics in Madison. The \$134-million facility will be dedicated to

innovation and rapid translation of medical discoveries into clinical applications.

- The Medical College of Wisconsin and Children's Hospital in Milwaukee have completed a \$142-million research facility that will focus on infectious disease control, cardiovascular illnesses and bioengineering.

A wonderful quality of life

While home to world-renowned bioscientists, academic and research institutions, teaching hospitals and life science companies, Wisconsin is also a great place to live. Natural beauty and outdoor recreation abound in the state and it doesn't take hours of drive time before you can unwind. You can be sailing, fishing or boating on one of our 14,000 lakes, swinging a club on any of Wisconsin's 425 golf courses, sitting in a theater or sporting event, or picnicking, biking, hiking, camping or rock climbing within minutes of leaving the office.

Family living or single life is affordable, safe and as relaxing or as action-packed as you want it to be. Wisconsin's secondary and post-secondary education is among the best in the country, housing costs and land are very reasonable, compared to the coasts and large metro areas, and crime rates are among the lowest in the nation.

A vibrant life sciences community

From scientists in their labs, to entrepreneurs with ideas, to CEOs who want to invest, to teachers and professors educating young minds, Wisconsin is leading the way in the life sciences.

The life sciences in Wisconsin contribute more than \$8 billion to the state's economy and researchers attract more than \$700 million annually to the economy from non-Wisconsin sources, primarily through competitive grants. More than 27,000 people are employed in Wisconsin's life science sector across the state.



Microbial Sciences – UW-Madison



Marshfield Campus – Marshfield, WI



Wisconsin Alumni Research Foundation – Madison, WI



"Few places in the world have this combination of resources. I believe that because of stem cell research, revolutionary changes in the practice of human medicine will emerge from this campus."

Dr. James Thomson, Director, Regenerative Biology, Morgridge Institute for Research, and co-founder, Cellular Dynamics International

Interested in Wisconsin for a business,
investment or research opportunity?
Forward Wisconsin and the Wisconsin
Department of Commerce can help.

Forward Wisconsin's job is to market Wisconsin's business advantages outside the state to inform industry and business leaders about the positive benefits of living, playing, and doing business in Wisconsin. Forward Wisconsin works directly with business executives, real estate brokers, site selection consultants and other individuals who are interested in bringing business and investment to Wisconsin. The life sciences are a key target industry for Forward Wisconsin and we aggressively promote Wisconsin as an excellent option for life science firms and professionals.

Forward Wisconsin's success depends in large part upon our close working relationship with the Wisconsin Department of Commerce. The Wisconsin Department of Commerce wants to help our state's innovative companies grow and thrive. Commerce has access to numerous financial and technical assistance programs that encourage and stimulate the start up, modernization and expansion of high tech businesses in Wisconsin. The Department provides a variety of services to firms in the science and technology fields, helping them locate resources, capital, and research partners. Forward Wisconsin and Commerce also work with technology associations, research universities, tech transfer organizations and other business and financial networks.

Visit us at:

ForwardWI.com

Commerce.WI.gov



201 W. Washington Avenue, Suite 500
Madison, WI 53703-2796
Phone: 608.261.2500 or 800.669.1190

Investment & Export Division
201 West Washington Avenue
Madison, WI 53703
Phone 608.266.6675

