

THE WATER COUNCIL

MILWAUKEE –
THE CAPITAL OF
WATER
DEFINING A
SUCCESSFUL
WATER CLUSTER

Dec 19, 2014

*Prepared by:
Scott Mosley*

Milwaukee - The Capital of Water

Porter's Definition of a Cluster

A geographic concentration of related companies, organizations and institutions in a particular field that can be present in a region, state or nation.

The Capital of Water

“Implausible as it might sound, Milwaukee is transforming itself from a dying industrial center into a technology mecca – a water technology mecca.”

- Forbes April 15, 2013

The Wisconsin Water Cluster

Today, Southeast Wisconsin has over 300 companies working on developing and bringing to market technologies across the full water cycle.

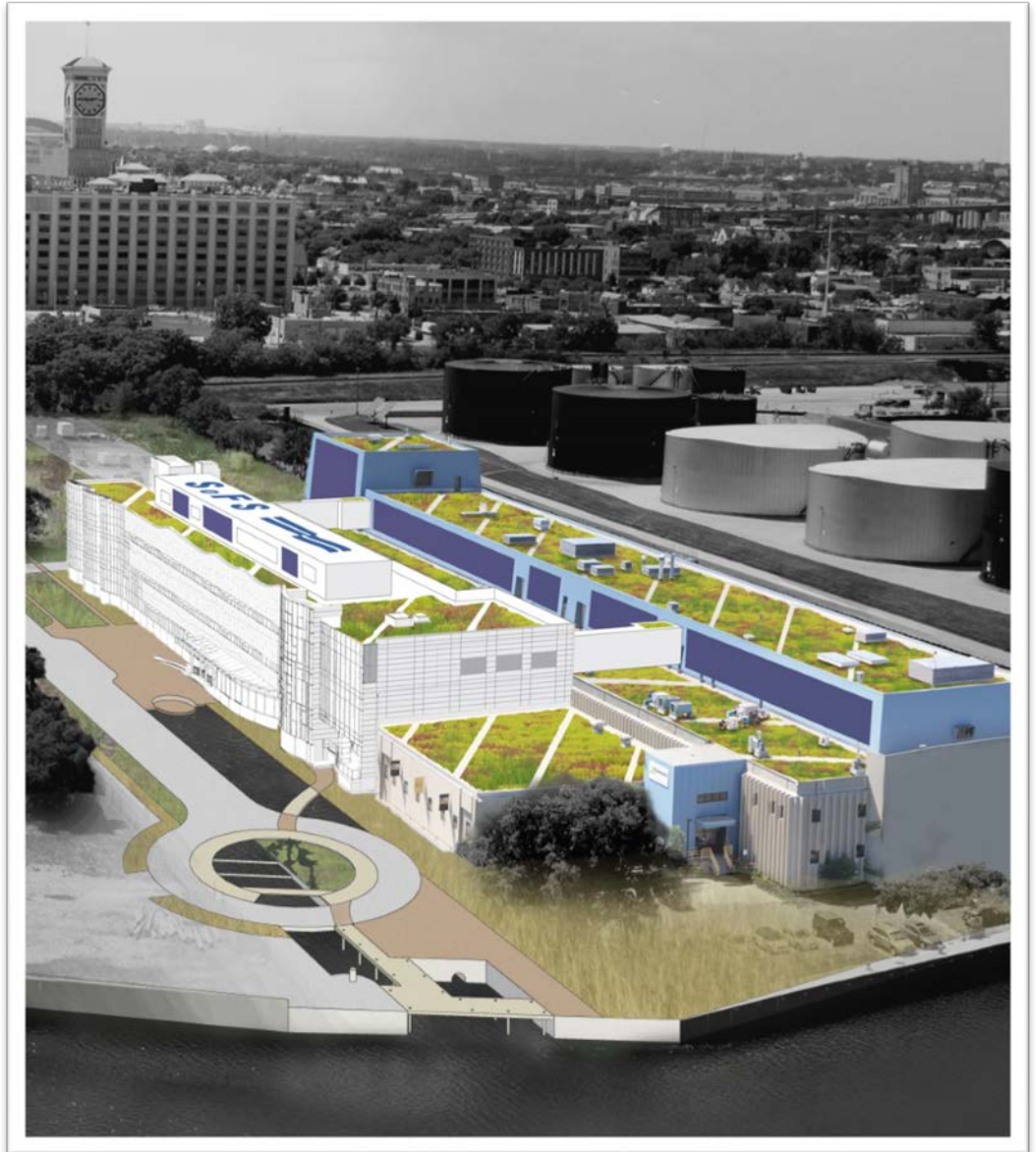
A hub of research and innovation

University of Wisconsin - Madison is the 3rd largest research university in the United States with over \$1.2 Billion spent on research annually.

The Wisconsin Alumni Research Foundation is the oldest university tech transfer office in the United States – founded in 1925.

The hub of freshwater research and innovation

*UW-Milwaukee's School of
Freshwater Sciences.
92,000 ft² research facility
houses: Great Lakes
Genomics Center, Toxicology
Labs, Robotics Lab,
Quarantine and Pathogen
Labs, Urban Aquaculture
Center, & a Research Fleet.*



National Recognition

Sept 2014 - The U.S. Small Business Administration (SBA) has selected The Water Council as one of four new Regional Innovation Cluster awardees, adding to its portfolio of high-performing regional innovation networks across the country.

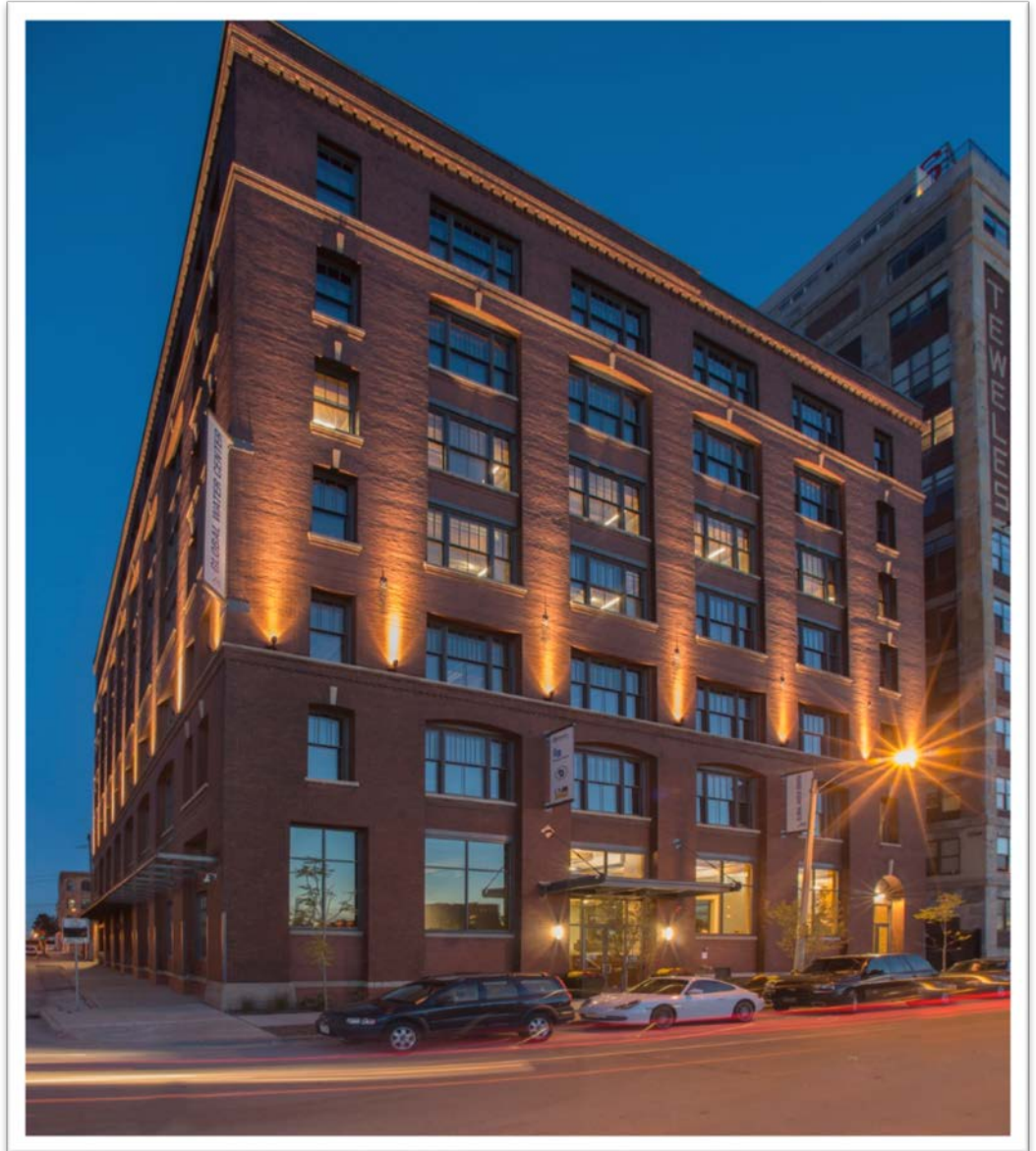
Who is The Water Council

Milwaukee based venture development organization focusing on:

1. Increasing research in water technology
2. Commercializing water technology research
3. Promoting water entrepreneurship
4. Increasing access to capital
5. Developing a workforce skilled in water

The Global Water Center

98,000 ft² LEED Silver building completed in 2013. Houses 3 academic institutions, 20 small businesses, 3 publically trade companies, 3 NGOs and 1 governmental organization.



Our Experience in Building a Water Cluster

1. Focused on water technology companies – not water users.
2. Major industrial players – 5 of 10 largest water tech companies have operations in Milwaukee.
3. Academic prowess – basic research, commercialization, facilities, multiple degree programs, multiple institutions.
4. Industrial density – over 300 companies across 15 technologies.
5. Governmental support – local, regional, state & national.

2015 and beyond

1. Launch of Small Business Center of Excellence – focused on small to medium size water technology companies.
2. Launch “Water Collaborative Innovation Platform” (open innovation software).
3. The BREW (business accelerator) Class III.
4. Host The Water Council Investment Conference – Sept 2015.

Thank You