Finger Lakes Partnership
Project Matrix

Strategy	Project	Responsible Parties	Year 1 Timeframe	Year 1 WIRED funding requested	Outcomes	Proposed	Approved	Contract Issued	Contract Executed
→ *Energize the regions entrepreneurial economy.* **Increase entrepreneurial talent throughout the region*	**MS Degree in Science and Technology**	**UR**, RIT, GRE, HTR, SBDC, GCC, FLCC, MCC	° Recruit 3 students. ° Identify barriers to starting MSSTC degree in NYS. ° Develop marketing materials with UT. ° Establish scholarship review board.	**$43,000 in WIRED funding**. $30,000 for scholarships $2,000 travel costs $10,000 for marketing.	□ Broaden participation in entreprenurial initiatives □ Strengthen and energize the regions Entreprenurial culture □ 6 technologies evaluated. □ # TBD technologies recommended for commercialization.		X		
→ *Energize the regions entrepreneurial economy.* **Increase entrepreneurial talent throughout the region*	**Entrepreneurship & Strategic Growth Immersion Sequence Program**	**RIT**, regionally located alumni and MBA graduates, participants in other WIRED programs, participants in related community college programs, HTR, Monroe County, Infotonics, NYS Agricultural Experiment Station, local business, Finger Lakes Partnership.	° Advisory Board formation ° Needs assessment (high-growth opportunity search) ° Curriculum development	**$85,000 in WIRED funding**. Includes $71,251 in salaries and benefits $2,000 travel/staff development $3,000 in equipment and supplies $1,022 in ITS charges	□ Broaden participation in entrepreneurial initiatives □ Strengthen the Entrepreneurial culture □ Conduct focus groups □ Develop a document of commercialized needs assessment. □ Begin development of immersion program curricula.		X	X	
→ *Energize the regions entrepreneurial economy.* **Increase entrepreneurial talent throughout the region*	***Rochester Entrepreneurship Conference***				□ Broaden participation in entrepreneurial initiatives □ Strengthen the Entrepreneurial culture □ Expand and enhance specific programming for targeted populations at annual conference.	X			

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→ *Energize the regions entrepreneurial economy.* **Increase entrepreneurial talent throughout the region*	***Business Plan Contests for High School and Community College Students***				□ Broaden participation in entrepreneurial initiatives □ Strengthen the Entrepreneurial culture □ Stimulate entrepreneurial activity □ Build entrepreneurial skills through engagement of regional high school and community college students in new venture creation	X			
→ *Energize the regions entrepreneurial economy.* **Increase entrepreneurial talent throughout the region*	***Intro to Entrepreneurship courses for traditionally underrepresented groups***				□ Broaden participation in entrepreneurial initiatives □ Strengthen the Entrepreneurial culture □ Expand previous concept of Intro to Entrepreneurship course at NTID	X			
→ *Energize the regions entrepreneurial economy.* **Strengthen the entrepreneurial culture* **Broaden participation in risk-taking throughout the region*	**TEN (The Entrepreneurs Network)**	**Monroe County IDA**, regionally based entrepreneurs and small businesses, corporations, universities	° 1st Entrepreneurship Boot Camp begins ° Panel events, discussions, workshops and relevant speakers	**$100,000 in WIRED funding**. Includes $60,000 for instructors, speakers and consultants $20,000 in travel costs $5,000 for course facilities $15,000 for equip and suppli	□ Broaden participation in entrepreneurial initiatives □ Strengthen the Entrepreneurial culture □ Stimulate *high-tech* entrepreneurial culture □ New capital investment in product development □ Support collaborative networks for new start-up formation □ Contribute to stopping the "brain drain" □ Create a network of service providers, advisors and mentors.		X	X	

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→ *Energize the regions entrepreneurial economy.* **Strengthen the entrepreneurial culture* **Broaden participation in risk-taking throughout the region*	***Fast Trac program***				□ Broaden participation in entrepreneurial initiatives □ Strengthen the Entrepreneurial culture □ Training 200 perspective entrepreneurs	X			
→ *Energize the regions entrepreneurial economy.* **Strengthen the entrepreneurial culture* **Broaden participation in risk-taking throughout the region*	***Rochester Regional Business Plan Contest***				□ Broaden participation in entrepreneurial initiatives □ Strengthen and energize the Entrepreneurial culture □ Stimulate entrepreneurial	X			
→ *Energize the regions entrepreneurial economy.* **Strengthen the entrepreneurial culture* **Broaden participation in risk-taking throughout the region*	***Innovation Place (RMSC)***				□ Broaden participation in entrepreneurial initiatives □ Strengthen and energize the Entrepreneurial culture □ Stimulate entrepreneurial awareness & business formation □ Build awareness and understandi	X			
→ *Energize the regions entrepreneurial economy.* **Strengthen the entrepreneurial culture* **Broaden participation in risk-taking throughout the region*	***Attract Conferences and Meetings***				□ Broaden participation in risk-taking initiatives □ Strengthen and energize the Entrepreneurial culture □ Attract Entrepreneurs and Venture Capitalists □ Build awareness and understandi	X			

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→ *Energize the regions entrepreneurial economy.* **Strengthen the entrepreneurial culture* **Broaden participation in risk-taking throughout the region*	***Speaker series***				□ Broaden participation in risk-taking initiatives □ Strengthen and energize the Entrepreneurial culture □ Attract Entrepreneurs and Venture Capitalists □ Build awareness and advantagi	X			
→ *Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures* **Improve the identification and development of research institution technology*	***Pre-Seed / New Product Workshops to improve identification and qualify technologies for transfer***	**HTR,** Initiatives Consulting, JJA Consulting, GRE, RIT, UR, Jaeckle Fleishman, local technologists, local inventors and entrepreneurs, MBA students, Cornell Ag, Cornell, Alfred.	° First pre-seed workshop delivered ° First new product workshop delivered	**$22,500 in WIRED funding**. Includes $10,000 for pre-seed workshop $12,500 for new product workshop	□ Stimulate regional innovation and enhance conversion of orphan/ under-utilized technology □ Improve the identification and development of research institution technology □ 4 (TBD) annual workshops □ 84-132 (TBD) participants assessing 24 innovations and product concepts.		X		
→ *Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures* **Accelerate the commercialization of technologies that are identified in region*	**SBIR Outreach and Access**	**HTR,** RIT, UR, Cornell Ag, Infotonics, NYSTAR, local entrepreneurs, grant writers	° Initial workshop ° Initial company proposal with assistance given	**$39,375 in WIRED funding.** Includes $20,125 in salary and benefits $12,500 for grant writers $3,750 for events/outreach $3,000 travel costs	□ Accelerate the commercialization of technologies identified in region □ 2 (TBD) annual workshops □ 60-100 (TBD) participants per year □ Incremental SBIR Phase 1 proposals.		X		

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→ *Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures* **Accelerate the commercialization of technologies that are identified in region*	**Tech Commercialization Process**	**HTR,** RIT, Excell Partners, Cornell, UR, Infotonics, Trillium, Graduate interns, NYS Science & Law Center, private consultants, local entrepreneurs, local businesses.	° Market opportunity assessments ° In-depth tech & marketing assessments ° Initial business plans completed ° Interim CEO identified ° Private or public funding sources identified	**$1,039,000 in WIRED funding.** Includes $178,500 in salaries and benefits $452,500 in contract services $8,000 in travel $400,000 in company launch	□ Stimulate regional innovation and enhance conversion of orphan/ under-utilized technology □ Accelerate the commercialization of technologies identified in region □ 30+ (TBD) technologies and innovations identified for possible commercialization □ 14 (TBD) market opportunity assessments □ 7 (TBD) technologies/innovations in depth assessments □ Business plans developed for 9-12 (TBD) concepts		X		
→ *Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures* **Accelerate the commercialization of technologies that are identified in region*	***New Initiatives Fund - RFP***				□ Stimulate regional innovation and enhance conversion of orphan/ under-utilized technology □ Accelerate the commercialization of technologies identified in region □ Programs will reflect best practices, leveraging resources and buld the regions innovation capacity	X			

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→ *Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures* **Accelerate the commercialization of technologies that are identified in region*	***Innovation Test Beds***				□ Stimulate regional innovation and enhance conversion of orphan/ under-utilized technology □ Accelerate the commercialization of technologies identified in region □ Mentor programs for new ventures				
→ *Train and empower workers to successfully compete in the changing global economy* **Increase worker training to meet critical skill needs in key industry clusters throughout the region*	**A) Scholarship Fund to Support Industry Certified Training for 4 targeted clusters (Alternative Energy, Bio/Life Sciences, Food & Agriculture, Optics/Imaging, B) Lean Training classes for the health care and business services sectors (to begin implementation of process/productivity improvement initiatives in non-manufacturing settings)**	**RochesterWorks, Inc.** Finger Lakes Workforce Investment Board, GLOW Workforce Investment Board, Monroe County Workforce Investment Board, RochesterWorks, local businesses, local industry clusters.	° Marketing and solicitation of applications to begin upon approval. ° Applications will be accepted until funds are exhausted.	**$650,000 in WIRED funding** Includes $40,000 for salaries $510,000 for scholarships to upgrade the skills of workers employed in Advanced Manufacturing, Optics/Imaging, Bio/Life Sciences, Alternative Energy and Food and Ag $100,000 for LEAN training in health care and business services companies	□ Train and empower workers to successfully compete in the changing global economy □ Increase worker training to meet critical skill needs in key industry clusters throughout the region □ 650 workers trained at 200+ companies throughout the region. □ Workers to acquire transferable skills, credentials and/or certifications. □ Businesses will realize productivity improvements leading to an increase in		X		

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Strategy	Project	Responsible Parties	Year 1 Timeframe	Year 1 WIRED funding requested	Outcomes	Proposed	Approved	Contract Issued	Contract Executed
→ *Train and empower workers to successfully compete in the changing global economy* **Increase worker training to meet critical skill needs in key industry clusters throughout the region*	**Regional Apprentice System for Optics/Imaging, BioManufacturing and Food & Beverage manufacturing industries.**	**MCC,** FLCC, GCC, RRPC, PIA, Northeast Biomanufacturing Center/Collaborative, BOCES, Edison Tech, FIRST Teams, Project-lead-the-way, CTE, Industry Partners, WIB's] and One Stop Career Centers	° Industry/Company orientations and sign up to apprentice system (June - Aug) ° Select training participants (June - Sept) ° Trainee orientations/begin Level 1 training (June - Sept) ° Enroll Biomfg students at FLCC (Sept) ° FT OJT at host companies (D	**$93,300 in WIRED funding** Includes $82,000 in salaries and fringe $2,000 Staff Development (train the trainer) $6,800 for administrative support $2,500 for program materials	□ Train and empower workers to successfully compete in the changing global economy □ Increase worker training to meet critical skill needs in key industry clusters throughout the region □ 40 Apprentices at MCC □ 10 Apprentices at FLCC □ 10 Apprentices at GCC				
→ *Train and empower workers to successfully compete in the changing global economy* **Increase worker training to meet critical skill needs in key industry clusters throughout the region*	***Workforce Innovations fund through RFP process***				□ Train and empower workers to successfully compete in the changing global economy □ Increase worker training to meet critical skill needs in key industry clusters throughout the region □ Address critical workforce needs of local industries emerging through project period. □ Requires regional solutions to employers new skill demands	X			

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→ *Build a collaborative regional education, workforce and economic development system.* ** Link school systems, colleges and the private sector to develop demand driven regional workforce development system* ** Train and empower workers to successfully compete in the changing global economy*	**Educator Internships will place teacher in an internship role in one of the four targeted cluster industries**	**RACEC, Finger Lakes Workforce Investment Board**, Monroe #1 BOCES, GLOW Workforce Investment Board, local businesses in high tech and emerging industries, educators, school districts, local industry clusters	° Plan program criteria and details and establish requirements. ° Create and print project materials.	**$9,000 in WIRED funding** Includes $5,500 in in project staff $3,500 for outreach materials	□ Foster a collaborative regional education, workforce and economic development system. □ Train and empower workers to successfully compete in the changing global economy □ Review existing materials □ Outline program model □ Create draft program application □ Create outreach brochures □ Create program evaluations. □ Creation, publication and distribution		X		
→ *Build a collaborative regional education, workforce and economic development system.* ** Link school systems, colleges and the private sector to develop demand driven regional workforce development system* ** Train and empower workers to successfully compete in the changing global economy*	***Career and Technical Education Centers (CTE) curricula and lab upgrades***				□ Build a collaborative regional education, workforce and economic development system. □ Develop technical skills of emerging workers	X			

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→ *Build a collaborative regional education, workforce and economic development system.* ** Link school systems, colleges and the private sector to develop demand driven regional workforce development system* ** Train and empower workers to successfully compete in the changing global economy*	***Teacher summer camps***				□ Build a collaborative regional education, workforce and economic development system. □ Train teachers in entrepreneurial curricula to implement in schools	X			
→ *Build a collaborative regional education, workforce and economic development system* **Asset Map and Data Analysis for regional effort*	**Obtain asset map and data analysis expertise necessary to support the Partnership**	**RochesterWorks, Inc.** and expert TBD	° Proposals due 8/25 ° Review team established ° Review process begins		□ Build a collaborative regional education, workforce and economic development system. □ A visual asset map to inform and support transformation activities		X		
→ *Build a collaborative regional education, workforce and economic development system* **Industry cluster coordination*	***Enhance industry cluster coordination***				□ Build a collaborative regional education, workforce and economic development system. □ Map community resources to cluster activity and new growth opportunities. □ Develop targeted clusters □ Support cluster activities for matchmaking, collaboration, networking, etc and develop "Cluster Connection" portals to identify other opportunities. □ Ensure regional competencies are into	X			

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→ *Build a collaborative regional education, workforce and economic development system.* * *Develop a communications plan to support partnership and collaborative activities in region*	**Release a RFP to select expertise to support a coordinated outreach and communication plan among members and key stakeholders**	**RochesterWorks, Inc**. and communications expert TBD	° Proposals due 8/25 ° Review team established ° Review process begins		□ Build and foster a sustainable collaborative regional education, workforce and economic development system. □ Achieve a coordinated, targeted outreach and communication effort to support collaborative networking and outreach effort in relation to partnership activities and regional transformation		X		
→ *Build a collaborative regional education, workforce and economic development system.* * *Develop predictive analysis capability to support business attraction, growth and retention efforts throughout the region*	**Predictive Analysis for Business Attraction**	**GRE**	° Research growth sectors within targeted clusters to identify companies that are expanding and investing ° Identify individuals at companies to approach ° Conduct site visits with companies interested in region	**$93,500 in WIRED funding** Includes $7,000 for industry data and company databases $7,000 for industry reports $22,000 personnel $20,000 consultants to facilit	□ Work towards a collaborative regional education, workforce and economic development system. □ Visit 12 (TBD) targeted companies each year aligned with the four cluster areas.		X	X	
→ *Build a collaborative regional education, workforce and economic development system.* * *Develop predictive analysis capacity to support business attraction, growth and retention efforts throughout region*	**Predictive Analysis for Business Retention and Expansion**	**GRE,** IDA's, ESD, local companies	° Develop model for economic development use in 9-cty region ° Disseminate data to ED entities in 9-cty's ° Gather results	**$40,000 in WIRED funding.** Includes $25,000 predictive analysis model $15,000 staff	□ Work towards a collaborative regional education, workforce and economic development system. □ Identify 100-130 (TBD) companies likely to expand or contract □ Partner with regional ED agencies to visit those companies		X	X	X

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→ *Build a collaborative regional education, workforce and economic development system.* ** Support competitive advantage for entrepreneurs, small and medium sized businesses by establishing a knowledge clearinghouse of industry best practices and other resources*	**Finger Lakes Resource Network**	**RIT,** CIMS, GRE, USDOL, NYSDOL, ESD, Web Development vendor	° Hold focus groups to develop user requirement documentation. (Aug - Dec) ° Begin development of web portal (Dec - Jan) ° Conduct regional content inventory (Sept - Jan) ° Identify existing content sources (Sept - Jan)	**$286,685 in WIRED funding**. Includes $86,441 in salaries $180,000 in contractual services $1,000 travel $5,000 equipment/supplies	□ Work towards a collaborative regional education, workforce and economic development system. □ Conduct focus group to determine how customers would use a web portal and identify their unmet information needs. □ Will be documented in a "user requirements document". □ Inventory will be conducted to identify existing sources and determine content development needs.		X	X	