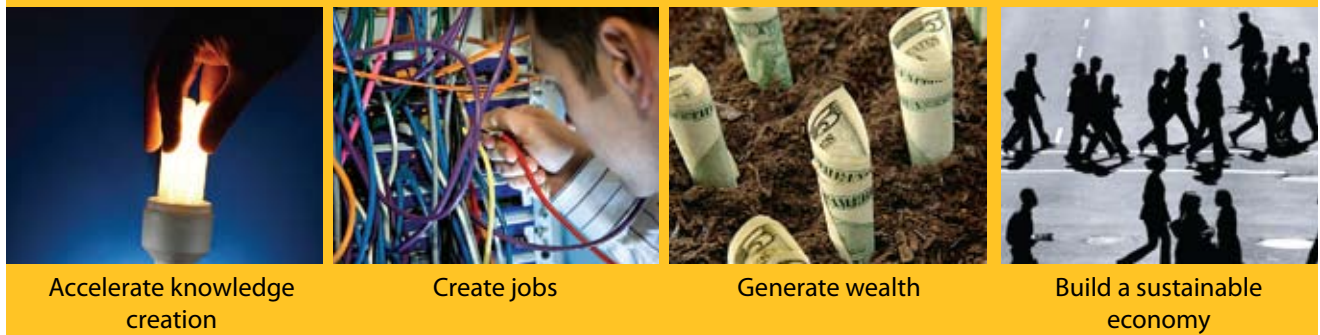


Innovation Deployed

RTI'S INNOVATION-LED ECONOMIC DEVELOPMENT



Innovation is now the currency for competitive advantage, and not just in the Silicon Valley or Research Triangle. Businesses, nonprofit organizations, and governments everywhere must seek out and integrate creative ideas to survive and thrive. RTI uses state-of-the-art approaches to help you find, leverage, link—or create—sources of innovation to transform your community. That's innovation—deployed.

Robust and vibrant economies are built on vision, collaboration, and capacity for innovation—the ability to constantly find and integrate new ideas. But all too often, organizations formulate strategies based solely on past successes and historical data.

RTI's Innovation-Led Economic Development team—comprised of economic development experts, scientists, and engineers, all on the cutting edge in their respective fields—can help your community move beyond strategies rooted in the past to craft a roadmap to the future. RTI can provide your community:

- **Vision:** needs analysis and facilitated ideation to generate creative ideas to solve tough problems
- **Market intelligence:** forward-looking analysis from a technical team that looks at your community's assets in the context of market trajectories
- **Innovation scouting:** best practice research that identifies the innovators within and outside your community—whether you seek innovation in science and technology, innovation in organizational management, innovation in public policy, or all of the above

- **Partnership development:** leverage of resources and organizational strengths to forge partnerships to move your strategies into implementation
- **Performance tracking and reporting:** metrics to track progress, measure impact, calculate return on investment, and communicate the success of your initiatives

Why RTI?

As a nonprofit research institute, RTI is a unique partner in economic development. We bring:

- National and international visibility to markets and technologies
- Experience working with federal and state agencies as well as corporate clients
- Multidisciplinary teams of planners, policy analysts, and economists, along with senior scientists and engineers with a broad variety of technical specialties
- Core values of integrity, excellence, innovation, and objectivity in everything we do



RTI's Innovation-Led Economic Development advisory services cover three broad areas:

- Strategic planning and policy development—RTI analyzes and evaluates community assets to develop broad-reaching strategies to accelerate knowledge, wealth, and job creation.
- Industry, technology, and market assessments—RTI analyzes industry and technology trends, assesses innovation assets, identifies market opportunities, and develops specific action plans for supporting key industries and/or commercializing research.
- Program evaluation and benchmarking—RTI conducts a wide array of program and performance evaluations to track the progress of initiatives and to measure economic impact and return on investment.

Case Studies

The following case studies demonstrate how we customize our approach to meet regional needs, provide actionable recommendations, and deliver measurable results. Contact us to find out how we can deploy innovation to transform your community.

Strategic Planning: Kentucky Science and Technology Plan

RTI was selected by Kentucky's Department of Commercialization and Innovation to develop a five-year strategic plan for the state's science and technology economy. The objective of this plan was to provide direction and focus for continued investment in Kentucky's innovation economy. The plan assessed the state's innovation strengths and weaknesses, explored ways to build on successes, and recommended strategies to accelerate knowledge, wealth, and job creation.

RTI developed the plan through extensive interviews, focus groups, and strategy sessions with businesses, researchers, education providers, investors, government agencies, and others. In addition, professionals in various research and industry platforms provided information on national and international market and technology trends. RTI examined best practice models for policy issues such as access to capital and tax credits to assess their transferability to Kentucky.

Industry Assessment and Strategic Business Planning: Regional Energy Innovation Centers

RTI developed industry assessments and business plans for the development of three regional Energy Innovation Centers that will support R&D and workforce development in the areas of nuclear energy, coal, and biofuels. The plans assessed regional, national, and international market demand for each industry, examined regional assets, identified specific short- and long-term economic opportunities, and developed operations plans and budgets. The missions and business plans of each center were designed to be directly responsive to the new Virginia Energy Plan as well as to the regional economic development needs and opportunities in three distinct regions of Virginia. Using RTI's business plans, the centers jointly requested and received more than \$24 million in funding.

Evaluation: Maryland Technology Development Corporation

In 2007, RTI conducted a comprehensive impact analysis and evaluation of Maryland's 19 technology incubators. This evaluation determined the incubators' economic impact on the state, analyzed the state's capacity for increased investment in incubators, identified the barriers faced by incubating companies, and researched effective policies and practices to reduce these barriers and encourage success for the companies. The project involved a large Internet-based survey of incubator clients and graduates, extensive interviews and focus groups with various stakeholders, and an econometric analysis of the program's contribution to Maryland's economy.

RTI's evaluation helped the client effectively communicate the positive impacts of the incubator network on the state and provided recommendations that both the governor and state legislature have used to make policy decisions about business incubation.

More Information

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RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. Our staff of more than 2,800 provides research and technical expertise to governments and businesses in more than 40 countries in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory and chemistry services. For more information, visit www.rti.org.

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