

South Lake Union Innovation Partnership Zone  
Strategic Plan

Mission:

The South Lake Union Global Health Innovation Partnership Zone works to create economic opportunities by increasing collaboration and connections between companies and organizations within the global health sector.

Goals and Supporting Activities:

Primary activities for the SLU Global Health IPZ are coordinated by the Washington Global Health Alliance. The South Lake Union IPZ will accomplish this mission by focusing on four key goals, which are aligned with WGHA's activities and strategies:

**CORE OBJECTIVES**

**1. Facilitate opportunities for member institutions to partner for research education and program collaborations.**

*Goal*

Build awareness and create opportunities to share information and capitalize on partner strengths to develop initiatives to further missions.

*Activities*

- Identify WGHA partner competencies, locations and programs through a mapping exercise.
- Convene meetings and other opportunities to share information and ideas.

*Outcomes*

Develop successful collaborations because the IPZ has identified program and research overlaps and communicated collaboration opportunities

*Accomplishments*

- Washington Global Health Alliance, Public Health - Seattle & King County, HealthPoint and Swedish formed a partnership to work together to address disparities in local healthcare through a new initiative: Global to Local, a new approach in applying global solutions to local healthcare challenges in underserved populations. As part of the initiative, Global to Local is collaborating with neighboring cities in Tukwila, Wash. and SeaTac, Wash. (located just south of downtown Seattle, Wash.), to provide innovative, holistic and community-driven solutions to providing healthcare and economic development strategies in diverse, low-income populations.
- Completion of updated Strategic Mapping and Economic Opportunity Portfolio produced a data base that will be used to increase collaboration among participating organizations. The data base allows organizations to identify opportunities for collaboration by documenting areas of focus by both geography and discipline for 59 global health organizations.

## **2. Engage, educate and inspire the general public about global health while increasing awareness of South Lake Union IPZ global health institutions activities and accomplishments and impact with key influential audiences.**

### *Goal*

Increase visibility through a statewide campaign to increase public awareness about the value and potential of the global health sector.

### *Activities*

Hold public outreach events: Pacific health Summit public expansion, 50th Anniversary of World's Fair speaking engagements (for example: Rotary Club, Life Science Innovation NW 2012).

### *Outcomes*

Increased knowledge and support of the general public for the global health sector.

### *Accomplishments*

- A Party with a Purpose is an annual event to raise awareness and funding for global health causes. In 2011, 1000 young professionals (people in their 20s and 30s) attended the party to learn about Seattle's global health innovation. This event raised \$34,000 to support the Infectious Disease Research Institute's TB diagnostics and vaccine development program in Haiti.
- WGHA has been leading Global Health Nexus Seattle in collaboration with Prosperity Partnership and the Washington Biotechnology Biomedical Association. This group of over 100 professionals in research, business, government, NGOs, philanthropy, and the faith and service communities has come together to make Seattle and Washington state known around the world as the nexus for the advancement of global health discovery, development, and delivery. A sub-committee of Nexus is working to bring together private and non-profit organizations to solve supply chain issues in developing countries.

## **3. Increase education and mentoring activities**

### *Goal*

Washington State becomes known as the "global health education state" because global health is taught on a continuum from elementary through post-graduate studies.

### *Activities*

- Expand the WGHA Ambassadors program creating 11th grade global health curriculum that focuses on STEM and social studies and train teachers from four high schools to incorporate curriculum into their classes.

### *Outcomes*

Develop future global health leaders and practitioners through education, training and mentorship programs.

### *Accomplishments*

- The WGHA Ambassadors curriculum will be used by the over 70 MESA (mathematics engineering science achievement) schools in Washington state. Use of this curriculum is preparing high school students to explore opportunities in global health in university

and beyond. Several other school districts in the US and internationally have expressed interested in the curriculum.

#### **4. Increase economic and commercialization opportunities in the global health sector**

##### *Goal*

Identify the opportunities for supporting the attraction, growth and expansion of businesses, non-profits and philanthropy to enhance and expand our global health community.

##### *Activities*

- Completion and roll out of Strategic Mapping and Economic Opportunity Portfolio (see Section 4.2 above for full description and Attachment 1 for documents).
- Community Economic Revitalization Board (CERB) Export Assistance Program grant provided to University of Washington, Washington Biotechnology Biomedical Association and WGHA to help companies export medical and global health technologies. This grant provides companies with one-on-one technical assistance to increase their exporting capacity. As a result of this grant, we will develop case studies and a wiki website containing lessons learned and providing exporting information and links. The website will be introduced at the 2012 Life Sciences Innovation NW conference and housed at [www.lifesciencestartup.com](http://www.lifesciencestartup.com).
- Promote and encourage discussion of global health topics and global health participation in Washington Biotechnology Biomedical Association's Life Sciences Innovation NW conference.

##### *Outcomes*

Increase number of Washington companies participating on global health.

##### *Accomplishments*

- Completed Strategic Situation Assessment in partnership with DSA to examine issues of competitiveness for life sciences and global health in the downtown core. (Attached as Exhibit 2.)
- 5 companies receiving assistance through the CERB program to increase their capacity to export products.
- Launch and press conference for Strategic Mapping and Economic Opportunity Portfolio is scheduled for September 13<sup>th</sup> and will be followed by a tour of global health organizations for state legislators.
- "Global Solutions, Local Benefit" at Life Science Innovation NW 2011. This panel moderated by John Gardner (Washington State University) and included panelists from Cascade Design and Swedish Hospital discussed how global health innovation designed to meet the needs of developing nations provides local benefits.

#### Leadership/Governance

*Management team.* The South Lake Union Global Health IPZ is lead by the Washington Global Health Alliance (WGHA) and City of Seattle's Office of Economic Development. The leadership team includes: Lisa Cohen, President, WGHA; Vajra Allan, Administrator, Washington Global Health Fund; Brian Surratt, Director of Business Services, City of Seattle's Office of Economic Development; and Tina Vlasaty Deputy Director of Business Services, City of Seattle's Office of Economic Development.

*Roles.* The City of Seattle's OED leads the administration of the IPZ and serves as the interface with the Department of Commerce. The City of Seattle is responsible for annual reporting and grants management on behalf of the IPZ. WGHA leads IPZ programming and implementation of IPZ initiatives.

*Sustainability plan.* IPZ specific activities are funded with grants and where aligned are supported through WGHA's existing programming and funding. To continue implementation of IPZ specific activities additional grant funding will be sought.

### Strengths of the IPZ

*Technology*— Seattle was named the number one tech city in U.S. by Scientific American in August, 2011. Information technology is a strength in Washington that many global health organizations tap into. From buying computers through Amazon to working with Microsoft on database management to hiring programmers, several interviewees in the Strategic Mapping and Economic Opportunity Portfolio project noted how fortunate they feel to have such a strong IT infrastructure here in Washington. Specifically mentioned was the unique intersection between global health, technology, and entrepreneurship.

*Human capital*—The talent concentrated in the IPZ is unparalleled. There is deep knowledge and experience across information technology, life sciences and global health that converge in this geography. It was noted in interviews for the Strategic Mapping and Economic Opportunity Portfolio project that global health nonprofit organizations, such as PATH, have working with foreign governments—an expertise that can be leveraged by partner organizations. The many universities in the Puget Sound produce a highly educated workforce to fill positions in global health. Large global health employers such as PATH and the Bill and Melinda Gates Foundation inspire talent to stay in the area.

*Infrastructure.* South Lake Union is well served by public transit and has excellent amenities including the new Lake Union Park. Several projects currently underway will further improve the infrastructure of the neighborhood. First, Mercer Street improvements are underway to ease traffic congestion at the I-5 interchange and improve traffic flow through the neighborhood. Second, the City of Seattle is moving forward with planning for a new Seattle City Light substation to accommodate current and future growth in South Lake Union. The North Downtown Network Project will improve both power reliability and quality so critical to the research that takes place in the IPZ.

### Long-term market growth for the technology

Among of the most compelling aspects of global health for many companies is the ability to access developing markets. The United States represents only 5% of the world's patients. A presence of global health work in countries around the world presents an opportunity to gain access into these emerging markets. Additionally, President Obama and Governor Gregoire have announced initiatives to support increasing exports. Given the infrastructure limitations and healthcare needs in developing countries, the global health products developed in Washington state are prime for entry into this market.

### Entrepreneurial climate in the proposed zone

The South Lake Union neighborhood of Seattle continues to be a nexus for life sciences and global health activities. It has a significant concentration of life science and global health companies and organizations and the clustering of these firms has attracted other companies to the neighborhood as well as spawned start ups. Over the course of the last year, the Gates Foundation has celebrated its grand opening and the Infectious Disease Research Institute moved to the neighborhood. A recent tenant map produced by Kidder Mathews and featured in "Xconomy",

shows 35 life science or global health related companies or non-profits in the IPZ. Microsoft and Amazon also have a significant presence there.

#### Commercialization plan

There are two primary strategies to support commercialization for global health technologies within the IPZ.

1. The Washington Global Health Fund (co-located with WGHA in the IPZ and administered by a governor-appointed board) provides grants for the commercialization of global health technologies. The purpose of the grants is to create jobs and strengthen the global health sector in the state. In its first round of grants, in the spring of 2011, the Washington Global Health Fund provided \$450,000 in support to three companies, SIGN, Cascade Designs and Mirador Medical, for promising global health technologies.
2. WBBA has a Commercialization Officer, supported in part by funding from the City of Seattle's Office of Economic Development. The WBBA's commercialization program provides guidance, strategy, and feedback through decades of industry experience for a broad variety of challenges facing life sciences companies. WBBA is contracted with the City to provide support to 40 life science companies in 2011.

#### Plan for measuring and reporting

The South Lake Union IPZ will continue to comply with Department of Commerce's annual reporting requirements, which include tracking major private investments, significant job creation, collaborative activities, community partnerships, innovation and patents.