Cross-Border Collaboration

Great Lakes International Summit – Sept 2017

Cross-Border Collaboration

Brief Context & History

- TechTown Detroit: Founded in 2000, Detroit's longest standing incubator & accelerator serving both tech and non-tech businesses with business acceleration services, physical space (135K sq. feet) and connections to a wide variety of resources.
- Role at TechTown: Managing Director of Tech-Based Entrepreneur Programs (LABS Business Unit) for 3 years; team of 5 coaches & mentors who support all of our program, activities, events and portfolio companies in the tech space – across multiple verticals.
- TechTown Detroit and the University of Windsor have worked together for over 10 years now; in various capacities – particularly where MBA students from the Odette School of Business would work with TechTown small business clients to help them with business strategy and insight via Capstone projects and case studies.
- Activated the first *"Hacking Health"* Hackathon in the US and first cross-border effort in 2015 – an experiment to address some of the most pressing issues in healthcare.

Cross-Border Collaboration

Why Healthcare for SE Michigan and SW Ontario?

- Two national healthcare systems and markets (less than a 1 mile away), different payment models, but very similar challenges.
- Large, diverse populations - ideal for clinical trials.
- Two distinct regulatory pathways and opportunities for market entry.
- US market forces driving "competitive collaboration", ACA / Obamacare pressed forward "patient centered care" (i.e. penalties, ACOs, quality of care, etc.)
- The explosion of digital health and IoHT connected devices, popularity and rising interest in entrepreneurship (300+ entrepreneurial programs in SE Michigan & SW Ontario) with Detroit emerging as a "tech hub".

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Why Healthcare for SE Michigan and SW Ontario?

- Linking healthcare networks and renowned institutions: University of Windsor (School of Medicine and Dentistry), St. Clair College, Hotel-Dieu Grace Healthcare, Transform SSO, Windsor Regional Hospital + Henry Ford (7 hospitals over 40 medical centers), Detroit Medical Center (9 hospitals, 2 specialized partner institutions) Beaumont Health, Blue Cross Blue Shield, Ascension Health and more.

- Density of Assets: USPTO (2nd national) in downtown Detroit, fast-growing entrepreneurial ecosystem with a myriad of investments, increasing level of investment capital sources, affordable space, multi-faceted support structures (private, public, non-profit/philanthropy), strong design and creative community, etc.

INDUSTRY PROFILE

50+ - manufacturers in the growing life sciences sector

1800 - life sciences workers in Windsor-Essex

900+ - skilled graduates from Windsor-Essex schools annually

7500+ trained graduates from nearby U.S. institutions annually

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Some Activity to Date…..

- Hacking Health Windsor Detroit: Cross-border hackathon focused on healthcare innovation and collaboration with a grassroots approach
  - Windsor and Detroit alternate serving as host cities each year started in May 2015, first US city to deliver the event
  - Started in Montreal Canada in 2011, now in over 65 cities worldwide with global sponsors such as Merck, GE Healthcare and Microsoft.
  - Within 3 years of HH Windsor-Detroit (2015-2017): over 700 participants, 90+ teams formed and over 2 dozen active healthcare projects/startups
- Canada / US Health IT Summit
  - CTA (Canadian Technology Accelerator), WEtech Alliance, Consulate General of Canada in Detroit, WIN (World Health Innovation Network), Gov't of Canada and TechTown Detroit introduced 26 Canadian market-ready health IT companies to c-Suite healthcare officers, policy makers, service providers, insurance & investors

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Some Activity to Date.....

- MedHealth Cluster
  - A 2-year, bi-national healthcare focused "cluster" with 28 partnering organizations in SE Michigan and SW Ontario focused on advancing the region's status as a hub for innovation, research and talent in the medical device and digital health industry.
    - Univ. of Windsor, UofM, WSU, Windsor Essex Econ Dev, Detroit Regional Chamber, Transform SSO, Leamington Hospital Network, EPiCentre, Henry Ford, DMC, Blue Cross, Beaumont Health, MSFT, TechTown, Oakland County Medical Mainstreet, Walgreen's, DEGC, Detroit Regional Chamber, MSU and others...
  - ***MedHealth is leading a collaborative, cross-border initiative that leverages the combined assets and opportunities of Southeast Michigan and Southwest Ontario to advance the region's status as a hub of innovation within the medical industry***
  - Annual MedHealth Summit (2017) and coming Q1 2018, Commercialization Pathfinder (digital tool) and Regional Assessment that compares our region to 3 MSAs (Houston, Minneapolis, Cleveland)

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A Model for Duplication?

- Collaborative Focus on Water Quality and Innovation -- Erie Hack "Innovate Around the Lake" launched in Q4 2016
- Bi-national, data and hackathon led by Cleveland Water Alliance and dozens of partners that put environmental and technological innovation to work for water, focused on a specific water system - Lake Erie
- Six City Collaboration: Cleveland, Toledo, Detroit, Erie, Buffalo and Windsor with over 30 organizations - inducing 7 Foundations supporting the effort (funded by the Erb Family Foundation in Detroit and Windsor)
- NASA led ideation process that to 6 core challenge statements for innovators to target with their solutions (i.e. mitigate nutrient loading, cultivate resilience in water infrastructure systems, connect communities to the value of water, reduce urban pollution & algae blooms)

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What's Next?

- Drive deeper partnership engagement in the healthcare space, continued to activate cross-border projects, knowledge sharing, startups activity, R&D as well as jointly pursuing sources to fund the mid and long term sustainability of our collective work
  - Accelerate Michigan Nov 16, 2017 (3:30pm) – Healthcare Reception
  - Hacking Health May 2018 in Windsor
  - EPiCentre & Windsor Essex Capital Angel Network Cluster Additions
  - Ontario Region Trade Commissioner – discussions to extend collaboration from Windsor -> London -> Waterloo -> Toronto
  - Pursuit of joint-funding opportunities
- Erie Hack and Windsor Ontario will partner again in 2018 to expand the reach & impact of our 2017 Data and Hackathon
  - Working with *WaterRising Institute* and the *Internet of H20 Challenge* that are focusing on Lake St. Clair Basin

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