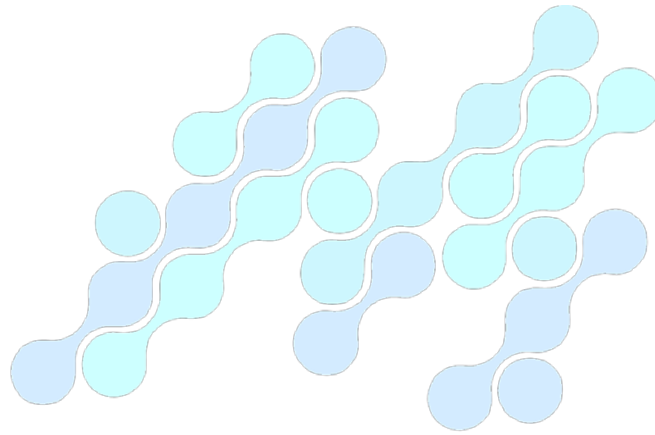


US EPA ARCHIVE DOCUMENT



# 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**

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# 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.

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## 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*

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# The Wisconsin Water Cluster

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

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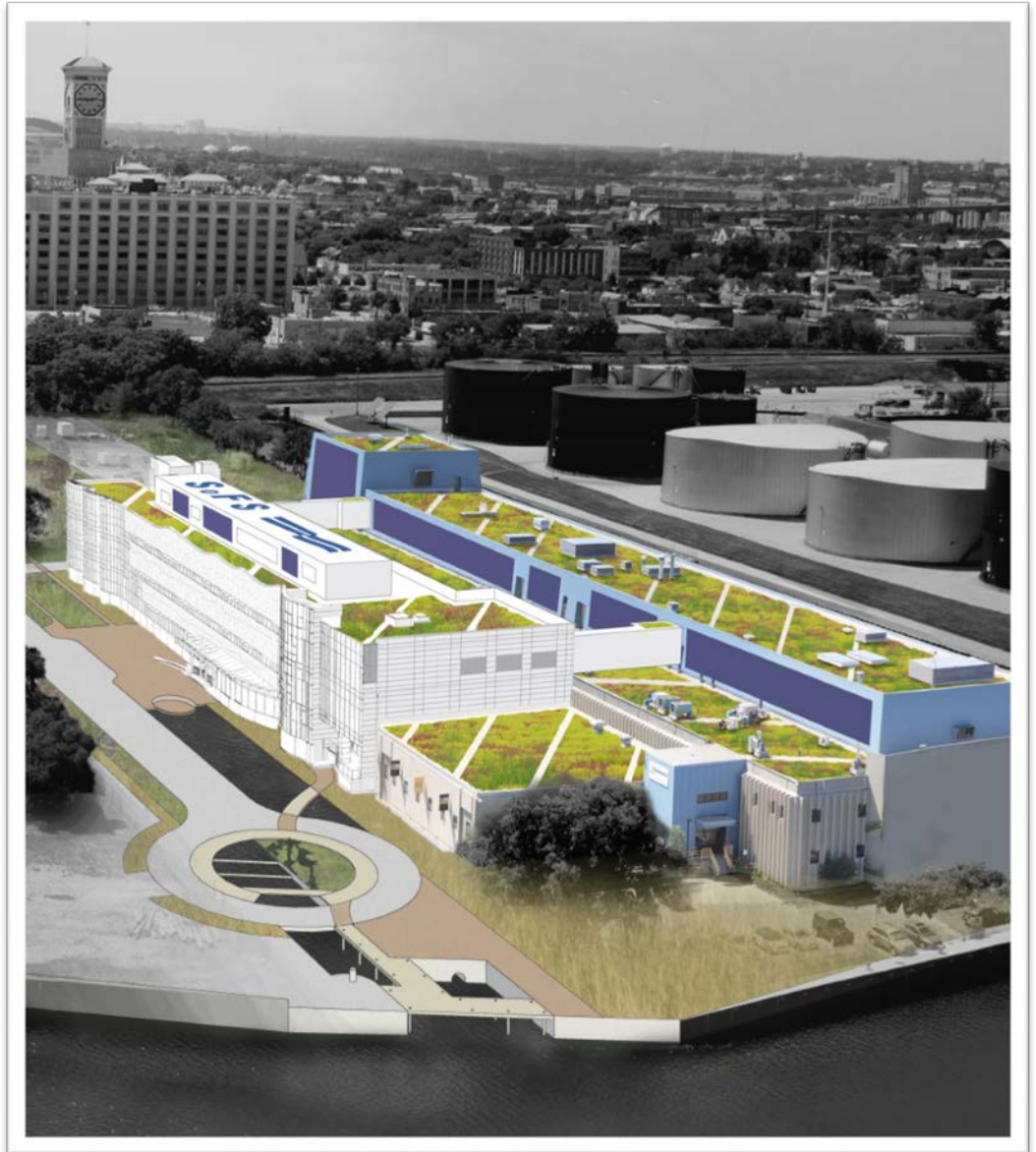
## A hub of research and innovation

University of Wisconsin - Madison is the 3<sup>rd</sup> 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 ft<sup>2</sup> research facility  
houses: Great Lakes  
Genomics Center, Toxicology  
Labs, Robotics Lab,  
Quarantine and Pathogen  
Labs, Urban Aquaculture  
Center, & a Research Fleet.*





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## **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.

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# Who is The Water Council

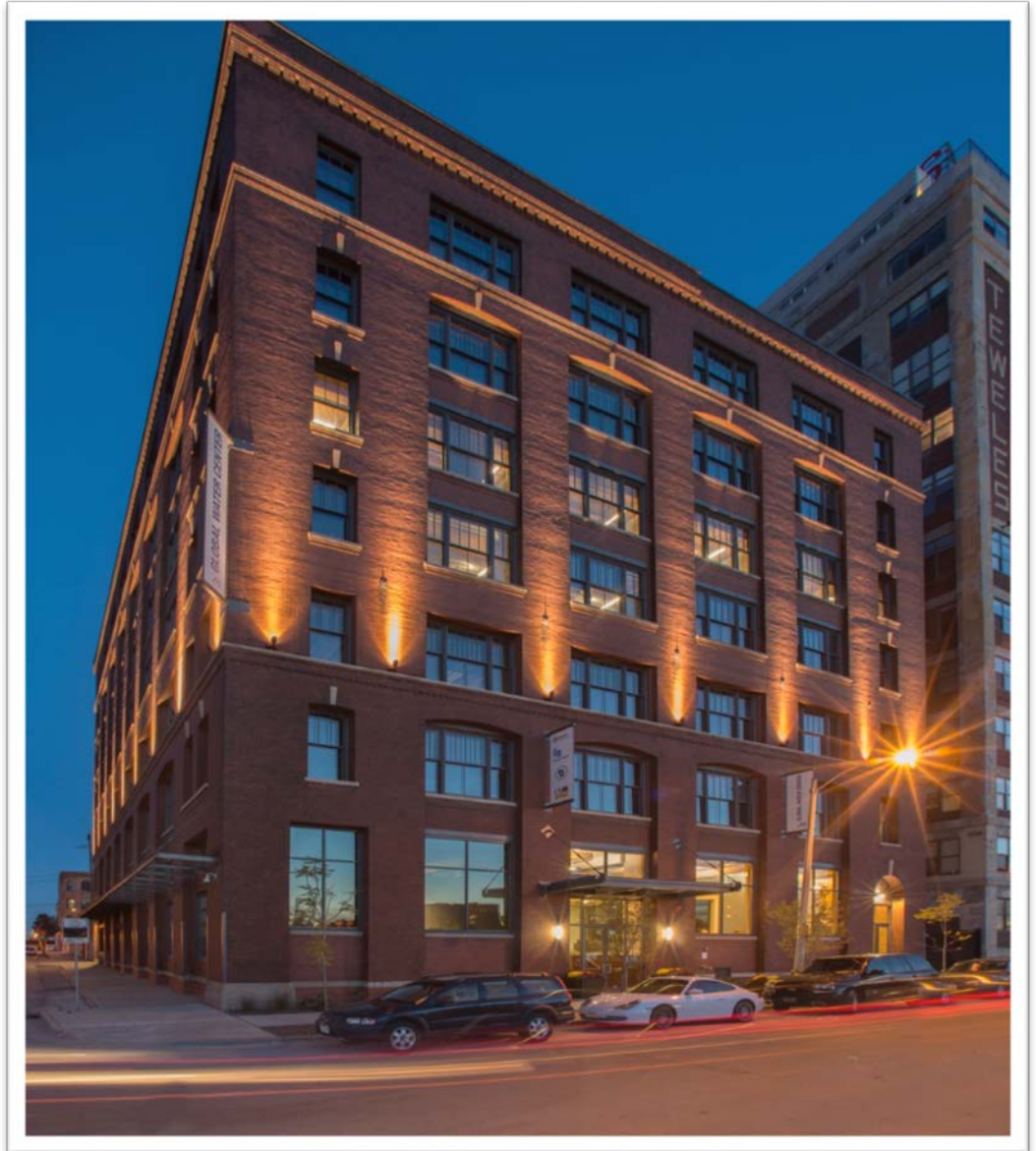
Milwaukee based venture development organization focusing on:

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

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# The Global Water Center

*98,000 ft<sup>2</sup> LEED Silver building completed in 2013. Houses 3 academic institutions, 20 small businesses, 3 publically trade companies, 3 NGOs and 1 governmental organization.*



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## 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.

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## 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**