

Benton/Stearns

Enterprise Network Systems Analysis

Phase Four Meeting

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Knowledge Based Solutions

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Agenda

- Speedy project review
- Phase Four tasks
- Results
- Project outcomes
- Next steps

Four Faces of ENSA

- An analytical methodology and toolset
- A means of bringing economic development people together for action
- A means of engaging manufacturers
- An approach for identifying and developing business opportunities

ENSA – The Big Picture

- Basic premise: Leverage regional supply chains for economic development
- Basic challenge: Discover or create a business opportunity by matching a promising industry with a “champion” company

ENSA Process

- Rank industries to select a half-dozen or so
- Analyze suppliers to select two industries
- Research industries to select a product type
- Identify potential company champions
- Engage champion to identify opportunity
- Engage ENSA committee resources
- Develop supply chain network

Potential Target Industries

- Electromedical apparatus manufacturing
- Turbine generator & set unit manufacturing
- Storage battery manufacturing
- Office machinery manufacturing
- Oil and gas field machinery
- Burial casket manufacturing
- Malt manufacturing

Supplier Analysis Choices

- Turbine and turbine generator set units manufacturing
 - Vertical axis wind turbine project
- Oil and gas field machinery and equipment manufacturing

Industry Research Results

- No “good fit” industry segment or product type for the region

More Potential Target Industries

- Elevator and moving stairway mfg
- Laboratory apparatus and furniture
- Rolled steel shape mfg
- Irradiation apparatus
- Totalizing fluid meters and counting devices

Fluid Meters

- Supplier analysis came out okay
- Industry research showed growth opportunities
- Identified related-industry, potential champion companies (DeZurik, DCI)
- No opportunity emerged

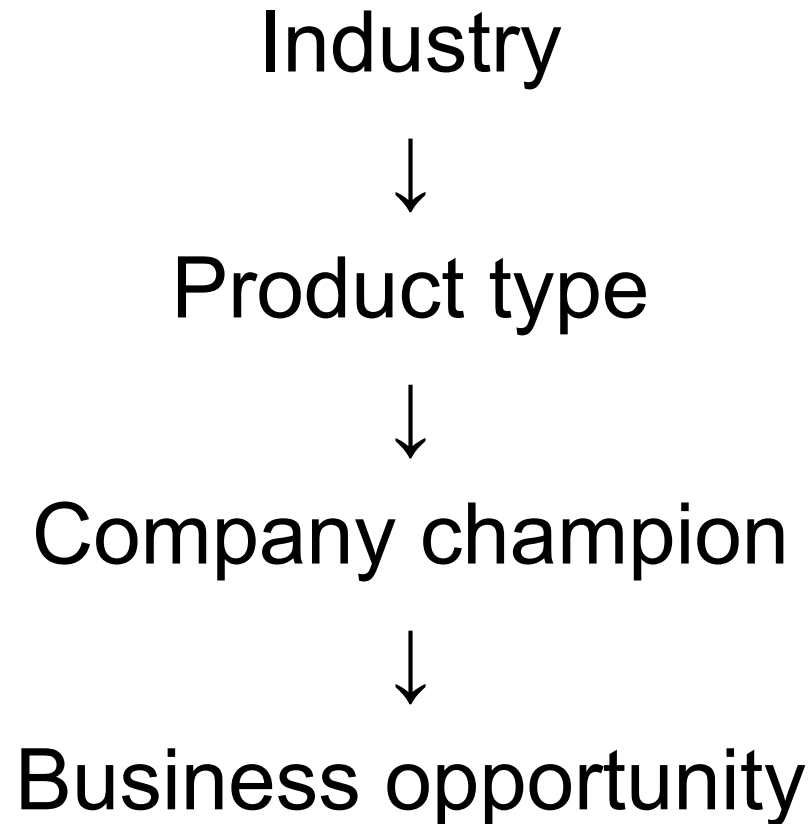
No Guarantees

- Can hit a dead end if industry chosen is not a good fit for the region
- Dead end also from not finding a matching champion company
- Key is finding a champion company

Development of ENSA 2.0

- New tools were developed for quick supplier analysis of any industry
- New tools enable bottom-up approach starting with entrepreneurial company
- Need ways of identifying potential entrepreneurial champions

Top-Down Flow of Options



Bottom-Up Flow of Options

Company champion



Business opportunity



Supply chain and
other resources

Three Tasks for Phase Four

- Support effort to recruit fiberglass panel manufacturer to St. Cloud
- Network with venture groups to explore synergies with ENSA work
- Meet with Bill Scarince – potential champion company

Potential Fiberglass Prospects

- Profiles of transportation equipment / agricultural machinery & equipment manufacturers in St. Cloud area and Minnesota
- Profiles of woman-owned businesses in these industries in Minnesota

Venture Group Meeting

- Marty Moran, ClearPath LLC
- Mike Roth, Tricouni Enterprises
- (RAIN Source Capital, Granite Equity Partners, Venture Allies, Gray Plant Mooty)

Venture Group Meeting

- Presentation on ENSA objectives, process, tools, lessons learned and initiatives
- Discussion of applications

Venture Group Opportunities

- Good first contact and introduction
- Some interest, particularly in ENSA 2.0 tools (for consulting practice)
- No nibbles on collaboration
- Next steps?

W.F. Scarince, Inc.

- Many capabilities
- Many applications
- Trying to grow
- Want to control own destiny

Supplier Relationship Levels

- Regular subcontractor for overflow work
- Sole source for particular component
- Regular supplier of specialized product as needed
- Original equipment manufacturer

W.F. Scarince, Inc. – Research

- Focus on pressure vessels
- For biopharmaceuticals and biotherapeutics
- Bioreactors, reactor tanks, fermentation tanks

W.F. Scarince, Inc. – Lists

- Profiles of Minnesota tank, pressure vessel and related companies (customers/competitors)
- Profiles of Minnesota biotech and pharmaceutical companies

W.F. Scarince, Inc. – Lists

- National process design/engineering firms
- National bioreactor and fermentation tank manufacturers

Agenda

- ✓ Speedy project review
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Four Faces of ENSA – Assets

- An analytical methodology and toolset
- A means of bringing economic development people together for action
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ENSA Tools for Future Use

- Database of regional manufacturers
- High level ENSA 2.0 tools (lack precision)
- Two spreadsheets, two database reports and one Word document
- Somewhat tricky to manipulate, but could be do-it-yourself tools

For any Industry or Company

- Find potential supplying industries and potential amount of supply
- View profiles of potential regional suppliers (do supplier analysis)
- Find and view profiles of potential regional competitors

For any Industry or Company

- Find potential customer industries and potential amount of supply (very roughly)
- View profiles of regional companies in these potential customer industries

Economic Development People

- ENSA Committee
 - Flexibility, resourcefulness, collaboration, perseverance
 - Power of supply chain thinking
 - Awareness of resources
- Venture people

Touched Manufacturers

- DeZurik
- DCI
- Rosemount
- Fiberglass panel manufacturer
- W.F. Scarince

Possible Next Steps

- Further develop ENSA as an approach for identifying and developing business opportunities
- Develop marketing communications for presenting the approach as a branded (with a new name) package to economic developers, venture capitalists, company owners and others

Possible Next Steps

- Continue to cultivate relationships with venture capitalists and entrepreneurial development folks
- Develop ENSA applications for these groups

Possible Next Steps

- Consider means of surveying regional manufacturers to determine their supply needs (e.g., painting, powder coating, heat treating, etc.)
- The West Metro ENSA group (Sherburne and Wright counties) may also be interested in such a survey

Possible Next Steps

- Follow up with Bill Scarince to get his feedback on the usefulness of the provided leads for seeking higher-level (more value-added) relationships with select customers

Questions?

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