



## ACCELERATING NEW YORK'S CAPITAL REGION ECONOMY

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Business Growth Solutions: Center for Economic Growth

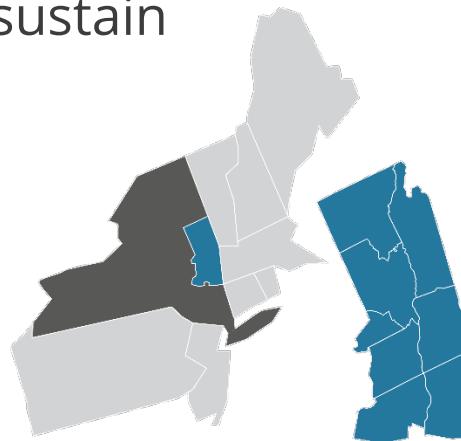
## What is CEG

Professional economic development and marketing organization serving New York's Capital Region known as Tech Valley

**Mission:** to support efforts that help our region's communities and businesses remain competitive and sustain Tech Valley's economic momentum

We accomplish this by:

- Attracting new business and investment
- Growing the economy by supporting programs that promote business development and expansion
- Preparing our communities and residents for those opportunities



### **Economic Development Services**

- Industry Attraction efforts directed at targeted strategic industry clusters
- Facilitate collaboration to ensure a competitive and skilled workforce

### **Business Growth Solutions & Entrepreneurship**

- Assist local manufacturing and technology companies with generating new sales, improving operations, and supporting innovation
- Assist startups with developing business plans, connecting to resources, secure venture funding, and commercialization and launch to market

### **Talent Connect**

- Support local employers' efforts to attract, retain and develop top talent in their organizations

## Industry Attraction Efforts

CEG develops and implements a strategic marketing campaign to attract investment, create jobs, and stimulate the economic climate of Tech Valley.

Efforts are directed at targeted strategic industry clusters, including semiconductor, renewable/clean energy, advanced manufacturing, bio-tech, information technology, logistics, warehouse and distribution.

### **Strategic initiatives include:**

- Industry-specific trade shows
- Business development events/conferences
- Sales calls
- Site selection/familiarization (FAM) tours
- Business/supply chain attraction
- Marketing/Public and media relations campaigns



## VentureB Plan Series

- Prepares start-up teams for a pitch
- Offers platform for start-ups to showcase their business
- Helps promote their financing needs to potential investors
- Opens door to more in-depth conversations about venture funding

## Accelerate518

- Voluntary collaboration between local college and university entrepreneurship programs in the Capital Region
- Increases interactions across entrepreneurs and innovators within those programs

## Innovate518

- Partnership between University at Albany, Rensselaer Polytechnic Institute and CEG
- Drive commercialization by leading the development of a supportive innovation infrastructure and connecting entrepreneurs to the startup ecosystem



## Workforce Development and Education

CEG goal is to build a modern workforce to sustain the Capital Region's current industries and future job growth

CEG facilitates collaboration and partnerships with businesses, K-12 schools, 2 and 4 year colleges, Government, the nonprofit sector, and other workforce development partners by:



- Aligning the education delivery system of the region with the needs of its businesses
- Building a skilled workforce pipeline to provide the Capital Region's industries and service providers
- Ensuring the regions' residents and existing companies benefit from this growth

## Business Growth Solutions

- **Business Growth Solutions** (BGS) is the Capital Region's comprehensive resource to grow manufacturing and technology businesses
- One of NYSTAR's designated **Manufacturing Extension Program** (MEP) Centers for New York
- Part of a national network of 1,300 professionals at 60 centers across the country, including Puerto Rico
- CEG is charged with working with local manufacturing and technology companies to:
  - Generate new sales
  - Improve operations
  - Support innovation and growth



MEP • MANUFACTURING  
EXTENSION PARTNERSHIP

### CEG's BGS team provides expert advisory services:



- **Tech Acceleration:** innovation in products, processes, markets, and business models
  - ✓ Technology Driven Market Intelligence & Tech Scouting
  - ✓ Prototyping: Benet Labs, NYS Assets, TVCOG Rapid Prototyping Center (RPC – Q2 2017)



- **Strategy & Business Growth:** leverage your company's capabilities/resources to increase sales
  - ✓ CoreValue and Transformation Planner, Change Management
  - ✓ Sandler Sales Training, VIA Revenue Throughput, ExporTech



- **Continuous Improvement:** promote quality, efficiency, and productivity to support the bottom line
  - ✓ Lean Enterprise, Six Sigma, Quality (ISO), etc
  - ✓ Risk Assessments



- **Supply Chain:** get the resources you need, when you need them



- **Sustainability and Energy:** reduce energy consumption or environmental waste
  - ✓ Energy Benchmarking, Solarize Manufacturing Program

# Technology Acceleration

Based on the stage of a product's development, BGS can help companies implement an innovation system that will fast-track products to market in shorter time with less risk and less cost



## Testing and Prototyping Services

- Through a partnership with Regional Assets and Federal Laboratories
- Support companies in prototype development and testing
- Access to several resources and capabilities, including high resolution 3D printing

## Technology Scouting & Technology Driven Market Intelligence

- Working with RTI International
- Help firms search beyond typical sources to find solutions for technology needs
- Assess products for particular markets



# Benchmarking

## CoreValue

- Quick insights with CoreValue Discovery
  - Show the operational strength and value of their business, benchmarked against your industry, showing what the company could be worth if it performed like its strongest peers.
- Deep-Dive Analysis with CoreValue Unlock
  - Compares the company against 18 value drivers, 78 sub-drivers, and thousands of comparable businesses

**CoreValue**  
SOFTWARE

## Transformation Planner

- Model how much capacity can be made available by implementing/achieving production improvements.
- Estimates the opportunity for growth.
- Tool for charting your company's journey to achieve lower costs and higher profits.
- Benchmarking data to show 12 key metrics in comparison to other companies in your industry sector

## Strategy & Sales

### VIA Revenue Throughout Program

- Offered to small and medium-sized companies
- Delivers “tools” that drive visibility on revenue opportunities and priorities
- Works through a series of DIY hands-on executive team engagements



### Sandler Sales Training

- A world leader in innovative sales and sales management training
- Distinctive, non-traditional selling system and highly effective sales training methodology
- Helps salespeople and sales managers take charge of the process
- Creates a lasting “performance improvement” rather than the motivational “quick fix” typical of many seminar-based training programs

## New Market Expansion

BGS can provide assistance and access to resources that help companies

- Expand into new, international markets
- Add new customers
- Drive profitable growth



## ExporTech

- Teaches companies a proven, step-by-step system for growing international businesses
- CEG's team of export experts will fast-track companies beyond wishing and planning into actual, profitable export sales



# Continuous Improvement – Training, Quality, Six Sigma

## Training Within Industry (TWI)

- Program for Job Methods, Job Instructions, and Job Relations training
- Teaches supervisors how to solve interpersonal problems on their own
- Improves processes in their area
- Train employees faster and effectively through three 10-hour training modules

## Quality

- CEG offers a multitude of quality initiatives which also contribute to continuous improvement
- ISO 9001, 2200, 14001, ISO/IEC 17025, BS ISO 13485, AS 9100, and TS 16949.
- UL and CE consultation

## Six Sigma Training

- Method that helps reduce costs, increase quality and throughput with a customizable suite of Lean Enterprise Systems
  - Provides training in the foundations of Lean and application of the systems to self-identified areas of improvement



# Continuous Improvement – Lean Enterprise System

## Workshop – Principles of Lean Manufacturing

- Introduces basic concepts of Lean manufacturing
- Demonstrates the tools and methodology necessary to implement Lean process
- Combines hands-on simulation of a production facility with classroom presentation

## 5S Workplace Organization

- Accelerate production flow while achieving a cleaner, safer and more organized workplace

## Pull Systems/Kanban

- Reduced lead time, accelerate inventory turns, improve production flow and simplify scheduling

## Value Stream Mapping

- Streamline process, cut lead times, reduce operating costs

## Lean Office

- Workshop introducing Lean concepts, tools and methodologies and how to apply
- Combines hands-on simulation of an office with classroom presentation

## Setup Reduction/Quick Changeover

- Reduce setup time, increasing manufacturing flexibility and improve production flow

## Cellular/Flow Manufacturing

- Reduce lead times and increase productivity by improving product flow

## Supply Chain Development

- Understanding the supply chain landscape of your key markets
- Identifying regional and national suppliers
- Find Contract Manufacturing resources
- Training programs and workshops
- Develop a landscape of your upstream and downstream supply chain



## Lean Energy and Environmental Services

- Energy, Water and Material Benchmarking
- Energy Efficiency & Renewable Energy Aggregation Services
- State, Federal and Utility Rebate Assistance
- General Sustainability Services & Best Practices Assistance

## CEG SolarGen: Solar Procurement

Assist in the deployment of solar photovoltaic ("PV") arrays at Capital Region manufacturing and industrial facilities

- Manufacturers and commercial enterprises interested in installing PV arrays
- a collaborative solar procurement initiative
- Save time vetting solar and get the best price



# Talent Connect

Complements the efforts of human resources, attracting and maintaining quality talent to the Capital Region by addressing challenges of today's relocating professionals

## EMPLOYERS

- Referring new-hires to CEG staff to utilize their understanding of challenges that relocating professionals face
- Have the opportunity to tap into the pre-hire consultation

## NEWCOMERS

- Referred by their employer to Talent Connect's New-Hire Navigation program which offers
  - Community connections and establishing roots
  - Cultural Transitioning for international new-hires for adjustment to U.S. culture and customs
  - Touring services, offering a complete guide to their new home and surrounding areas



## Regional Collaboration

- CEG facilitates several industry-focused networks that enable business and governmental leaders to share resources and ideas
- Provides structured and consistent opportunities for like-minded stakeholders to communicate strengths and areas of interest, learn about each other, make connections and generate ideas
- Coordinates with the region's chambers of commerce, local economic development agencies and other regional stakeholder groups
- Monthly roundtable meetings with local elected officials and experts from the business, academic, and economic development communities to help plan and prepare for growth within each community and identify solutions to common challenges that face municipalities



# Our Regional Strategy



**Next-Tech:** Health-tech & Clean-tech clusters



**Gateway:** Port, warehouse and distribution infrastructure expansion



**Talent:** Skilled worker pipeline



**Lift-Off:** Support for creative, R&D, entrepreneurship, agricultural, food & tourism industries



**Metro:** Smart growth and enhanced public transportation

- Act as the **primary and comprehensive resource** for economic and business development;
- **Market the Capital Region** to attract new business and encourage new investments;
- **Enable existing businesses** to be more competitive in the global marketplace; and
- **Promote collaboration** and enhance partnerships among the region's stakeholders

*Funding Partners*



*Executive Level Investors*



*Director Level Investors*



# QUESTIONS