

OPPORTUNITY INDUSTRIES: STRATEGIC GOALS AND TACTICS

ENTERPRISE DIGITAL SOLUTIONS

1. Cluster organizing

- 1.1 Establish a consensus sector coordinator to organize and boost EDS cluster-building activity across relevant groups.
- 1.2 Foster greater connectivity among and responsiveness to large, established firms, including those with intramural EDS capabilities.
- 1.3 Evaluate building a more comprehensive, scaled industry-led tech alliance to match other leading regions.

2. Business attraction, retention, and expansion

- 2.1 Focus mainstream economic development efforts on EDS attraction and expansion, including proactive lead generation and international engagement strategy.
- 2.2 Execute a unified communications campaign that defines and articulates the region's value proposition both internally and externally.
- 2.3 Maintain an EDS asset inventory for application to ecosystem navigation as well as development and marketing.
- 2.4 Cultivate relationships with specialized EDS investors.

3. Talent pipelines

- 3.1 Conduct a deep regional assessment of priority EDS occupational demand and regional training pipelines.
- 3.2 Establish a regional talent leadership group among large EDS employers.
- 3.3 Create a "cooperative marketplace" to ease connections between workers and employers.
- 3.4 Target regional talent attraction and retention initiatives toward the EDS sector.
- 3.5 Evaluate expansion of apprenticeship and on-the-job training pathways, integrating the offer across talent developers.

4. Innovation and entrepreneurship

- 4.1 Expand anchor firm engagement in regional startup and scale-up growth.
- 4.2 Facilitate "sector sandboxes" linking EDS firms with enterprise customers.
- 4.3 Launch a "Global EDS Accelerator" problem-solving competition.
- 4.4 Form an EDS-relevant applied research and innovation consortium among regional universities as a resource for companies and entrepreneurs.
- 4.5 Strengthen connections with investors and capital sources focused on EDS and enterprise technologies, building on existing capacity.

Note: Activities prioritized for immediate (i.e., within 18 months) implementation are highlighted.