

Interventions to Create Stronger Regional Manufacturing Ecosystems

May 21, 2020 | IRI, Innovation Research Interchange

Urban Manufacturing Alliance | Estolano Advisors | Bay Area Urban Manufacturing Initiative/SFMade | Mountain BizWorks | Hemmer Design/Queen City Mask Collective



Welcome and Today's Agenda

5 minutes: Welcome & Panel Framing

- Tulsi Patel, Estolano Advisors

20 minutes: Rapid Share Presentations

- Katy Stanton, Urban Manufacturing Alliance
- Martine Neider, Bay Area Urban Manufacturing Initiative/SFMade
- Moriah Heaney, Mountain BizWorks
- Jessica Hemmer, Hemmer Design/Queen City Mask Collective

15 minutes: Panel Discussion

15 minutes: Audience Q&A

5 minutes: Rapid Fire Panel Question & Closing

The Role of Ecosystem Building



Quick Definitions:

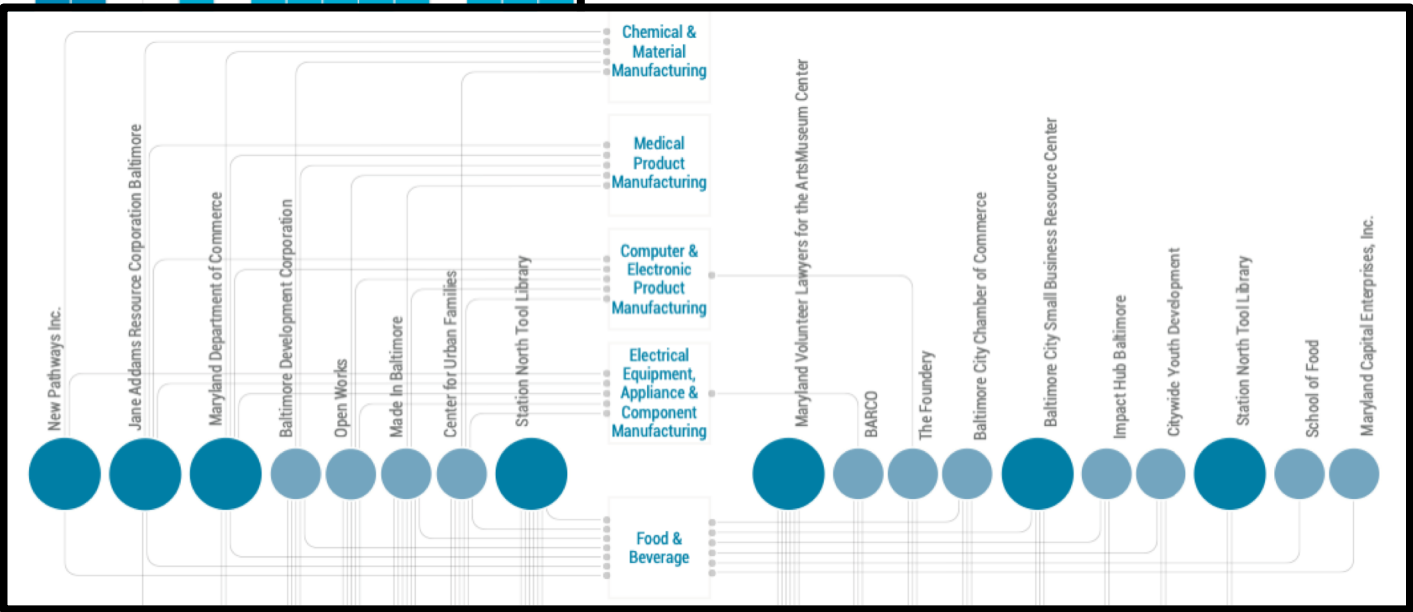
- **Ecosystem:** All organizations which play a role in the success of economic development activity in a region. The ecosystem also includes the resources -- time, capital, physical assets, etc. -- of these organizations and the relationships between individuals, communities, and businesses.
- **Practitioner:** An organization that helps companies gain access to key business elements such as capital, workforce, marketing, business planning, sales, real estate, and others. Access is most often created through educational programming, relationship development, and ecosystem connections.
- **Manufacturer:** A company that makes goods for sale to other businesses and or consumers. Some companies utilize titles other than manufacturer, such as: makers, producers, craft businesses, fabricators, small batch manufacturers, and light industrial companies.

Who is UMMA?

Service Provider Overview

	SERVICES PROVIDED					SUBSECTORS SERVED												
	Business Operations	Access to Capital	Product Development	Real Estate	Workforce Development	Community Building	All Subsectors	Apparel, Textiles, & Leather	Ceramics	Chemical & Material Manufacturing	Computer & Electronics Product Manufacturing	Electrical Equipment, Appliance, & Component Manufacturing	Food & Beverage	Jewelry & Accessories	Medical Product Manufacturing	Metalwork, Machining & Fabrication	Printing & Related Support Activities	Wood Product Manufacturing
Baltimore City Chamber of Commerce																		
Baltimore City Small Business Resource Center																		
Baltimore Development Corporation																		
BARCO																		
Center for Urban Families																		
Citywide Youth Development																		
Greater Baltimore Black Chamber of Commerce																		
Green World Bookkeeping																		
Impact Hub Baltimore																		
Jane Addams Resource Corporation Baltimore																		
Made In Baltimore																		
Maryland Capital Enterprises																		
Maryland Department of Commerce																		
Maryland Department of Housing and Community Development																		
Maryland MEP																		
Maryland Volunteer Lawyers for the Arts																		

UMA's Ecosystem Building Visualizations



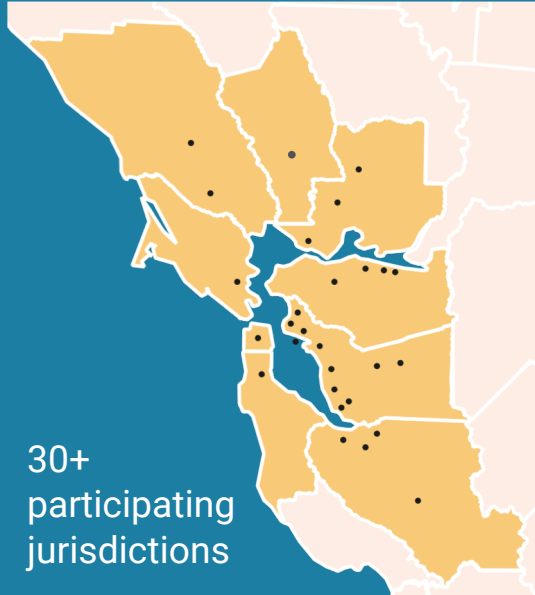
Bay Area Urban
Manufacturing

I N I T I A T I V E

A PROJECT OF **SFMADE**

Nurturing the Regional
Manufacturing Ecosystem

Retain and Grow Manufacturing in the Bay Area



Expertise
Data
Education
Convening
Advocacy
Promotion
Collaboration



Crisis Leadership





mountain
bizworks



Leveraging Assets Together



Trust
+ Asset
Mapping
=
Fast
Innovation



Ecosystems
Joining Forces
to Create
Something
Bigger



SUPPLYCONNECTOR

Shifting Gears.
Working Together.





Queen City
Mask Collective

FROM THEORY

TO PRACTICE

BUILDING INTUITIVE MANUFACTURING ECOSYSTEMS

“The great challenge that will confront those who wish to champion design in business will be to grapple with organizational ecosystems that are both dysfunctional and inherently obstructive to the spirit & processes of design.”

- Julian Jenkins
Senior Consultant, 2nd Road, Australia

HOW DO WE BUILD THRIVING, INNOVATIVE, & STRATEGICALLY-MINDED ECOSYSTEMS
(CULTURE, SYSTEMS, & PROCESSES)

THAT SUPPORT THE PRACTITIONERS
(DESIGNERS, DEVELOPERS, SOURCING SPECIALISTS, SUPPLIERS, MAKERS, & MANUFACTURERS)

TO CREATE BETTER CONNECTIVITY
& THEREFORE INCREASE EQUITABLE ECONOMIC DEVELOPMENT?

WICKED PROBLEMS IN MANUFACTURING ECOSYSTEMS

- Barriers to Accessing Capital
- Lack of Access to Affordable Space
- Skill / Talent Gaps
- Issues with Talent Retention
- Lack of Access to Machinery/ Technology
- Nonexistent or Disconnected Community
- Scarce Business or Development Resources
- Minimal Business Direction / Guidance
- Lack of Access to Markets
- Policy that Impedes Equitable Growth

- Inequity
- Loss of Profitability
- Loss of Productivity
- Loss of Talent

OUR
TOOL-KIT

EMPATHIC DESIGN
EMOTION

DESIGN THINKING
PRODUCT & PROCESS

SERVICE DESIGN
SYSTEMS & PROCESSES

INCLUDE THE PRACTITIONERS
IDENTIFY YOUR WICKED PROBLEMS
ASK THE REAL QUESTION(S)
STOCK & UTILIZE YOUR TOOL KIT
BUILD A MORE INTUITIVE MANUFACTURING ECOSYSTEM



Queen City Mask Collective

[Get Masks](#) [Local Impact](#) [Sustainability](#) [Take Action](#) [Education](#) [About](#)

Queen City Mask Collective

STORE

BUILDING A FOUNDATION
THE RIGHT PARTNERSHIPS
SOLUTION DRIVEN
GIVING ACCESS
STORYTELLING
SEIZING OPPORTUNITY



Panel Resources

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Q & A

Panelist Resources:

- **Urban Manufacturing Alliance**
 - urbanmfg.org
- **Estolano Advisors**
 - estolanoadvisors.com
- **Bay Area Urban Manufacturing Initiative | SFMade**
 - bayareamfg.org | sfmade.org
- **Mountain BizWorks**
 - mountainbizworks.org
- **Hemmer Design**
 - hemmerdesign.com

Ecosystem Building Resources:

- **UMA's *State of Urban Manufacturing* Report**
 - urbanmfg.org/project/state-of-urban-manufacturing
- **Kauffman Foundation's ESHIP Summit**
 - kauffman.org/ecosystem-playbook-draft-3
- **CoStarters: Intersections**
 - medium.com/costarters-intersections
- **OHUB**
 - opportunityhub.co/ecosystem-building