

## Oregon Business Plan Submission Form

### Part I: General Background

*Please attach an additional page with general information about your cluster. Please include as much of the following information as possible.*

- Cluster Name/Industry Open Technology
- Cluster Facilitators' or Coordinators' Names Cheryl Vandemore
- Phone Number(s) 503 708-6654
- Email Address(es) vandemore@qwest.net
- Geographic Location condensed around Portland Metro and Corvallis with tentacles around the globe
- Sponsoring Organization(s) OSDL, Intel, IBM, OSUOSL, PSU, OVP, OTBC
- Key Participants:
  - Industry- Intel, IBM, Sun, HP, Easystreet, Tektronix, Mentor, Compiere, Jive, Kiva, Immunix (Novell), PolyServe, Instantiations, Axian, OpenSourcery, Iron Mountain, OVP, Smart Forest, Intel Capital, etc
  - University –PSU, OSU – CS, Engineering & Biz. UofO Biz.
  - Developer Community –Linux, Eclipse, Perl, Wiki
  - Government/Economic Development –Fed, State, Beaverton, OBC, PDC & more
- Level of Cluster Organization Development (ie. not yet organized, loosely organized, well-established and already organized, etc.) recently organized
- Organizational Structure (ie. Informal meetings, non-profit, trade association, etc.) No new legal entity. The cluster has meetings and workgroups. The cluster is working on a business and marketing plan.

- Mission or Purpose Establish a whole Open Technology ecosystem in Oregon that creates businesses, jobs, wealth and improves government efficiency and effectiveness.

Please describe the process used to complete this form. Who was involved? How were priorities established?

Cluster priorities were arrived at after a series of meetings involving cluster leaders and an ever-broadening group of contributors. Industry, government and university leaders collaborated on the goals. We received input and feedback from both inside and outside Oregon and inside and outside the Open Technology sector.

Is there any other information that we should know about your cluster?

[See OECDD's Open Technology roadmap.](#)

## **Part II: Oregon's Business Climate**

Please use the diagram on the following page to tell us how Oregon rates in each of the Four Ps. (People, Place, Productivity, Pioneering Innovation) and the space below to add additional comments.

**Are there any additional areas that we need to address?**

The Oregon Open Technology Cluster is highly interconnected with the global Open Technology industry. Our goals include not only growing more core Open Technology assets in Oregon but also remaining open to partnerships with governments, universities, developer communities and industry worldwide. We particularly think Oregon should work well in collaboration with neighboring states like Washington, Alaska, Montana and Idaho. (The so-called WAMI states which we inexplicably don't always "play well" with.)

So maybe there is a 5<sup>th</sup> P – "Partnering"

**Is there one area that stands out as the most critical to your industry's competitiveness?**

People with business skills to translate opportunities into results. The Open Technology industry is a fast growth, high velocity industry. If we hesitate on certain opportunities we will lose them.

We need to be able to recruit deftly, intelligently and powerfully  
We need entrepreneurs who can get funding for and run demanding start-ups

There are aspects of Open Technology that fit our slower, more collaborative culture.  
Understandably we're nailing the initiatives that fit but missing the ones that don't. The latter are important for economic development.

**Additional Comments or Explanations:**

### **Part III: OBP Core Initiatives**

The Oregon Business Plan's main agenda is to consider and advocate for specific initiatives—policies and actions— that help achieve the conditions necessary for traded sector businesses to thrive. We need you to prioritize your top concerns from among the current OBP Initiatives and the Potential 2006 OBP Initiatives. Please use the grid on the following page to let us know which Core Initiatives you'd like to see included in the 2006 OBP Agenda and use the space below to comment on your choices.

For more information or details about the Oregon Business Plan initiatives, please visit [www.oregonbusinessplan.org](http://www.oregonbusinessplan.org).

**Are there any additional initiatives that should be considered?**

**Is there one initiative that is critical to your industry's competitiveness?**

**Additional Comments or Explanations:**

**Part III: OBP Core Initiatives (continued)**

A.) Rank your top FIVE (put a “1”, “2”, “3”, “4”, or “5” in the appropriate boxes in the left column) AND

B.) For EVERY initiative, identify how important the initiative is to your industry (put a “✓” in the appropriate box).

Rank Top 5	CURRENT OBP INITIATIVES	Extremely Important	Important.	Not Very Important	Not Important At All.
	IMPROVE PUBLIC FINANCE AND SERVICES.	5			
	EXPAND OREGON'S CAPACITY FOR ECONOMIC INNOVATION.	1			
	ACHIEVE A HIGHER RETURN ON OREGON'S INVESTMENT IN PREK-20 EDUCATION.		X		
	ENHANCE OREGON'S FOREST RESOURCE BENEFITS.			X	
	ENHANCE OREGON'S TRANSPORTATION INFRASTRUCTURE.			X	
	MAKE LAND AVAILABLE FOR TRADED-SECTOR INDUSTRY DEVELOPMENT.			X	
	SIMPLIFY AND STREAMLINE REGULATION AND PERMITTING.		X		
	IMPROVE HEALTHCARE AND CONTROL ITS COSTS.		X		
	BRAND AND MARKET OREGON MORE AGGRESSIVELY.	2			
	2006 OBP POTENTIAL INITIATIVES	?????			
	DRUG USE			X	
	WATER POLICY			X	
	ENERGY		X		
	TELECOMMUNICATIONS	5			
	HIGH PERFORMANCE MANUFACTURING				X
	TARGETED WORKFORCE DEVELOPMENT	2			
	OTHER				

## **Part IV: Specific Cluster Initiatives**

**1 In addition to telling us about your industry’s general priorities and concerns by evaluating the OBP Core Initiatives, please prioritize the specific action items, policies, opportunities, or programs that would enhance your industry’s competitiveness. (ie. Build a new research center, create a forum for networking, develop an industry marketing campaign, design a ballot initiative to implement a new policy, etc.) You may list as many as you like (use the back or an additional page if you have more than three), but please list them in priority order as we will select the top priorities for the 2006 OBP Agenda and keep all proposals in consideration for future years. Your list should include well-defined, measurable action items that you would like the OBP to Oregon's Open Technology Cluster**

### **1. Market Oregon’s Open Technology assets.**

The single greatest effort Oregon could immediately undertake to enhance the business opportunities in Open Technology is to let industry outside the state know about our depth of corporate, community and university assets. Oregon often underplays and under-markets its business assets, and Open Technology is one area where the state has strong global leadership.

Marketing should extend to funding a group that aggressively recruits Open Technology companies, projects and people to Oregon. The best metric for the success of the marketing campaign is recruitment success and the jobs, investment and influence the recruitments bring.

### **2. Establish Oregon University System as Recognized Open Source Leader**

The Oregon university system needs to attract and retain faculty and students, support the open source community and help commercialize open source technologies to compete against other first-rank open source leaders (Duke, Cornell, MIT, Carnegie Mellon, etc.).

### **3. Develop full business “incubation” of Open Technology ideas.**

We need more than a traditional incubator—we need to provide entrepreneurs and small businesses with research, executive, and capital expertise that takes them through various stages of business development. A successful commercialization funnel from idea to a well-positioned start-up or spin-off company will take collaboration among our corporate R&D, OSDL, universities, venture capital, business and industry groups and experienced entrepreneurs to work effectively. Strategic investments by state and local government can match and seed the development of this critical business development process.

### **4. A Private-public “Open Commons” can spur cost-savings and economic growth.**

One of the great advantages of Open Technology is that organizations of all kinds can share basic information infrastructure and use a shared “stack” of applications to innovate on top of. Oregon could significantly spur use of Open Technology in industries such as Health IT, logistics and distribution, sustainable technologies, and others by providing an “Open Commons Business Platform” that provides standards for enterprise-ready Open Source software. An Open Commons allows organizations to share data and other resources – reducing development costs and driving productivity and sophistication in IT products and services. In addition to driving productivity within existing IT organizations, the Open Commons could host development groups for industry specific applications (e.g. government, health IT, logistics) spurring new product development and spin-off companies.

There are many ways to start an “Open Commons” – we need a pilot project that gets the players and the starting technology in place around a single aim, for instance delivering a common service.

**Comments or Explanations for Choosing these Action Items:**

## **Part V: Oregon Business Plan Leadership Summit Participation**

At the Oregon Business Plan Leadership Summit, we'd like to feature the work that Oregon's organized clusters are accomplishing and show how organizing within the industry has improved your competitiveness. In addition to highlighting a few of Oregon's Cluster Development efforts during the presentation portion of the program, we are considering making space available for break-out sessions for several of the cluster organizations.

If there is time available at the Oregon Business Plan Summit, would your organization like to give a brief presentation about your cluster?

Yes

If space is available, would your cluster benefit from a break-out session where Summit attendees could learn more about your cluster's goals, challenges, and needs?

Yes

Are there any audiences you would particularly like to reach at the Summit?

Government, Education, Industry

Please submit your completed OBP Submission Form by October 20, 2005 to:

Oregon Business Plan Submissions  
Oregon Business Council  
1100 SW Sixth Ave. Suite 1608  
Portland, OR 97204-1090