



Identifying and Strengthening Our  
Bioscience Assets and Opportunities

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Background info: [www.ktec.com](http://www.ktec.com)

**INDUSTRY AND ACADEMIC LEADERS MEET TO KICK-OFF  
HOT TEAM PHASE OF KANSAS BIOSCIENCE AND INNOVATION  
ROADMAP**  
***HOT TEAM MEETINGS REPRESENT FINAL PHASE OF STATEWIDE  
BIOSCIENCE STRATEGIC PLAN***

TOPEKA (January 21, 2005)--Kansas bioscience industry, civic and academic leaders met today in Topeka to begin the final phase of the strategic plan to guide Kansas in its effort to become a key player in the bioscience industry. The meeting today launched "Hot Teams" for six areas that have been identified as having the greatest potential for success in Kansas. This initial meeting, as well as ensuing meetings during the next three months, will bring Hot Team members together in collaborative working sessions – the end result of which will be a “Roadmap,” or strategic plan for the statewide Bioscience Initiative.

Kansas Technology Enterprise Corporation (KTEC) initiated the Roadmap process to ensure a comprehensive understanding of the state's bioscience assets and opportunities. To facilitate this process, KTEC has engaged New Economy Strategies (NES), a Washington D.C. based consulting firm that specializes in technology-based economic development strategies. The public portion of the Roadmap process began in October 2004, with six bioscience summits in six cities across Kansas. At the summits, industry, academic and civic leaders met to contribute regional information for the strategic plan.

After collecting regional data from the summits, NES assisted in selecting topics to be further explored by the Hot Teams during this final phase. These six Hot Teams will address the key areas where Kansas has the best chance of success in the competitive bioscience industry. These six areas are:

- Advanced Materials and Medical Devices
- Animal Sciences
- Biomass, Biofuels, Biomaterials and other Environmental Applications
- Drug Discovery, Drug Delivery and Pharmacogenomics
- Health Related Information Technology: Bioinformatics and Telemedicine
- Plant Sciences

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Tracy Taylor, President and CEO of KTEC, stated, "It is gratifying to see the Roadmap process enter this final phase. Kansas will reap tremendous benefits from the work these Hot Teams will complete during the next few months. We have always stressed that Kansas cannot be all things in this field. To be successful, we must be strategic in our focus. These six Hot Teams are a critical tool to ensure that we are, in fact, successful."

Richard Seline, CEO and Principal of NES, said, "I am particularly impressed with the dedication these leaders have shown in enthusiastically agreeing to participate in the Hot Team process. There is no doubt that the work these teams will do during the next few months will prove essential in developing an effective Roadmap for Kansas. Kansans can be proud that their state is so united and focused in its dedication to the Bioscience Initiative."

The Hot Teams' work over the next three months will be focused on creating business plans for the state in each of the six areas. The Hot Teams are scheduled to conclude their work by mid-April. The final Kansas Bioscience and Innovation Roadmap report is expected to be release in early May, 2005.

For more information about the Kansas Bioscience and Innovation Roadmap, visit: [www.ktec.com/roadmap](http://www.ktec.com/roadmap).

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