



THE ROAD TO INNOVATION

**MEDICAL
MAIN STREET®**

POWERED BY OAKLAND COUNTY, MICHIGAN

GROW YOUR LIFE SCIENCE BUSINESS WHERE INNOVATION THRIVES



MEDICALMAINSTREET.COM

BE A PART OF OUR INNOVATIVE LIFE SCIENCE COMMUNITY

MEDICAL MAIN STREET

Oakland County, Michigan is the global center of innovation for life sciences. Advanced technologies and engineering expertise — born of our rich manufacturing heritage — have translated into life-saving innovations. Our regional Medical Main Street initiative works to ensure you have the resources necessary for your business to grow, through collaborations with hospitals, universities and life science companies. Come to Oakland County to expand, commercialize your product ideas and sell to a large market.

OAKLAND COUNTY CAN HELP YOUR COMPANY SUCCEED



ACCESS TO CAPITAL

- Competitive incentives
- Traditional and non-traditional financing
- Angel and Venture Capital access
- Funding preparation and packaging



CONNECTIVITY

- Introductions to R&D and product development partners
- Introduction to health care organizations
- Introduction to the medical device supply chain
- Liaison to local, county, state and federal resources
- Food & Drug Administration (FDA)
- Intellectual property and patents
- Liability protection



BUSINESS SERVICES

- Site location assistance
- Market/Industry research
- International Business Center — 3 months of free office space
- Workforce development assistance

VENTURE CAPITAL ENVIRONMENT

There are currently 129 venture-backed companies in Michigan, a 70% increase in the last five years.



\$875,700,000

CAPITAL AVAILABLE FOR NEW INVESTMENT IN MICHIGAN 2014

“Oakland County, along with Southeast Michigan, forms a hub of innovation in medical research and development, education and commercialization. Medical Main Street is the conduit that connects our region’s assets: world-renowned health care facilities, research and bio labs, medical device manufacturing, mHealth technology and talent. Contact Medical Main Street to learn what advantages your company gains by having a presence in Southeast Michigan.”

L. Brooks Patterson
Oakland County Executive

AAA
BOND RATING

SINCE 1998 | A fiscally responsible government partner with resources to support your success.

LOCATE & EXPAND IN OAKLAND COUNTY, MI



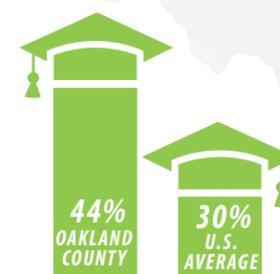
OVER 1/3 OF THE STATE'S R&D FACILITIES

RESEARCH & DEVELOPMENT

- ▶ Oakland County is home to more than 1/3 of the state’s R & D facilities
- ▶ Michigan universities spend over \$2.25 billion per year on R & D
- ▶ With more than 3,800 patents awarded annually, the region has the first U.S. Patent Office outside of Washington D.C.

ACCESS TO TECHNICAL TALENT

- ▶ 44% of Oakland County residents have college degrees compared to 30% nationally
- ▶ Nearly 100,000 workers employed in the health care and life science industry in Oakland County
- ▶ Employment in the health care and life science industry has grown 8% since 2009
- ▶ Southeast Michigan universities award 12,000 science and engineering degrees and/or certificates a year



HEALTH CARE & LIFE SCIENCE FIRMS

INDUSTRY

- ▶ There are nearly 4,700 life science and health care industry firms
- ▶ Michigan is home to 240 medical device firms and ranks 9th in the U.S. for medical device manufacturing
- ▶ Two of the country’s largest health systems and four of Michigan’s largest health systems are located in Oakland County

QUALITY OF LIFE

Oakland County Has:

- ▶ Over 89,000 acres of parkland with 370 miles of trails, over 1,400 lakes and 72 public and private golf courses
- ▶ Nationally top rated K-12 schools
- ▶ 32 unique downtowns



GLOBAL APPEAL



1000 FOREIGN-OWNED FIRMS

- ▶ Oakland County is home to 1,000 foreign-owned firms from 39 countries
- ▶ 57% of all Fortune 500 companies have at least one business location in Oakland County
- ▶ Oakland County is located between two international commercial airports and has one of the busiest international executive airports in the U.S.
- ▶ The region has the busiest international border crossing in North America

SOURCES: NSF Academic Institution Profiles; Detroit MSA plus Washtenaw County; USPTO (2013 data); U.S. Census Bureau, ACS 1-year estimates 2013; Health Care and Life Science Industry defined as those identified by the Anderson Economic Group in the 2008 report Oakland County's Healthcare and Life Science Industry; U.S. Census Bureau, CBP 2013; U.S. Census Bureau, CBP 2009-2013; Detroit MSA plus Washtenaw County; and EMSI.

JOIN THE NETWORK

Discover why this region is a dynamic area to launch or expand your medical technology business. If you are looking to commercialize a medical device or biotechnology, conduct medical research, or have a product or service that serves the health care marketplace, join the Medical Main Street Network today and start making valuable connections. Sign up at: MedicalMainStreet.com

ADVANTAGES OF MEDICAL MAIN STREET

Let us help your company reach new customers, connect with a large supplier and talent base and find innovative partners, researchers and laboratories. Southeast Michigan companies, particularly from Oakland County, will gain a competitive advantage by being located in a world recognized center of innovation in medical research and development, education and commercialization. Results will include:

- Increased sales opportunities
- Enhanced ability to raise funds for new projects
- Enhanced ability to attract/retain talent
- International exposure
- Marketing and media exposure
- Industry specific events

“ When you’re a start-up entrepreneur, it’s scary times. . . we were invited to networking events, to conferences, and all of a sudden we find ourselves presenting Coherent to hospital administrators at the C.E.O. level . . . all of these heavy hitters. Medical Main Street really afforded me some incredible connections.”

Tom Hartle, CEO and founder, CoherentRx

CONNECT WITH PROFESSIONALS EXPERIENCED IN HELPING INTERNATIONAL COMPANIES WITH

- Product Liability
- FDA Regulations
- International Tax & Accounting Rules
- International Banking
- International Law

KEY COMPANIES LOCATED IN SOUTHEAST MICHIGAN

- Cardinal Health
- Johnson & Johnson
- Abbott Laboratories
- Merck
- Eli Lilly
- Pfizer
- Medtronic
- Stryker
- Par Pharmaceutical
- Orchid Orthopedic Solutions

FOR MORE INFORMATION

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