

THE PENINSULA

AN INNOVATION CORRIDOR

*2018 Business Development Strategy
Mapping on Northern Kentucky University's
Strategic Plan*



Introducing the Peninsula

- Where Population Health and Information Innovators Intersect to Develop NexGen Business Ideas
- The Peninsula Initiative has a clear mission: to identify or create a cluster of 50 of the top information and consumer health companies, and help them thrive as part of our community.



The Peninsula Foundational Investments

\$279 Million

- **\$60 million** Griffin Hall (College of Informatics)
- **\$97 million** Health Innovation Center, serving as a simulated population health environment and innovation test bed for transdisciplinary education and innovative business development (Coming in 2017)
- **\$20 million** Connector Road System, providing direct access to the university's informatics and population health laboratories and an entrepreneurial student population ready to work
- **\$32 million** for a new KY Route 9 Boulevard from the University to the City of Newport
- **\$70 million**, 9,200-seat Bank of Kentucky entertainment complex, hosting music, comedy and D1 athletic events
www.bankofkentuckycenter.com
- Kentucky Angel Investor's Tax Credit to enhance investor interests in new innovation
www.kyangels.net



Kentucky Investments

\$270 Million

- NKU off campus student expenditure generated \$270 million of total revenues to Kentucky firms



NKU Annual Investment **\$224 Million**

- The University's annual investments of \$224 million in 72 bachelor's degree and 24 graduate programs serves more than 15,000 students, and produces about 2,500 degreed professionals annually.

These investments compliment a strong, business-friendly environment for the growth and success of companies in the health and information industries.

Investment Partners Welcome!

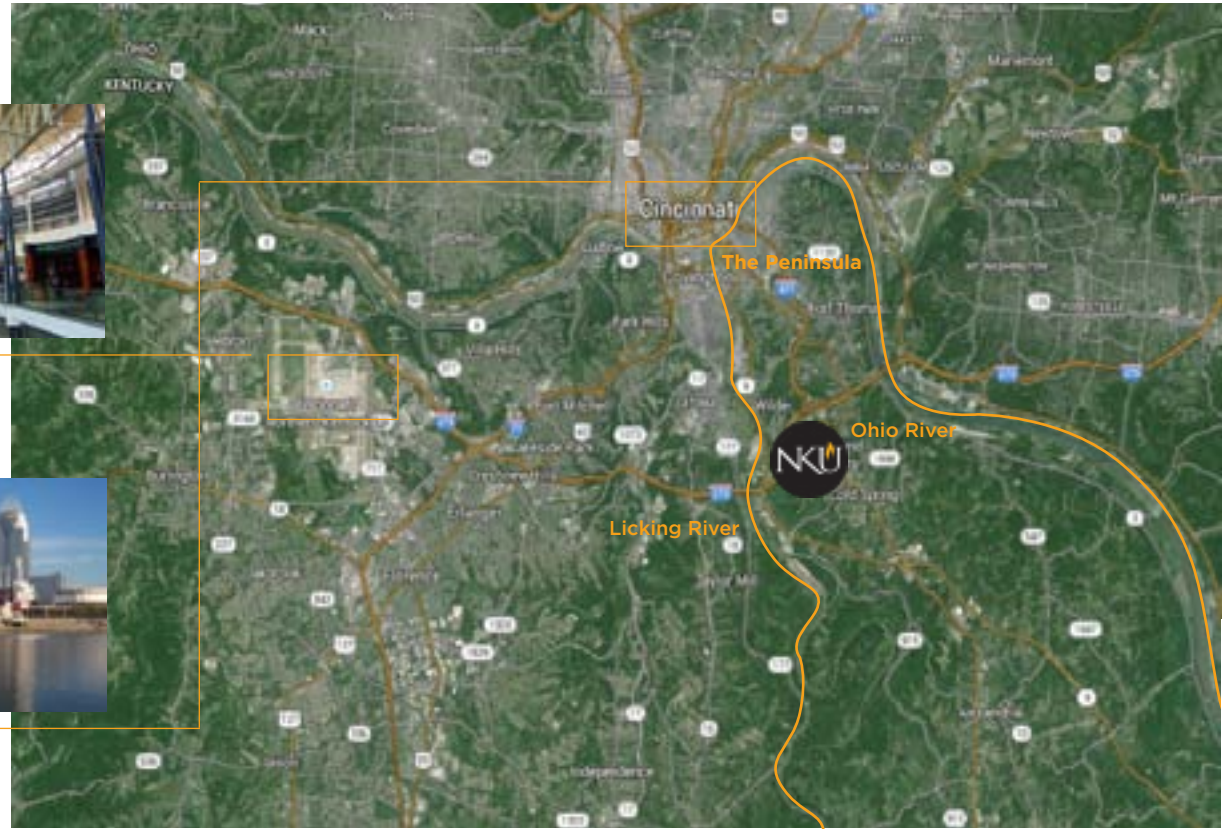
The Peninsula Innovation Corridor Connection with Customers Worldwide



Cincinnati/Northern
Kentucky International
Airport (CVG) located
in Northern Kentucky



Cincinnati Skyline



The Peninsula Innovation Corridor Connection with Customers Worldwide



NKU Campus

- Just seven quick exits away from the airport, via I-275, customers arrive at The Peninsula. Take a look at the beautiful landscape located just below the fast-growing Northern Kentucky University www.nku.edu. The Peninsula hugs the famous Licking River, and overlooks downtown Cincinnati. This is where The Peninsula begins, and it's where partnering businesses will thrive over the next decade, and beyond.

The Peninsula Innovation Corridor Connection with Customers Worldwide



*NKU is at the center
of the Peninsula.*



*Exciting new entrance to the Peninsula
at the Wilder/AA Highway interchange.*



Tour the Peninsula Innovation Corridor



NKU Campus

Wilder, KY www.cityofwilder.com



Tour the Peninsula Innovation Corridor

Newport



Ovation District

Dayton

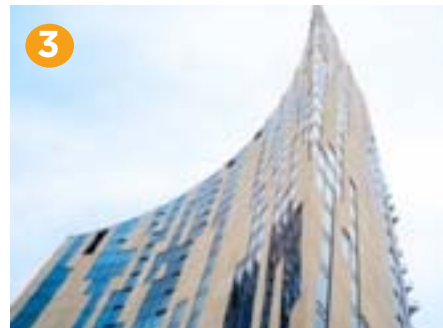


Manhattan Harbor



Tour the Peninsula Innovation Corridor

Covington



Bellevue



Silver Grove





Tour the Peninsula Innovation Corridor

Additional, Vibrant Peninsula Communities

Alexandria
California
Cold Spring
Crestview
Ft. Thomas
Highland Heights
Melbourne
Mentor
Southgate
Woodlawn

Economic Growth/Talent & Applied Research Strategy

A Four Pillar Foundation for a High Growth Industry Economic Development Initiative

Economic Growth, Talent, & Applied Research Strategy

Logistics — Financial — Manufacturing — Health

4 Pillar Business Development Foundation



- 1 Strong Talent Skills**
- 2 An Information Driven Economy**
- 3 A Healthy Population**
- 4 An Entrepreneurial/Innovative Community Mindset**

Catalyst - Northern Kentucky University





NKU Fast Facts

Campus

- Located in Highland Heights, Kentucky
- Cincinnati metropolitan area
- Four-year public university
- Founded in 1968

Students

- Students enrolled: 15,000, and growing
- Undergraduates: 13,116
- Graduate: 1,661
- Law: 506
- Female: 8,561, male: 6,722
- Full-time: 10,605, Part-time: 4,678
- Students from 45 states and 59 countries

Faculty

- Full-time faculty: 552
- Student-faculty ratio: 19 to 1
- Experienced professors;
no graduate teaching assistants

Degree Programs

- NKU offers 72 bachelor's degrees, six associate degrees, 24 graduate programs, one Juris Doctor, a Doctor of Education in Educational Leadership and a Doctor of Nursing Practice degree, as well as 28 graduate certificates.
- 331 students participated in study abroad programs in 26 countries worldwide.
- 2,109 bachelor's degrees awarded (2012-13)

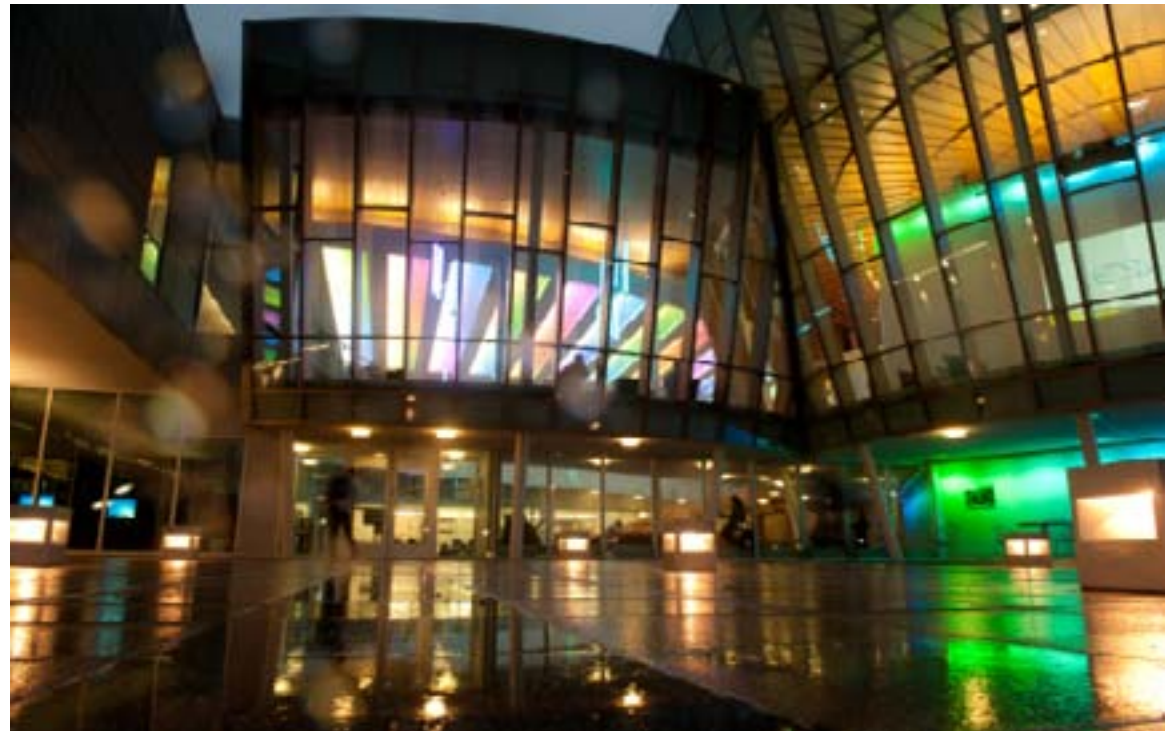
Student Life

- 221 campus clubs and organizations
- NCAA Division I athletics, 15 varsity sports
- Member, Atlantic Sun Conference
- Men's soccer team: NCAA Division II National Champions, 2010
- Women's basketball team: NCAA Division II national champions, 2000 and 2008

Other Information

- Fiscal year budget: \$224,000,000

Informatics & Griffin Hall





Informatics Concentrations

- Health Information Technology/Consumer Health Innovation
- Information Assurance and Security
- Media Informatics
- Business Intelligence
- Social Media Applications
- Cloud Computing Virtualization

Health Innovation Center

- \$97 Million Public Investment
- Opening Fall 2017





Virtual Business Center

- Mobile Applications/Website Development
- Social Media Strategy
- Information Security/Testing
- Economic Analysis
- Small Business Development Services
- Startup Entrepreneur Support
- Manufacturing Process and Operation
- Co-ops/Internships
- Student Career Connection
- High Tech Training Facility/Support
- Data Analysis
- Marketing/Market Analysis

One call gets businesses connected to all of these university services.



Target Industries

Health Information Technology - HIT makes it possible for health care providers to better manage patient care through secure use and sharing of health information (HHS.gov). This includes, but is not limited to, the implementation of Electronic Health Records (EHRs) as a way to create and coordinate better, safer, and lower cost health care. HIT is playing a lead role in the area of Consumer Health. Consumer Health Informatics views the patient as a consumer of health oriented information. Using that perspective, Consumer Health Informatics endeavors to provide the patient/consumer the tools and information to better manage health care decisions.

Epic, HER

Information Assurance and Security - Broadly, information assurance is the protection of information systems against unauthorized access to, or modification of, information (National Security Agency). Specifically, this means securing information and access in many areas including: computer hardware, software applications, databases, testing and assurance, risk assessment and management, and computer forensics.

Symantec,
CISCO

Media Informatics - Media informatics is the creation and use of digital content and information technology to better communicate information for a purpose. The distinction for media informatics is that it changes dramatically the areas of communication such as PR, advertising, marketing, etc. by incorporating and taking advantage of the today's media technology in new ways. Examples include but are not limited to websites, interactive games, Facebook, etc.

Pixar



Target Industries

Ubiquitous Communities - A Ubiquitous City (U-city) is a vision of a city with computers and sensors built in to its infrastructure, and data sharing among the various information systems. This would allow applications such as “public recycling bins that use radio-frequency identification technology to credit recyclers every time they toss in a bottle; pressure-sensitive floors in the homes of older people that can detect the impact of a fall and immediately contact help; cell phones that store health records and can be used to pay for prescriptions” (O’Connell, 2006). This vision integrates a variety of information and sensing technologies, including RFID.

LG, IBM

Population Health - Today’s, healthcare providers are reinventing how they collaborate, operate and produce cost-effective outcomes. Population health management is a critical component of collaborative care and accountable care organizations (ACO). Fostering a healthy population is essential to improving care quality in the new value-based care delivery system. Beyond the traditional health professions, population health engages multiple, non-traditional disciplines in a transdisciplinary solutions to the relative health of a community. Psychology, Sociology, Social Work, Early Children Education, and Financial Planning are all key components of this new area of health.

Mayo Clinic,
Cleveland
Clinic,
Lewin Group,
NextGen,
McKesson,
Optum



Target Industries

Cloud Computing and Virtualization - Cloud computing is a model for gaining access to computer resources such as servers, software applications, data warehouses, data marts, and network services. The cloud infrastructure allows the creation of new, mobile business models to sell software applications and provide services. Fundamentally, a user simply needs a low cost access device (iphone, computer, tablet, etc.) to access computer resources, while the resources are more efficiently managed in the cloud. Data storage centers are critical to this aspect of the plan.

VMware, EMC

Business Intelligence - BI is a broad term used to describe computer-based methodologies to mine business data to support business decisions. The data may be mined from a business internal perspective (tactical operational purposes - quarterly management reports) or an external perspective (strategic operations - competitor analysis). Common areas of BI applications include analytics, data mining, benchmarking, text mining, business performance management, predictive analytics, and performance dashboards.

IBM, SAP



Quality of Life in the Peninsula

Entertainment





Quality of Life in the Peninsula

Bengals



Cincinnati Reds



The Banks



The Arts





Quality of Life in the Peninsula

Vibrant Downtown





The Peninsula Corridor

**Opportunity awaits you in
Northern Kentucky.**

**Opportunity awaits you in
the Peninsula.**



Credits

Commissioned by:

Judge/Executive Steve Pendery

Campbell County Fiscal Court

Seth Cutter, Economic Development Officer

Campbell County Fiscal Court

A Student Led Project:

Editors/Writers

Adam Caswell

Joseph Fons

Kevin Donnelly

Jessica Coffey

Lead Designer

Jessica Coffey

Supporting Designers

Andrew Stewart

Nikole Barkalow

Design Advisor

Julie Mader-Meersman

Support:

Office of the Vice President of Government and Community Relations

Northern Kentucky University

Joseph E. Wind, Vice President

Sherry Thiem, Executive Assistant

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