

Please take a moment to take a look at the exciting things going on with the knowledge economy around South Carolina!

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Richard Florida and Columbia's Creative Class: A Focus on Talent



On October 10, Columbia welcomed one of the world's foremost economic thought leaders to discuss the region's role in the new creative economy. Florida attended the EngenuitySC Annual Leadership Conference, and a special SC Council on Competitiveness

Board Meeting held in conjunction with the event. Over 225 of Columbia's leaders and decision makers enthusiastically piled into the new Hilton Hotel in the Vista for an opportunity to hear Florida speak and have a chance to talk with him at his book signing afterwards. The focus of the event was "talent" and Columbia's ability to attract and retain the brightest minds in the market.

Florida has revolutionized the way that regions look at recruiting, economic development, and the value of place. Florida discussed the value of talent, technology, tolerance, and territorial assets in shaping a region's sense of place in the world, and congratulated the University of South Carolina, EngenuitySC, and the City of Columbia for their role in transitioning Columbia into a creative class. Florida said that successful economic regions are those that can "attract, cultivate and mobilize" the creative class. He defines that class as people who work in creative occupations, such as

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engineers, scientists, artists and knowledge-based professionals. Florida noted that creativity flourishes best in places that nurture it. "Places provide the ecosystems that harness human creativity and turn it into economic value," added Florida.

EngenuitySC would like to recognize all of the financial sponsors for the event. These types of high level engagements would not be possible without the generous support of regional leaders such as Blue Cross Blue Shield of South Carolina, The University of South Carolina, The Municipal Association of South Carolina, The South Carolina Research Authority, The McNair Law Firm, Midlands Technical College, the City of Columbia, and IBM. For more information on the program, and to see more of Florida's conversation visit [EngenuitySC](#).

Innovation Profile: Collexis Holdings, Inc. Joins Innovista and the Growing Fuel Cell Community in South Carolina

University of South Carolina
President Andrew Sorensen
recently announced that



Collexis Holdings Inc., a leading developer of high definition search and discovery applications, will become the next tenant for Innovista, the University's research campus that is expected to transform the landscape and the economy of the City of Columbia. Collexis, a Columbia-based knowledge software developer, creates applications that provide smarter contextual searching, data mining, and use of industry-specific thesauri. Its latest project with the University, funded with \$200,000 from the S.C. Research Authority, will develop an online portal, or dashboard, as a search interface for research data related to hydrogen fuel cells and other alternative energy areas.

John Parks, executive director of Innovista, said Collexis presents opportunities for collaboration with other companies. "Collexis is the second tenant slated for Innovista and is representative of the fast- growing technology companies we are seeking to attract," Parks said. "Its location in Horizon presents many opportunities for collaboration with other companies that we are in the process of recruiting."

Collexis Holdings, Inc., a global knowledge discovery company since 1999, is headquartered in Columbia, South Carolina (USA) with two subsidiaries; Collexis Inc. in Columbia, South Carolina, USA and Collexis, B.V. in Geldermalsen, The Netherlands. For more information visit www.collexis.com.

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The FastTrac Program Celebrates a Milestone



The groundbreaking entrepreneurial program FastTrac has continued to gain ground in South Carolina. In October, the program celebrated the 500th student to graduate from the widely successful program. A program that started with less than 15 classes statewide has grown to a regular offering of over 40 classes, reaching entrepreneurs from Charleston to Columbia to Greenville/Spartanburg. In the Midlands, the FastTrac coalition has seen a recent swelling of enrollments with classes exceeding all expectations set out by regional coordinators. "FastTrac's Midlands offerings have been wildly successful with 15 new students entering our latest New Venture class and 18 entering our recent Growth Venture class and the momentum continues to build," said Tom Ledbetter, a FastTrac facilitator and a leading coalition member.

In addition to its regular offerings of FastTrac New Venture and Growth Venture, the coalition has partnered with the University of South Carolina to launch the first FastTrac Tech Venture series in the Midlands, targeted at knowledge economy start-ups in the area. "FastTrac Tech Venture looks to harness the enormous creative potential of our University's and community's growing talent base to create and foster innovative technology driven commercial applications," said Gregory Hilton, project manager with EngenuitySC. FastTrac Tech Venture classes will launch in early February and enrollment will begin at the first of the year.

See more at: www.fasttracsc.org

Boccanfuso Continues the Collaboration

Dr. Anthony M. Boccanfuso, Ph.D., has taken the reigns in what will prove to be another significant step forward for the state of South Carolina's knowledge economy. Boccanfuso has joined The National Academies sponsored University-Industry Demonstration Partnership, based in Washington DC. Boccanfuso will serve as Executive Director for the organization, whose mission is to nourish and expand collaborative partnerships between university and industry in the United States.



The UIDP accomplishes this mission with a coalition of universities and companies who engage in voluntary collaborative experiments on new approaches to sponsored research, licensing arrangements, and the broader strategic elements of a healthy, long-term university-industry

relationship. Institutional experiments are chosen and jointly pursued by willing members when they have the potential to increase the level, degree, or ease of university-industry collaboration. A primary focus for the UIDP's initial work will be on streamlining intellectual property negotiations. The UIDP is crafting collaborative experiments on new approaches to sponsored research, licensing arrangements, and the broader strategic elements of a healthy, long-term university-industry relationship.

Before taking on this new position, Dr. Boccanfuso was Director for Research and Economic Development at the University of South Carolina and currently retains the position of Senior Director for Strategic Alliances within the College of Engineering and Computing. Dr. Boccanfuso has had a distinguished career in the research management and science policy arenas and has held a variety of positions at the National Science Foundation, the National Institutes of Health and PricewaterhouseCoopers as well as several universities. He currently serves on several boards including the National Hydrogen Association, South Carolina BIO and the Hydrogen Education Foundation for which he is the current chair. He was a founding member of the USC Columbia Fuel Cell Collaborative, providing key industry partnerships to the organization, throughout the region's growth and development as a hydrogen and fuel cell leader.

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