Fort Worth MID:
The Brand’s True North

10.29.19
Strategy Fundamentals
Does your True North convey a single-minded promise? Is it simple, straightforward and easily understood?

Is the positioning true to your brand? Can you deliver on the promise?

Will the approach last over time?

Does it differentiate in a defendable way against the competition?

Is it compelling? Will it create a meaningful connection with the target?
True North: Philosophy

True North Positioning is not messaging. It’s **strategy**.

Strategy is about **making choices**.

It’s about choosing the **ONE** thing we want to own in the mind of our customer (and choosing what you’re willing to let go of).
Positioning

Performance

October 28, 2019
Messaging

Because one cannot drive a Van Gogh.

Every car has its moment. This one has thousands per second.
Plain & simple language someone chooses the Fort Worth MID to further their medical innovation.
Our Strategy
Fort Worth MID: Issues and Observations

• Perspectives regarding clinical trial focus and entrepreneurial focus.
  • If clinical trial, where do entrepreneurs fit?
  • If only entrepreneurial, missed opportunity to leverage base of patients and medical specimens.
• What stage of entrepreneurs are we targeting?
• Governance – stakeholders universally believe it should not be the city
• Large concern by entrepreneurs that MID becomes dominated by the hospitals
• Collaboration with other city messaging platforms (i.e. Visit Fort Worth, Economic Development)
Key Insights That Informed MID Brand Development

- Rapid growth
- Density
- Attracting talent
- Defined geography, but porous borders

CHARACTERISTICS

- Innovative
- Creative
- Inspiring
- Passionate
- Unique
- Pioneering
- Welcoming
- Excellence

TONE + MANNER
Fort Worth MID: Objectives

MARKETING OBJECTIVES

1. **Develop** strategic **awareness** among the health innovation ecosystem
2. **Facilitate connections** to jump-start growth
3. **Amplify successes** of the MID
4. Create a network of **advocates** and leverage **word-of-mouth**

ORGANIZATION OBJECTIVES

1. **Establish** Fort Worth’s **competitive edge**
2. **Become** a **hub** for innovative businesses
3. **Ensure** community **vitality**
Fort Worth MID: Audience Segments/Personas

Innovation ecosystem

1. **Erin Entrepreneur or Clarissa Clinicals**
   - Sees opportunity for groundbreaking healthcare ideas and is hungry for success
   - Working with an idea/business plan or existing Phase 2 trials, but needs resources, connections and infrastructure to bring it to life
   - Loves the intangibles of Fort Worth, but wants confidence there will be an entrepreneurial density or enough subjects to get her idea off the ground

2. **Irma Investor**
   - Manages private or foundation capital, but is primarily focused on energy or real estate investments
   - Knows intuitively there are other segments – including healthcare – where strong returns are possible
   - Needs to be convinced there is untapped opportunity in healthcare innovation in Fort Worth

3. **Manuel Media**
   - A rare breed in Fort Worth media circles, but a conduit to stories of innovation in town
   - Eager to tell stories outside the more traditional oil/gas and real estate beat
   - Stays connected through Tech Fort Worth and other entrepreneurial channels
   - Keeps his ear to the ground for exclusives for his audience
### What Promotional Territories Are Taken?

<table>
<thead>
<tr>
<th>Territory</th>
<th>Description</th>
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<tbody>
<tr>
<td>16Tech</td>
<td>WHERE THE BRIGHTEST TALENT CONNECTS AND INNOVATION HAPPENS</td>
</tr>
<tr>
<td>CORTEX Innovation Community</td>
<td>MORE THAN JUST BUILDINGS. INNOVATION COMMUNITY. CATALYST FOR INNOVATION.</td>
</tr>
<tr>
<td>Innovation District</td>
<td>ENCOURAGING INNOVATION AND CONNECTIVITY</td>
</tr>
<tr>
<td>Destination Medical Center</td>
<td>IN THE MIDDLE OF INNOVATION, GROWTH, INVESTMENT, AND SO MUCH MORE</td>
</tr>
<tr>
<td>The Research Triangle Park</td>
<td>INSPIRING BOLD IDEAS...WHERE BOLD IDEAS FLOURISH</td>
</tr>
<tr>
<td>Science Center</td>
<td>NUCLEUS FOR INNOVATION, ENTREPRENEURSHIP, AND TECHNOLOGY COMMERCIALIZATION.</td>
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WHAT SPACE CAN OUR MID OWN?
The Brand Archetype: Explorer/Everyday Person

Core Desire: Freedom of discovery + Connection with others

Goal: Experience a fulfilling and authentic life + To belong

Fear: Inner emptiness or feeling trapped + Being seen as elitist

Strategy: Seek out new things + Develop common virtues

Gift: Ambition + Authenticity

Motivation: Independence and fulfillment + Approachability

Promise: Forge your own path
INSIGHT:

“Nothing ventured, nothing gained.” “Success favors the bold.”

Cliches exist because they carry a truth. Regardless of how you say it, entrepreneurs – especially those innovating in healthcare – possess a pioneering spirit. To make a difference in the world, you’ve got to try something untested. You’ve got to leap into the great unknown. Go off the map.

Fort Worth carries the pioneering spirit in its DNA. Unlike any other city, we have rallied in the face of impossible odds and proven the skeptics wrong. We’ve done so by pushing boundaries and opening new doors.

With this positioning we channel the inner maverick that the entrepreneurial ecosystem and Fort Worth share. Our brand will be synonymous with possibility and our innovation community will be opening new frontiers for health.
BRAND TRUTH

New Frontiers
Medical ideas that push boundaries.

BRAND PILLARS
Collaboration | Inspiration | Community | Support
The Fort Worth MID opens new frontiers for health advancements.

This is true because:

• Fort Worth MID empowers medical innovators to push boundaries by:
  • Linking entrepreneurs and researchers with vital resources in one location (Collaboration)
  • Nurturing and attracting the best and brightest talent from home and across the country (Inspiration)
  • Drawing from the largest healthcare employment cluster in North Texas (Community)
  • Leveraging the resources of the fastest growing city among the 20 largest (Support)
  • Delivering intangible benefits that makes living and doing business here highly desirable (Community)

This is important because:

Health improves with a little maverick spirit.
Name + Brand Identity
Competitive Brandscape
innovate. launch. repeat.
what’s next?
Objective: Establish a strategy and entity to facilitate success.

Initial Focus:
- Collective messaging
- Financial model
- Oversight and coordination of pillar initiatives
- Public/private collaboration
- Diversity and inclusion
- Legislative support
- Leveraging existing initiatives and capacities

Current Status: Continue with stakeholder engagement via implementation teams focused on strategic goals.
Anchor Coalition

Objective: Drive investment in the bio-med and tech sectors through strong involvement of a coalition of anchor institutions.

Initial Emphasis:
- Deep dive of current anchor impacts
  - Research
  - Innovative patient care
  - Workforce and students
  - Talent needs and inclusive hiring approaches
  - Residency programs, training collaborations
  - Real estate assets and holdings
- Clinical trials and IRB (regional)
- Research, tech transfer and commercialization
Objective: Establish a med-tech research and innovation hub and bio-business center.

Initial Emphasis:
• Technology translation from lab to marketplace
• Increase R&D and partnerships with universities
• Investor growth
• Wet labs, co-working spaces, shared conference rooms
• Networking events, and connections
Objective: Prioritize walkability, connectivity, and placemaking to strengthen our community of engagement and social exchange.

Initial Emphasis:

- Medical/biotech conference spaces
- Social encounter “third places”
- Public places, streets as places
- Walkability, bike network, micromobility
- Transit improvements for commuters, connectivity among districts
- Workforce housing development
- Anti-displacement strategies
- Capital investment planning
Objective: Develop strategic awareness among the health innovation ecosystem locally, regionally, and nationally.

Initial Emphasis:

• Collaborative branding and messaging
• Targeted marketing to attract opportunities
• Amplify successes of iter8 Health Innovation Community
• Create a network of advocates and leverage word-of-mouth
Launch Teams: Call to Action

- Anchor Coalition
- Med-Tech Innovation and Commercialization
- Spaces & Places
- Marketing

Join Launch Teams Today!

Text iter8 to 33777