



Regional Strategies

non-traditional, cluster-based grant programs

Whyville Biotech & Whyville Advanced Manufacturing

*Biotechnology and Advanced Technologies and
Manufacturing Clusters*

Statewide impact

Meeting Industries' Critical Workforce Needs

Whyvillians Meet a VIP for Discussion at the Greek Theatre



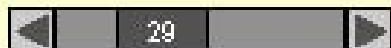
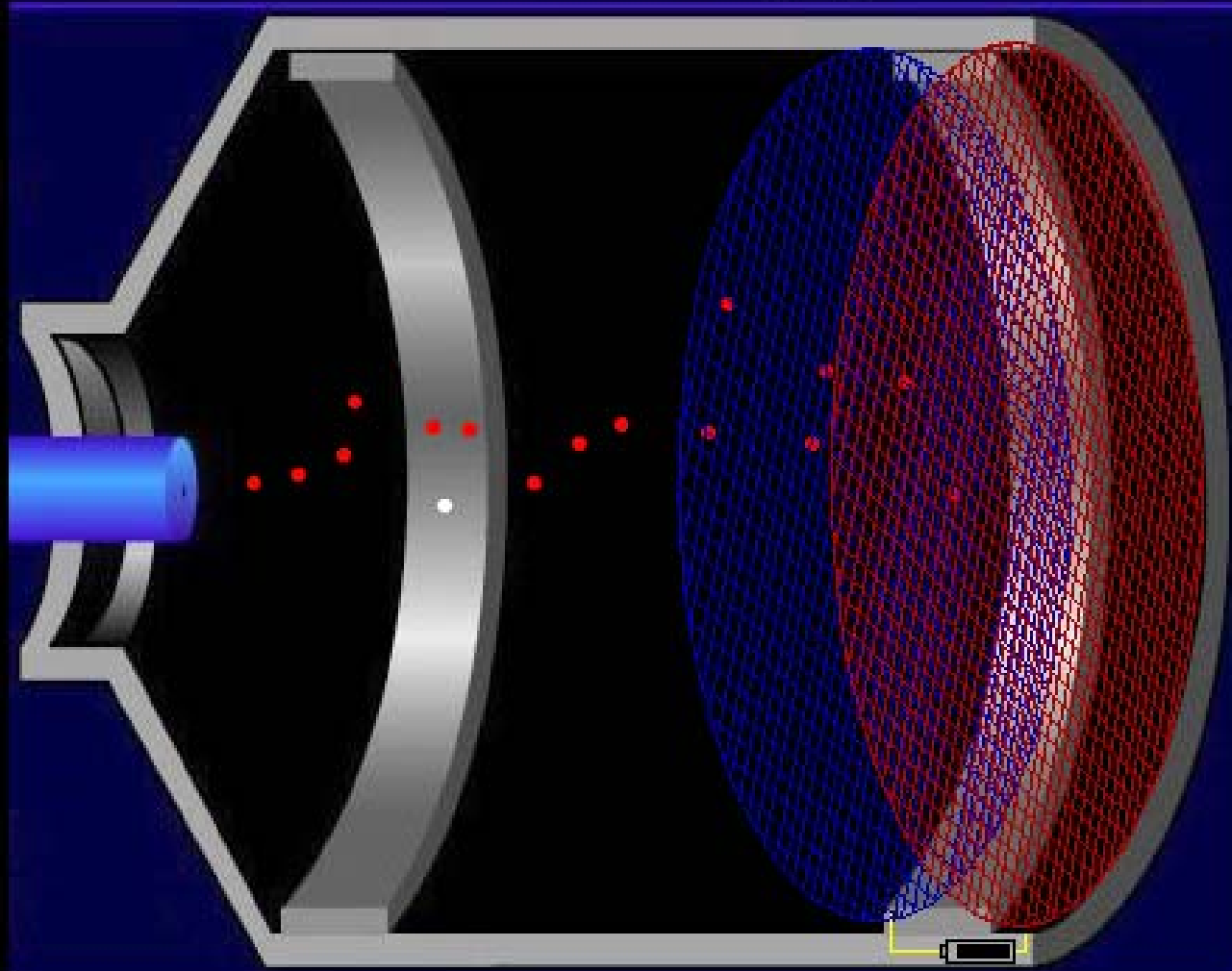


Plate Location

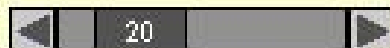


Plate Charge

Launch

Fuel:

Energy:

Design your Ion Engine by moving the two sliders. Then press the Launch button.



Design Your Own Ion Engine



www.Whyville.net

Whyville Biotech & Whyville Advanced Manufacturing

Executive Summary

- Concise description of the project
 - Whyville Biotech: A virtual biotechnology company inside Whyville.net looking for a vaccine for WhyPox.
 - Whyville Advanced Manufacturing: An airplane manufacturing company teaching supply chain, logistics and advanced materials.
 - To reach 20,000 Texas 14 and 15 year olds and expose them to careers.
 - And to refer 1,000 to educational programs in their locale.

Whyville Biotech & Whyville Advanced Manufacturing

Regional Partners and Stakeholders

- Key partners: TBEC, Biotech advisory team, San Antonio Manufacturer's Association, San Antonio Academies, Lockheed Kelly Aviation Center.
- Key stakeholders
 - By proxy: Texas Biotech and Advanced Manufacturing related employers
 - STEM educational programs
 - Target impact group(s), examples include
 - Youth entering the pipeline: Texas 14 and 15 year olds.
 - Outreach to a broad populace

Whyville Biotech & Whyville Advanced Manufacturing Cluster Impact Strategies & Deliverables

Briefly list and describe key strategies and deliverables supporting this project.

- Early engagement in STEM education and careers
 - 20,000 Texas 14 and 15 year olds complete one activity in the space.
- Career pipeline connection
 - 1,000 referred to web site of local educational program.
- Sustainability Strategy
 - Permanent addition to Whyville
 - Final end-of-grant outreach effort.

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Key Issues and Challenges

- Process issues
 - None
- Project issues
 - Getting industry's perspective into the minds of developers
 - Eliminating “deep science” issues not relevant to education or game play in the minds of industry participants.
 - Recruiting a teacher advisory team
 - Resources for development

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Primary Contacts

- **Grant Recipient**
 - Numedeon, Inc.
- **Grantee Project Manager**
 - Cliff Zintgraff
- **TWC Project Manager**
 - Contract Manager: Bobby Pounds
- **TWC Cluster Manager**
 - Biotechnology: Barbara Cambron
 - Advanced Manufacturing: Kaki Leyens