

# California Competes

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# Origins

- ◆ Joint Venture Silicon Valley:
  - ❖ Formation of Technology Convergence Consortium
  - ❖ Interest in a state policy initiative that would ensure California leadership in bio, info, and nanotechnologies
- ◆ Concern about U.S. economic competitiveness at national level (Council on Competitiveness, National Academy of Sciences)
- ◆ California Blue Ribbon Nanotechnology Task Force

# What is “California Competes?”

1. A set of public policies that are designed to:
  - ❖ Keep California in the lead as the developer of new technologies
  - ❖ Spur economic growth, entrepreneurial activity, and the creation of high-wage jobs by strengthening CA “innovation assets”
  - ❖ Use new technologies to address major economic, societal, and quality of life issues

# What is California Competes?

2. A broad coalition that is devoted to getting the governor, the state legislature, and the people of CA to embrace this agenda
  - ◆ Research universities and national labs
  - ◆ Regional economic development organizations and S&T policy groups
  - ◆ Labor organizations
  - ◆ High-tech industry (broadly defined)
  - ◆ High-tech industry associations
  - ◆ Think tanks

# What is California Competes?

3. A bipartisan strategy for getting this issues embraced in the 2006 gubernatorial election by the candidates of both parties. Could include:
  - ◆ A white paper with many signatories
  - ◆ Briefing editorial boards
  - ◆ Interaction with candidates and their campaign staff
  - ◆ High-profile events/speeches

# Why do this?

- ◆ Issues are finally on national agenda, position CA to take advantage of them and to contribute to national goals
  - ❖ Bush's "American Competitiveness Initiative"
  - ❖ PACE Legislation
- ◆ Issues related to science, technology, and innovation not prominent on the Sacramento agenda
- ◆ CA as the 6<sup>th</sup> largest economy – we can and should have our own S&T policy
- ◆ Need more than sector-specific efforts

# Why now?

- ◆ CA not just competing against Austin or Boston – but Bangalore, Shanghai and Seoul. Need a more robust agenda at the state level
- ◆ 2006 is a gubernatorial election, best time to get politicians to make explicit commitments about their governing agenda

# “Grand challenges” to rally policy-makers and the public

- ◆ X% of California’s total energy needs from clean (carbon-neutral) energy by 2020
- ◆ Reduce administrative costs and medical errors by Y % using health IT
- ◆ Develop smart anti-cancer therapeutics with dramatically reduced side effects (nanomedicine)
- ◆ Create 2,000 highly qualified science and math teachers per year by 2010
- ◆ Extend “Moore’s Law” beyond the limits of today’s chip technology
- ◆ “Intelligent infrastructure” (reduce traffic congestion and traffic fatalities)



# Possible elements

- ◆ Policy leadership
- ◆ Investing in innovation
- ◆ Improved business environment
- ◆ Education and workforce

# Policy leadership

- ◆ Focal point in both the state executive and legislative branches for science, technology and innovation issues
- ◆ Coordination with national efforts and California delegation

# Investments in innovation

- ◆ State support for multi-campus, multi-sector research initiatives
  - ❖ Carbon-neutral energy (e.g. Helios)
  - ❖ California Institutes for Science and Innovation
  - ❖ Nanoelectronics Research Initiative (UC and Stanford)
  - ❖ BIN-RDI
  - ❖ Other public and private university, national lab, industry partnerships
- ◆ Identify areas where state can be an “early customer” or drive demand for new technologies:
  - ❖ State purchases of clean energy
  - ❖ State adoption of HIT networks

# Improved business environment

- ◆ Tax credit for angel investment
  - ❖ Deal with decline in seed and early stage investment
- ◆ Regulatory policies that accelerate broadband deployment
- ◆ Changes in tax policy that reduce costs of doing business (e.g., eliminate sales tax on capital equipment)

# Education and Workforce

- ◆ Expand CA S&T workforce
  - ❖ Targeted increase in UC undergrads and graduate students in emerging technologies such as bio, info, nano
- ◆ Develop, recruit, retain top S&E students from US and abroad
- ◆ Increase talent pool in K-12 science and math education

# Feb 14<sup>th</sup> meeting

- ◆ Convened by HP and Joint Venture Silicon Valley
- ◆ Broad representation from companies, industry associations, universities, national labs
- ◆ Strong support for the concept
- ◆ Examples of attendees:
  - ❖ Industry – HP, Cisco, Microsoft, Agilent
  - ❖ Industry associations and regional organizations: SIA, ITAA, NVCA, SVLG, BASIC
  - ❖ Research universities: UC Berkeley, UCSC, UCSF, NASA Ames, Stanford

# Next steps

- ◆ Grow the coalition:
  - ❖ More companies
  - ❖ Southern California
  - ❖ High-tech beyond IT
- ◆ Fund-raising for 1 FTE, full-page ads
- ◆ Finalize position paper for release after primary
- ◆ Events with candidates in N. and S. California
- ◆ Press for implementation after election

# How you can help

- ◆ Endorsement from head of your organization
- ◆ Recruit additional members of coalition
- ◆ Modest financial contribution
- ◆ In-kind contributions of professional services
- ◆ Get actively involved in planning and execution of the campaign
- ◆ CEO-level interaction with candidates



# Contacts

## ◆ To get involved

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