

SWOT Analysis - Main Street Montana Project - Innovation and Technology Kin

Strength

Lifestyle
Technology can be innovated anywhere

Differing opinions:

History of IT and Biotech
University System's
Talent in clusters where IT and Biotech exist
Low cost to do business
Easy commutes
Close knit and loyal communities

Opportunity

Lifestyle
Educated workforce, especially in high tech clusters
Private support of training (e.g. - MSU IT Dept. ~\$1M)
Willingness of University system to "jump in and help"

Differing opinions:

History of IT and Biotech
University System's
Talent in clusters where IT and Biotech exist
Easy commutes
Close knit and loyal communities
Linkage to China via Max Baucus
Support of congressional representatives

Weakness

Loss of talent to other locations
Less cutting-edge and/or experienced talent (than other locations)
Inadequate deal flow to attract investors
Few people to fill key jobs
Small number of successes and thus a scarcity in mentoring support
Diversity of state makes it difficult to prioritize
Limited financial support for start-ups
International commerce difficult (geographically)

Differing opinions:

History of IT and Biotech
University System's
Low cost to do business

Threat

Failure to attract necessary financial support
Inability to "catch up" to other states with established programs
Grow and attract talent
Potential departure of key businesses
Telecommuting (employees live elsewhere)
Ability to "scale" operation in Montana

SWOT Analysis based on:

- 1.) Market Montana, encourage folks/businesses to move here
- 2.) Coordinate with the University System
- 3.) Identify capital through private or public funds