
GLOBAL WELLNESS CONSORTIUM

Positioning the Upper Midwest Region

A Human Wellness Corridor

*Feeding the World and Making it a
Healthier Place*

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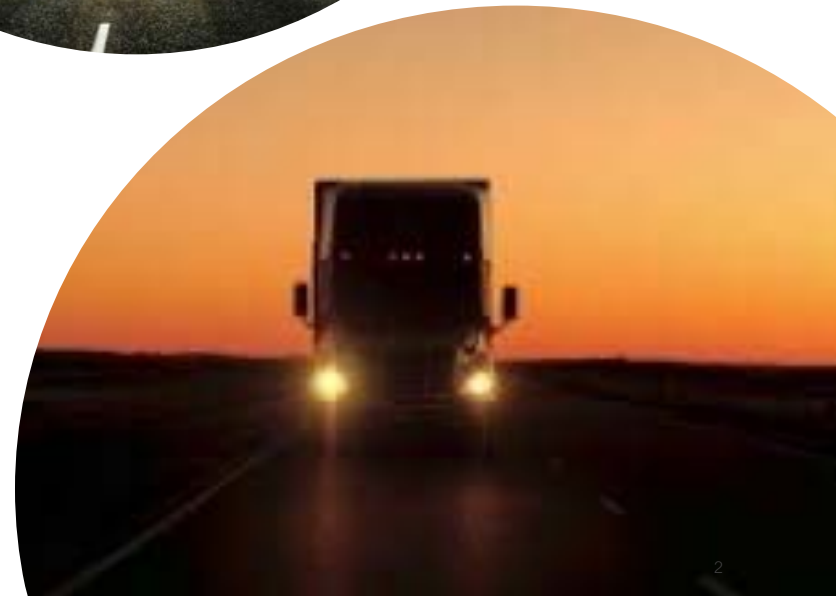


THE DIFFERENCE BETWEEN
AN OPPORTUNITY



AND A THREAT

IS THE *TIME HORIZON* IN
WHICH YOU SEE IT





PROBLEM AND THREAT

Global Economic Competition is Regional Competencies Driven, Intentionally Branded, and Broadly Funded

- San Jose-San Francisco Corridor = Silicon Valley
- Hong Kong-Shenzen= Electronics Assembly
- Hsinchu Science Park Taiwan= Chip manufacturing
- Austin = Tech 2.0
- Geneva Switzerland = FinTech
- South Korea=Consumer Products and Ship Building (40 years ago ..agrarian)
- **Social Fabric Must Evolve to Meet Increasing Systemic and Existential Threats**
 - Climate Change
 - Inequalities
 - Inequities
 - Capital Outflows
- **Cities and Communities Have Struggled**
 - Lack of Scale ---Competition versus Cooperation
 - Lack of Coordination of Purpose---Separate Messages and Visions
 - Lack of Leverage Between Public, Private, Academia---
 - Lack of Visibility and Voice for the Region's Unique Assets and Opportunities---

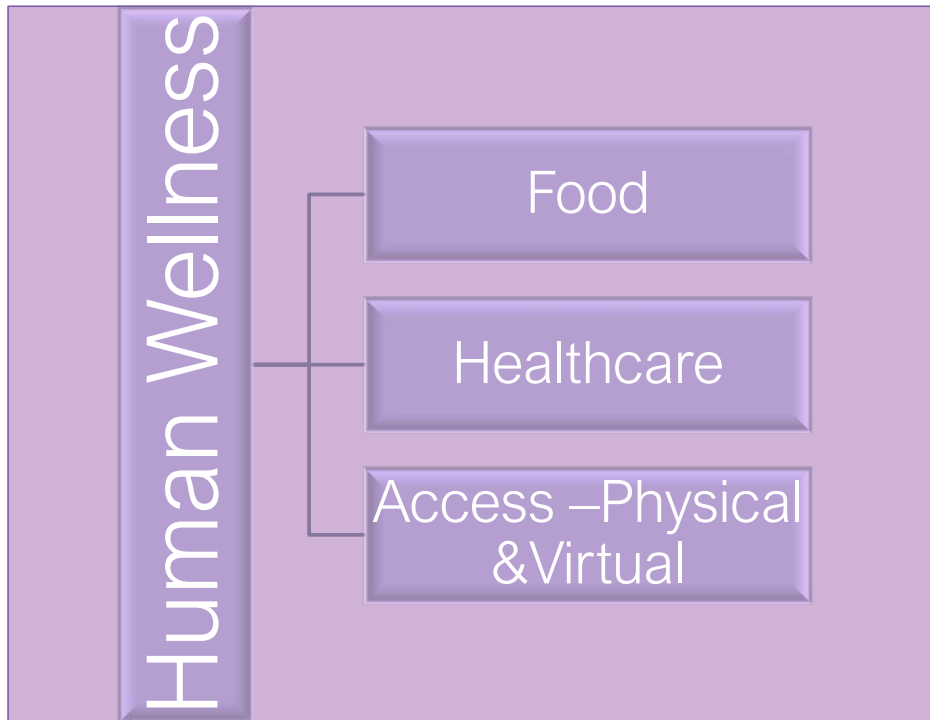
Tactics without strategy is the noise before defeat. Sun Tzu

OPPORTUNITY -----THINK -----DO-----BRAND

- The Upper Midwest Has Uniquely Positioned Assets in healthcare, food growing, nutrition, physical and virtual logistics
- Infrastructures of our three Primary legs-- are unmatched and yet to be leveraged
- Increased connectivity between regions with similar and complimentary infrastructures being connected to improve economic development in both directions
- Intellectual Collisions Between our Many Universities, Foundations, Companies and Policy Makers to Create Innovative Possibility Networks and Dynamic Learning Laboratories
- We have an opportunity to be the first commercial Hyperloop in the US between MSP-Rochester....terminal 3! And Wallonia can participate and learn along with the Consortium

The Human Wellness Corridor
'Feeding the World and Making Us Healthier '

"We have to make the economy work for everybody. The way you feed the world is to get people engaged in economic activity. "
Doug Baker Chairman/CEO Ecolab



When Purposely
Supported by
Government, Academia
and Business
Radical Collaboration
Between the Three Pillars
Can Create an Urgently
Needed Sustainable
Competitive Advantage
for All Stakeholders and
Participants

PURPOSE OF GWC

The purpose of this consortium is to establish an organization engaging the public, private and academic sectors in forming a resilient and sustainable global leadership position in healthcare, food nutrition and human wellbeing, through international and domestic non-partisan research, education and informational activities.

Objectives

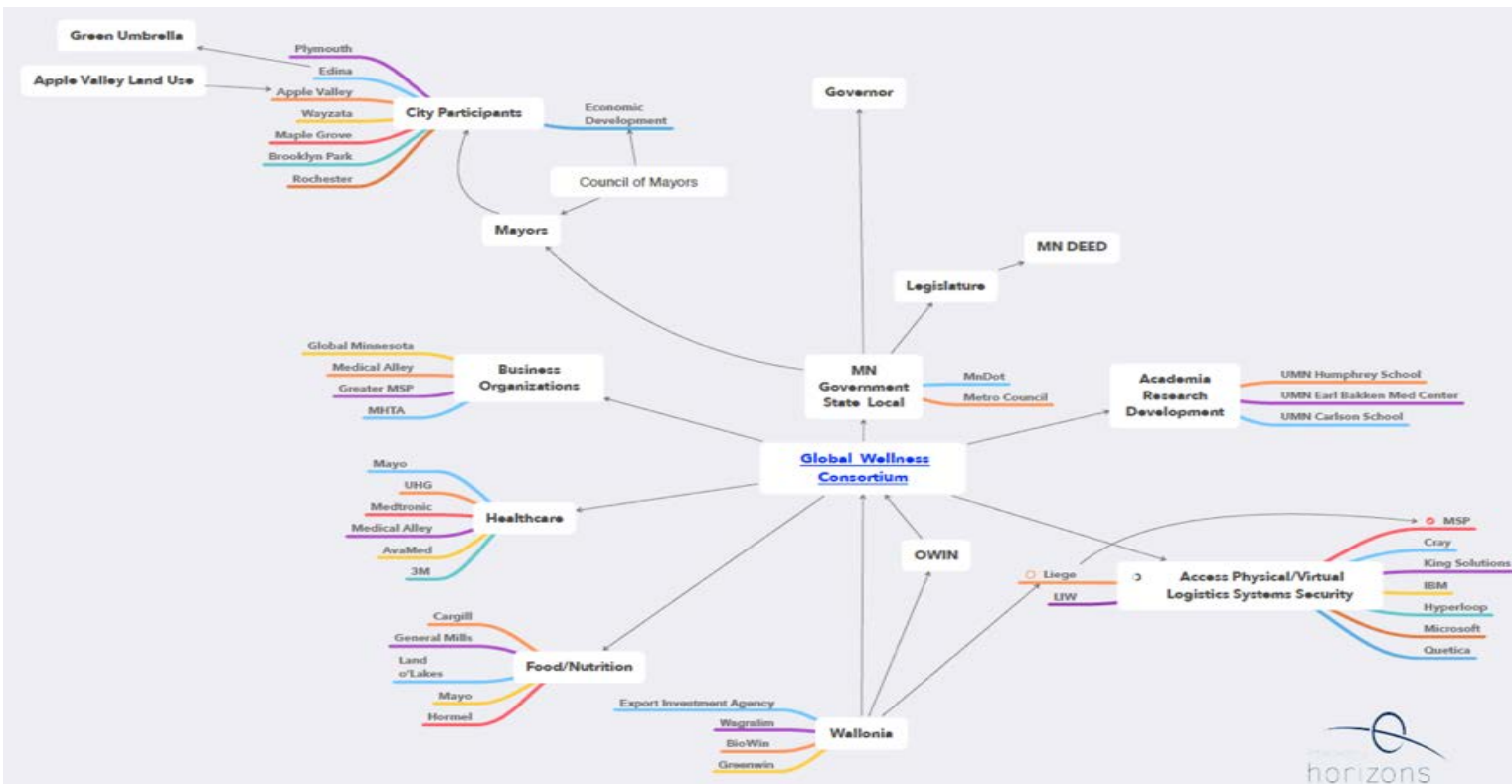
- Regional Collaborative roadmap for the future of the upper Midwest human wellness corridor
- Establish MOU with Liege, Wallonia Belgium (a leader in complimentary areas) to foster economic development through joint projects and research (initiated)
 - Frictionless product clearance project initiated—increased freight traffic between regions
 - Establish a high-speed (Hyperloop based) transportation system critical to regional human and resource connectivity in an exponential era (MOU Signed!)
- Participate in Competitive Research and Learning Laboratories
 - Delivery of complete care – including increased access, food/nutrition, medical and healthcare
 - Post hospitalization supply chain waste
 - Whole patient analytics for quality-of-life optimization

Deliver Stakeholder Benefits

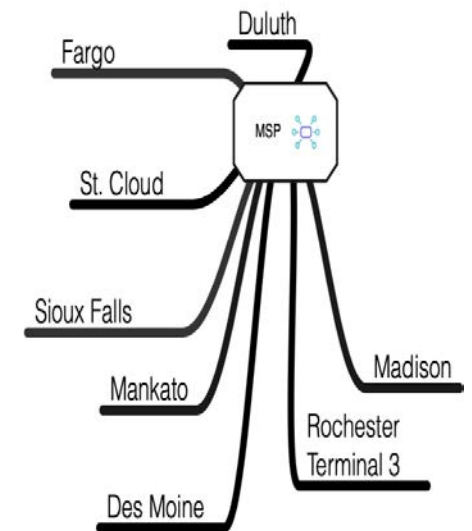
- Attracting, recruiting and retaining companies, researchers, employees, and graduates
- Attracting capital at scale
- Growing market opportunities and market share for stakeholders
- Increasing the tax base across the region
- Aiding all stakeholders in the evolution of our social fabric to better address inequalities, inequities, and climate change

UNDERLYING MAGIC: COLLABORATIVE LEVERAGE AT SCALE

A Network of Networks



Upper Midwest Corridor



Introducing the hyperloop the world's first fully-sustainable transportation system

- Initial ultra high-speed connection between Minneapolis/St. Paul (MSP) and Rochester (RST)
- Viable "Terminal 3" at RST expanding landlocked MSP with rapid access to Rochester and surrounding areas
- Increase in economic opportunities, airline connections, freight distribution, commerce, health, wellness, and safety
- Decrease in infrastructure demand, daily commuting, stress and fatigue, accidents, and pollution

Known Initial Project Scope

Next Step
HyperloopTT Feasibility Study

Identified
Path to feasibility study funding

Outcome
Sustainable infrastructure for the advancement and growth of the region

LARGE AND SMALL PROJECTS UNDERWAY IMPACTING PROSPERITY IN THE REGION

Frictionless Product Clearance Platform

Creates a pilot program and subsequent scalable platform that can be utilized by large and small companies to keep pace with 40+ agencies and constant changes to processes, documentation, packaging, tariffs, taxes etc.

Addresses the 2% of the large freight volume that gets 'hung up' and disproportionately eats away at time and money for members.

Creates a platform and process for moving human wellness products around the globe quickly and effectively

Impacts costs for companies of all sizes, including divisions, subsidiaries and suppliers by taking out steps and time.

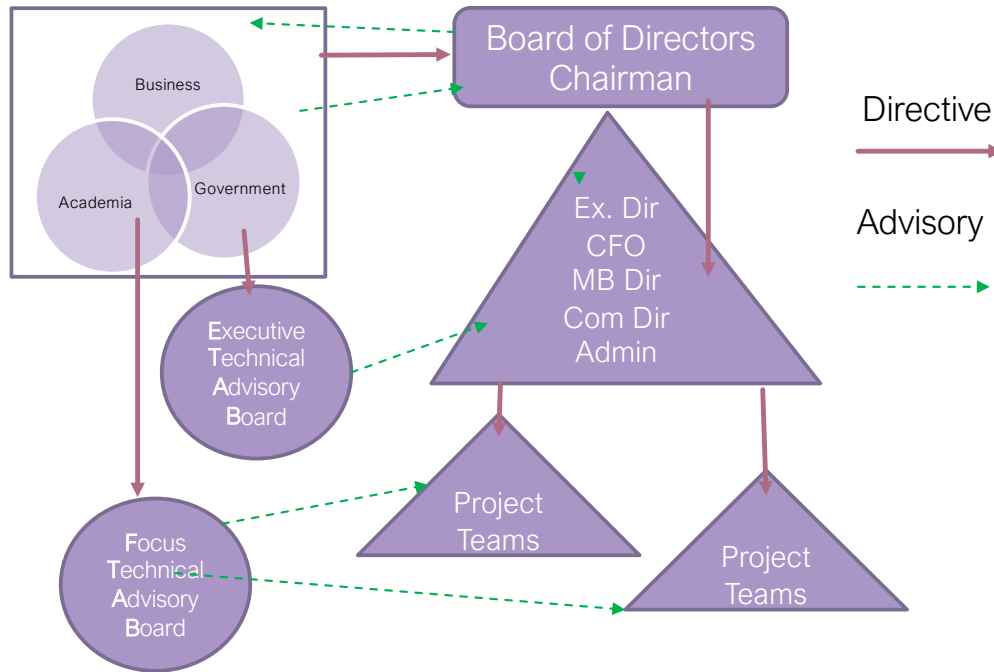
PROGRESS TO DATE

- MOU Wallonia
 - 1st Web Conference Held
 - Research connections established between University systems in MN with 6 University System in Belgium
 - Contacts and cooperation with Liege Airport and logistics leadership for Frictionless Product Clearance
 - Coordination with Wallonia/Europe for participation in Hyperloop TT technology development and commercialization
- MOU Hyperloop TT
 - Coordinated effort to move the first 21st century innovation in transportation commercial route to MSP-Rochester
 - Creates an Aerotropolis potential for MSP/Rochester/Upper Midwest

Structure and Management



Think, Do, Brand



BOARD AND MANAGEMENT TEAM

STARTING LINE-UP

JIM HOVLAND,
 BILL GOINS,
 MARK RITCHIE,
 CURTIS JOHNSON
 JEFFRY WOSJE,
 MICHAEL W. WRIGHT,

STAFF TBD

THANK YOU
FOR YOUR
TIME AND
ATTENTION!

If we are going to allow the Upper
Midwest Region to be painted over (e.g.
'the flyover zone').... GWC believes we
should at least choose our own paint:

The Human Wellness Corridor



Global Wellness Consortium
Become a Member and Invest in a Shared Future
Provide us with a Letter of Interest Today!

'Feeding the World and Making Us Healthier'

AND THANK YOU TO THE MANY
PEOPLE AND ORGANIZATIONS
WHO HAVE GIVEN US THEIR TIME
AND COLLABORATIVE INPUTS

Medical Alley
MAC
Greater MSP
Global MN
Medtronic, Boston Scientific
UMN
University of St. Thomas
King Solutions
Microsoft
And Cities throughout the region
including
Rochester, Apple Valley, Edina,
Plymouth and many more....

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