

Illinois **Innovation Index**

# Annual Report 2011–2012

Executive Summary





The Illinois Innovation Index is an information resource that provides analysis and insights on business development and economic activity in our state.

The purpose of the Innovation Index is to engage and educate a broad community of businesses, investors, researchers, policymakers, and educators through the analysis, benchmarking, and promotion of innovation and entrepreneurial activity metrics throughout metropolitan Chicago and Illinois. The Innovation Index is a highly visual tool that provides immediate perspective on regional and statewide economic conditions and an ongoing data archive for public use. The Index regularly features related innovation metrics along with news and statistical insights.

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The Illinois Innovation Index is brought to you by:



Chicagoland  
Chamber  
of Commerce



Illinois Science  
& Technology  
Coalition



Chicago  
Metropolitan Agency  
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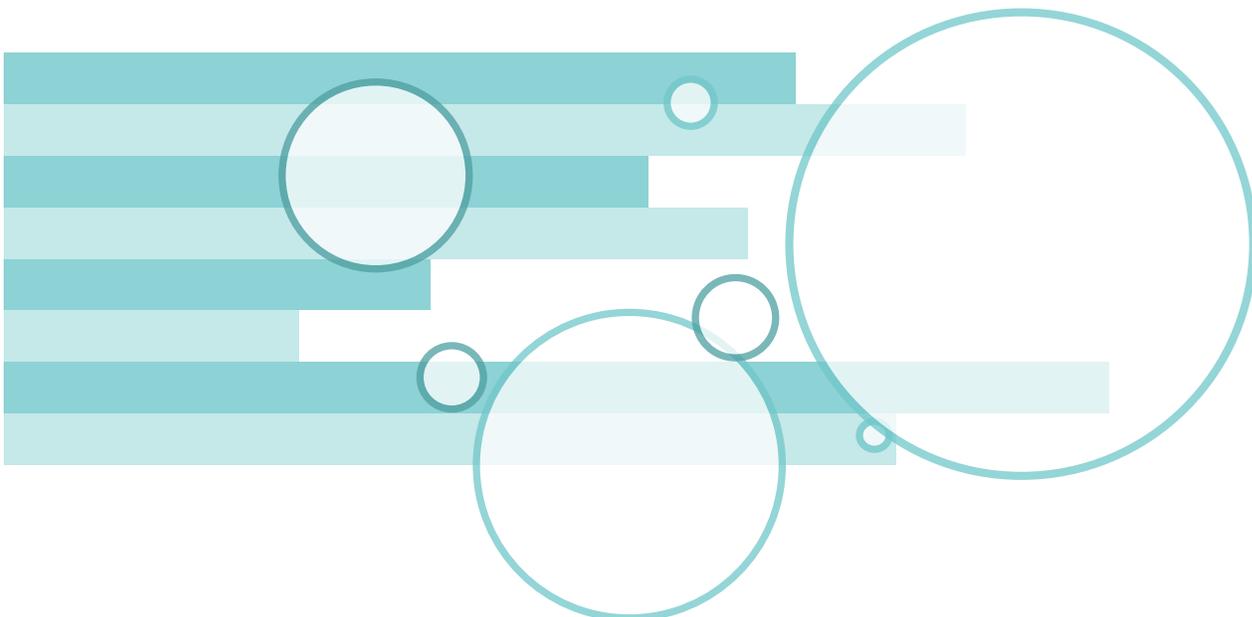
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Dear Colleagues,

Nearly every state is focused on promoting innovation. With such a far-reaching concept, however, progress can be a noble if somewhat amorphous goal. To be successful, leaders must have a strong vision, rally numerous stakeholders to their cause, and be able to demonstrate progress. Accomplishing all three is a difficult challenge.

When Governor Pat Quinn convened the Illinois Innovation Council in February 2011, it signaled a new approach. The council, which is made up of business executives and entrepreneurs as well as leaders from science, technology, and academia, was formed to connect the dots between these sectors and to create a more welcoming environment for entrepreneurs and start-ups. A critical component of this effort was to gain a better understanding of where Illinois is excelling and where it can improve. At the same time, our organizations began meeting to discuss collaborative approaches that could achieve shared goals: to measure and communicate the status of innovation in metropolitan Chicago and Illinois more effectively and to provide better access to data for analysis by policymakers and the public. These two paths converged, and the Illinois Innovation Index was born.

Although our respective organizations—the Chicagoland Chamber of Commerce, Chicago Metropolitan Agency for Planning (CMAP), Illinois Science & Technology Coalition (ISTC), and World Business Chicago (WBC)—are experienced in working with entities to promote economic development and steer companies toward resources and programs, we hadn't been accustomed to working with one another on this type of project. In that regard, the Index represents an unprecedented collaboration among our agencies.

Over the past twelve months, we've established a set of benchmarks to measure the progress of Chicago, the region, and the state. Going forward, the Index will move to a quarterly publication schedule and revisit metrics on economic development, human capital, knowledge transfer, and the dynamism of the state's industries. We are also developing a new data dashboard as part of MetroPulse ([metropulsechicago.org](http://metropulsechicago.org)) that will provide users with easy access to the data featured in the Index.

As you read through our annual report, know that our work to date is just the beginning—the foundation for more expansive conversations about how we can work together to maintain and enhance the reputation of Chicago and Illinois as U.S. leaders in innovation.

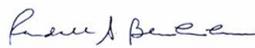
Thanks for your support of the Illinois Innovation Index.

Sincerely,



**Gerald J. Roper**  
President and CEO

Chicagoland Chamber  
of Commerce



**Randall Blankenhorn**  
Executive Director

Chicago Metropolitan  
Agency for Planning



**Mark Harris**  
President and CEO

Illinois Science  
& Technology Coalition



**Rita Athas**  
President

World Business  
Chicago

# The state of innovation in Illinois

Howard Tullman

The state of innovation in the State of Illinois is great. And here's the thing: because Governor Quinn convened the Illinois Innovation Council, because four organizations came together to develop and publish the Illinois Innovation Index (a longtime pet project of Lance Pressl), and because of the terrific private-sector work by Matt Moog and the Built in Chicago team, we actually *know* what we're talking about. We're not asking fairy-tale questions or relying on the kind of made-up metrics that have in the past been the traditional fare for politicians, government agencies, and other community boosters. Hopefully, those unhappy days are behind us.

And the best news is that, as the Index has demonstrated, we've actually got the goods right here in metropolitan Chicago and Illinois: real growth, real innovation, tremendous expansion in new businesses, and real results—all concretely documented for the first time. I'm especially sensitive to this situation because I've recently returned from an "innovation" conference in another state where one of the featured speakers baldly asserted that his community was the nation's leader in start-ups and innovation. Then he smiled and said that if all the folks there just kept repeating his factoid with a straight face, one of these days it might be true. And pigs might also fly. Now, there's nothing wrong with aiming high and shooting for the stars, but you need actual results to back up the stories you're telling. You actually lose credibility (and your most important audiences) if you try to manufacture movement and momentum where neither exists.

What's so exciting to me about the documented progress we're making in Chicago and Illinois is that—in some very smart ways—we're using technology and new digital media to help us keep score. I've always said that, in every business, what gets measured is what gets done, and absolutely everything can be measured. By creating some standard reporting formats in the Index and encouraging the unprecedented collaboration of a number of the state's crucial business, planning, and economic development organizations, we have created an important new tool to raise awareness and promote innovation. We're seeing this innovation spread beyond the obvious high-tech sectors to enhance critical infrastructure assets and address other needs regarding our roads, rail, airports, and broadband—all critical elements to keep Illinois on the cutting edge.

Now, I'm not pretending that the Index automatically makes everything clear and obvious. There will still be plenty of false starts and unfocused efforts. Until September of last year, when the Index was first published, I'd say that we didn't know much about what we *didn't* know. In addition, while we'll never be big boosters or blowhards (it's just not the Midwestern way), we are getting a little more comfortable about telling our stories and tooting our own horns. Even more important, we have finally started to believe that anything that's worth doing is worth failing at as long as you give it the old college try. I don't think we'll ever be celebrating failure around these parts, but we're getting smarter and smarter about failing fast and that—along with ferocious persistence—is the essential component for eventual start-up success.

Now that we have a clearer, much-improved view of where we're headed, we have to understand that there's a great deal of work still ahead of us—as individual businesses, as a community, and as a state. We must all work together to build a sustainable, supportive, and vibrant entrepreneurial environment that fosters continued growth and critical job creation.

In addition, we have to be sure that we don't get entirely lost in the numbers. Measuring more is pretty easy; measuring better is much harder because it requires value judgments. And better, in the end, is all that really matters. People perform best when they know what is expected of them and are told honestly how they are doing. We need to be certain that we continue to recognize, acknowledge, and praise the people and companies that are making a difference in our state and in our economy. The Index is one of the ways we can “keep score” and make sure that we keep moving forward and demonstrating our progress to the broader public.

We need to give everyone a real stake and a sense of ownership in this journey because, without the help and encouragement of the public, we can't really accomplish our larger goals, which will ultimately benefit everyone. You never know where your next idea or inspiration may come from: it's almost certainly not exclusively from within the four walls of your own business. Therefore, it's critical to broaden the reach and scope of all the networks we're creating. True innovation is change that creates a new and higher level of performance and productivity. As we seek to accomplish far more with far less, continued innovation is clearly the key.

I want to close my comments with two final suggestions for the path ahead.

First, we need to concentrate on doing what we do better than anyone else. We can't chase too many rabbits or we'll end up hungry with none. So it's critically important that we avoid the wild pursuit of too many different ideas, since trying to be all things to all people is a formula for certain failure. We want to be known as the “go-to” people, the “go-to” city and the “go-to” state for a few, important, sustainable and long-term industries where we can optimize the competitive advantages that we already have. What's the right number? No fewer than we can handle and no more than we can afford.

Second, what are these areas? Transportation/logistics, finance (such as Chicago Board Options Exchange/Chicago Mercantile Exchange), management consulting, advanced manufacturing, digital media, health care, pure science (Argonne), data centers, energy storage, and education. Let's focus on our history, strengths, and the amazing combination of industry, schools, and talent to build the best and most successful businesses and institutions in these spaces.

Let's have the courage and the discipline to avoid spreading ourselves too thin and competing in areas where we will never make a material difference. I know it's hard to say, but if you're interested in fashion, advertising, or journalism, you need to get to New York. Wanna build rockets and space shuttles? Get yourself to Denver, the new center of gravity for our entire space program. Wanna make a difference in Chicago and Illinois? Go with what we already do so well and commit to making it better. ■

**Howard Tullman is the president and chief executive officer of the Tribeca Flashpoint Media Arts Academy and a member of the Illinois Innovation Council.**

# Illinois Innovation Index 2011–2012 overview



Innovation has many facets, and measuring its vibrancy and impact represents a unique challenge. On the factory floor, innovation can mean process improvements and the integration of advanced technology; in research institutions or companies, it might be demonstrated through the development of that very technology. Progress can be defined both in terms of inputs, such as R&D funding and individuals pursuing science and engineering degrees, and outputs, including an improved environment for business and an increase in start-ups and entrepreneurial activity.

By drawing on national data, research from Illinois institutions, and proprietary surveys and analyses, the Illinois Innovation Index provides results on the cumulative innovation efforts of business, academia, research institutions, and the public sector. To facilitate comparison and discussion, the findings from the Index's first full year have been grouped into four categories—dynamism, capital, talent, and business climate—that together deliver an overview of the state's efforts to promote innovation. This executive summary highlights select indicators and findings, summarized in the following table. Each month's Index can be viewed in its entirety at [illinoisinnovation.com/innovationindex](http://illinoisinnovation.com/innovationindex).

Theme	Indicators	Key Findings
<b>Dynamism</b>	Illinois academic patents	Number of patents increased by a record 54 percent from 1997 to 2008.
	Illinois job creation by cluster	Some clusters are seeing high rates of growth, but overall Chicago region lags behind national trends.
	New business starts in Chicago region	Chicago seven-county region saw 13,000 business starts in 2011.
<b>Capital</b>	Venture capital funding in Illinois	Illinois achieved a ten-year high in 2012—\$1.4 billion.
	R&D funding at Illinois universities	13 Illinois institutions ranked in top third or higher for funding.
	Private R&D in Chicago region	431 companies engaged in R&D in the Chicago MSA.
<b>Talent</b>	Illinois STEM degree completion	STEM made up 11 percent of all Illinois degrees, below the national average of 14 percent.
	Top Chicago metro occupations hiring online	Several high-tech occupations in top ten for openings.
<b>Business Climate</b>	Chicago region entrepreneurs	69 percent of respondents are searching for seed stage or early-stage financing.
	Illinois exports	Illinois has ranked fifth in export value since 2001.
	Broadband infrastructure in Illinois	Commercial Internet subscriber rates are double that of national subscriber growth rate.

# Dynamism

## **Measuring the volume and type of innovation activity in Illinois**

Many complementary programs and organizations drive business and entrepreneurial activities in the state. The Index selected three key metrics to gauge the cumulative impact of these efforts.

### **Patent output at Illinois universities**

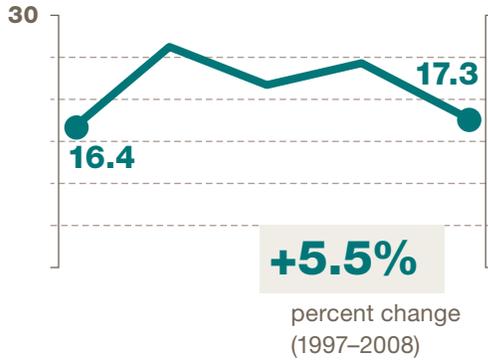
Both invention disclosures and patents awarded to Illinois' universities have increased significantly over the past decade. The volume of invention disclosures has climbed steadily from approximately 500 each year in the early 2000s to 700 per year by the end of the decade. Similarly, the number of patents awarded per year to Illinois academic institutions nearly doubled, growing from 109 in 2001 to 200 in 2011.<sup>1</sup> In 2008, the most recent year for which data on patents per science and engineering (S&E) doctorate holder in academia is available, Illinois' S&E academic researchers had the eighth highest patent output in the nation at 11.4 patents for every 1,000 S&E doctorate holders in academia, compared with the national average of 9.7.<sup>2</sup> This represents a 54 percent jump from 1997 to 2008, the largest among the top ten states.

<sup>1</sup> United States Patent and Trademark Office (USPTO).

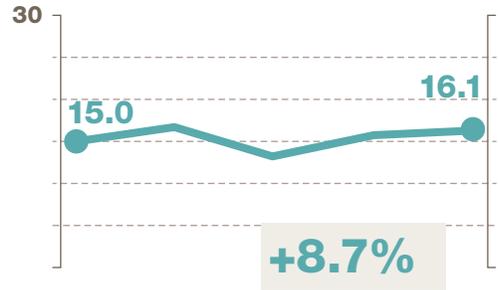
<sup>2</sup> National Science Foundation, Science & Engineering Indicators, 2012.

**Academic patents per 1,000 science and engineering doctorate holders in academia, top 8 states (2008), select calendar years (1997, 2001, 2003, 2006, 2008)**

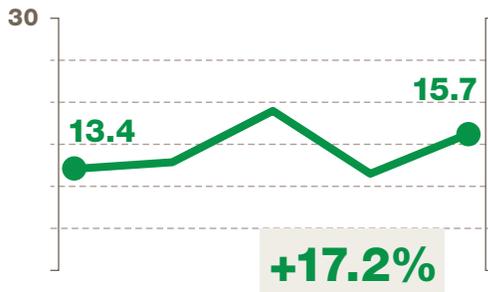
**1 California**



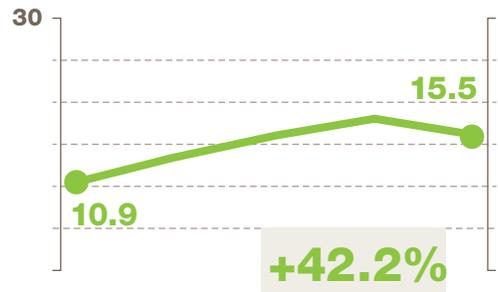
**2 Massachusetts**



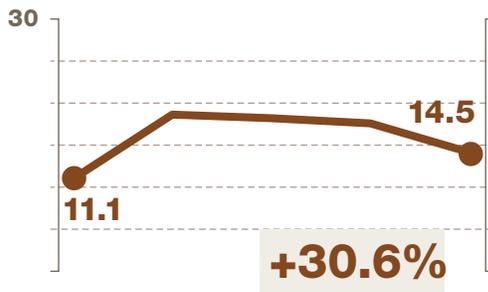
**3 New Jersey**



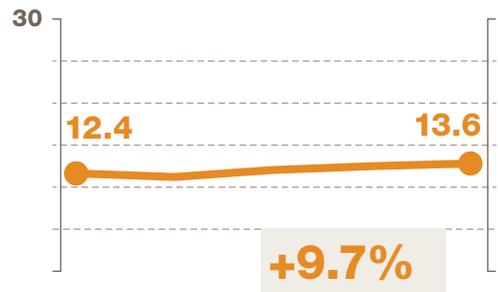
**4 Wisconsin**



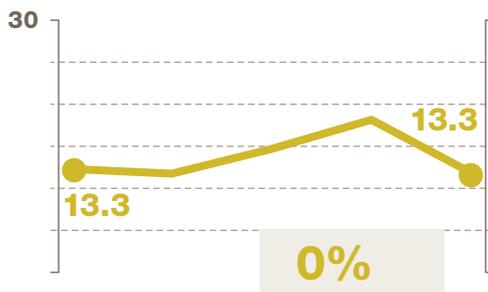
**5 Maryland**



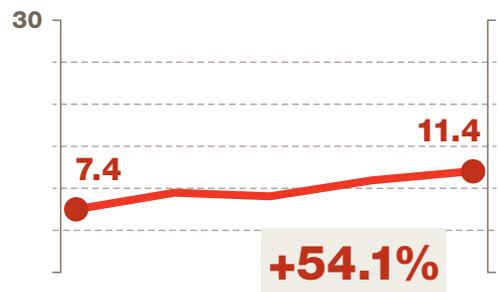
**6 Michigan**



**7 Florida**



**8 Illinois**



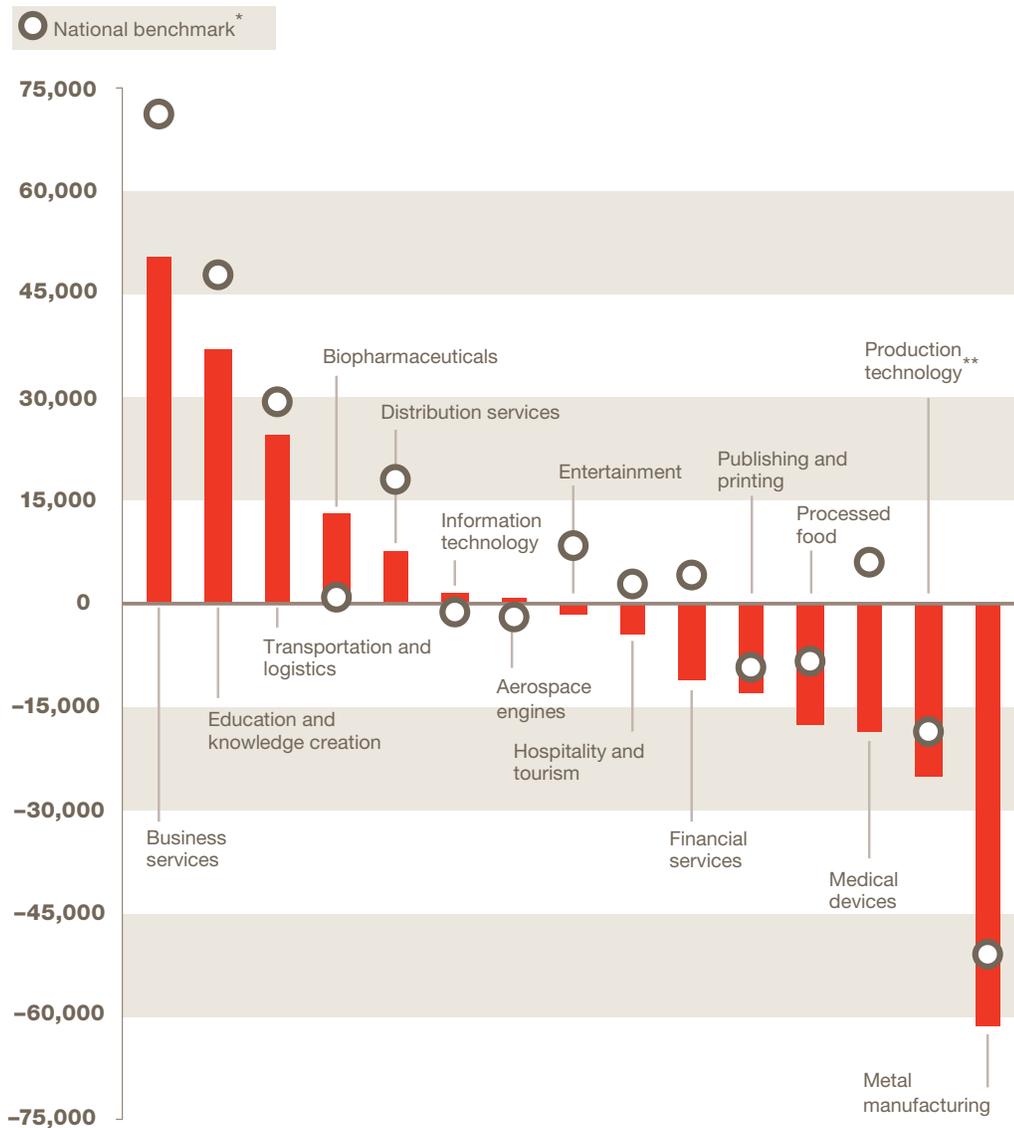
Source: National Science Foundation

## Illinois' job creation by cluster

To understand Illinois' performance in innovation, the Index selected 15 diverse clusters<sup>3</sup> and compared their growth with the national benchmark. A look at Illinois' employment growth by cluster reveals mixed news. The majority of clusters that experienced growth from 1998 to 2009, including high-wage clusters such as business services, information technology, and distribution services, still lagged behind the national averages. In the clusters that suffered job losses, their net change in employment outpaced the benchmark.

<sup>3</sup> Defined by Harvard Business School's Cluster Mapping Project as "a geographically proximate group of interconnected companies and associated institutions in a particular field, including product producers, service providers, suppliers, universities, and trade associations."

### Job creation by traded cluster in Illinois, net change in employment, 1998–2009



\* The national benchmark is a hypothetical projection based on each industry's average national growth rate and represents the change in employment Illinois would have achieved if it had followed national trends.

\*\*Technology applied to the manufacturing and fabrication process.

**Read the following Index issues for more about Dynamism in Illinois**

National cluster mapping reveals Illinois' economic strengths as well as opportunities  
November 2011

Illinois gaining momentum in new business establishments and high-growth sectors  
January 2012

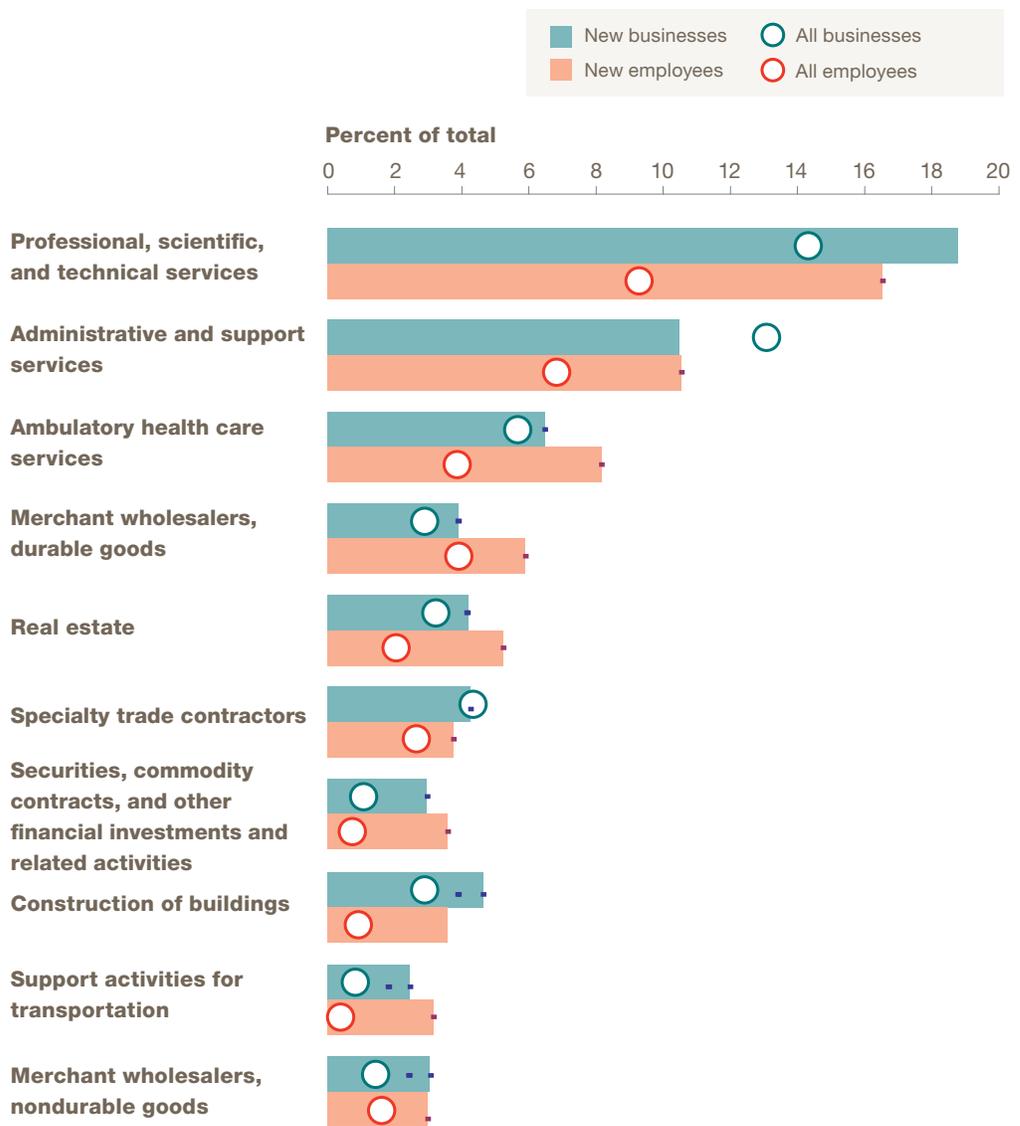
Using patent output to gauge Illinois' innovation trajectory  
March 2012

Focus on technology transfer accelerates research activity at Illinois universities  
August 2012

## New business starts

In 2011, more than 13,000 new businesses were established in the seven-county Chicago metropolitan region, generating almost 23,000 jobs. The two largest industries—professional, scientific, and technical services and administrative and support services—accounted for nearly 30 percent of all new businesses and more than a quarter of new employees. The distribution of new business starts across industries generally followed the pattern of all businesses, with a few notable differences. For instance, professional, technical, and scientific services accounted for 18.6 percent of new business starts, well above the 14.3 percent of established businesses in this industry. This weighting points to the burgeoning strength of Illinois' technology-driven entrepreneurial ecosystem, which is benefiting from the sustained support of public leaders.

### Share of new business starts and jobs by industry\* compared with total established businesses and jobs, northeastern Illinois,\*\* 2011



\* North American Industry Classification System (NAICS) categories

\*\* Data are for seven-county Chicago metropolitan area.

Source: Dun & Bradstreet

# Capital

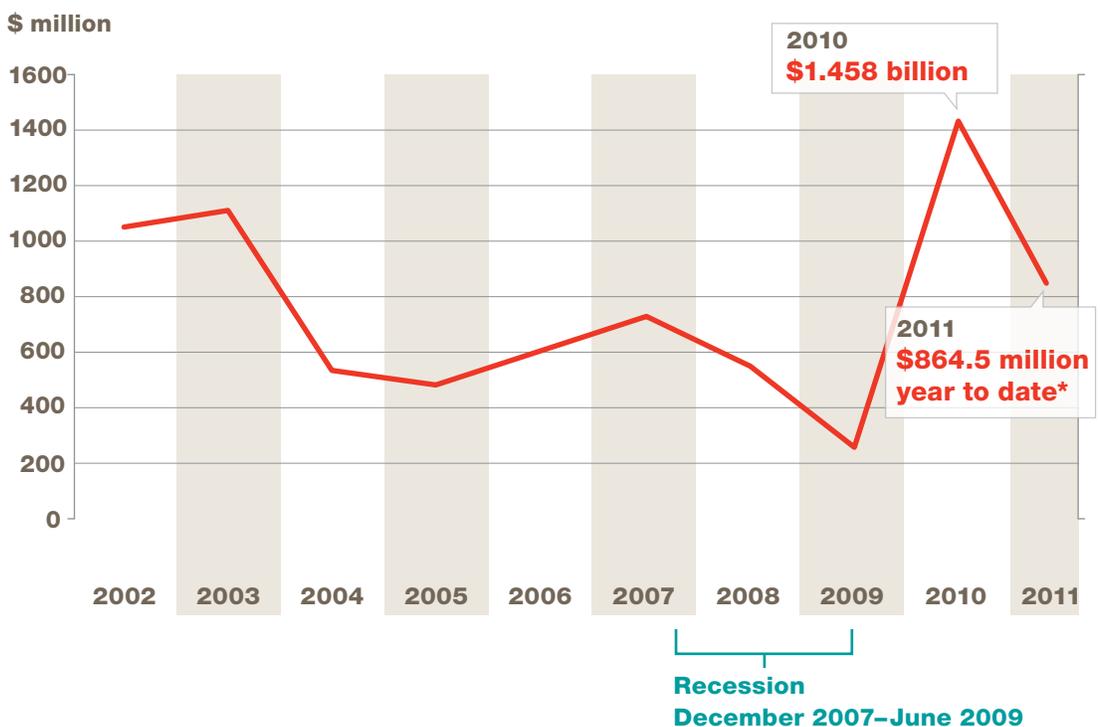
## Assessing the level and sources of funding to foster innovation

The availability of capital for investment not only supports the development of nascent businesses but also attracts ideas and talent to the state. The Index focused on three measures as a barometer of Illinois' vitality in this area.

## Venture capital funding in Illinois

Since June 2009, venture capital has been flowing into Illinois at record levels. In 2010, venture capital firms invested more than \$1.4 billion in Illinois businesses, eclipsing the previous high in the past decade by more than \$325 million. The first two quarters of 2011 have continued this trend, with nearly \$865 million invested so far. The Chicago metropolitan statistical area accounted for nearly all of the investment.

**Venture capital: Total equity invested in Illinois,**  
yearly totals 2002–2011, inflation adjusted



\*2011 includes total investment for first two quarters only.

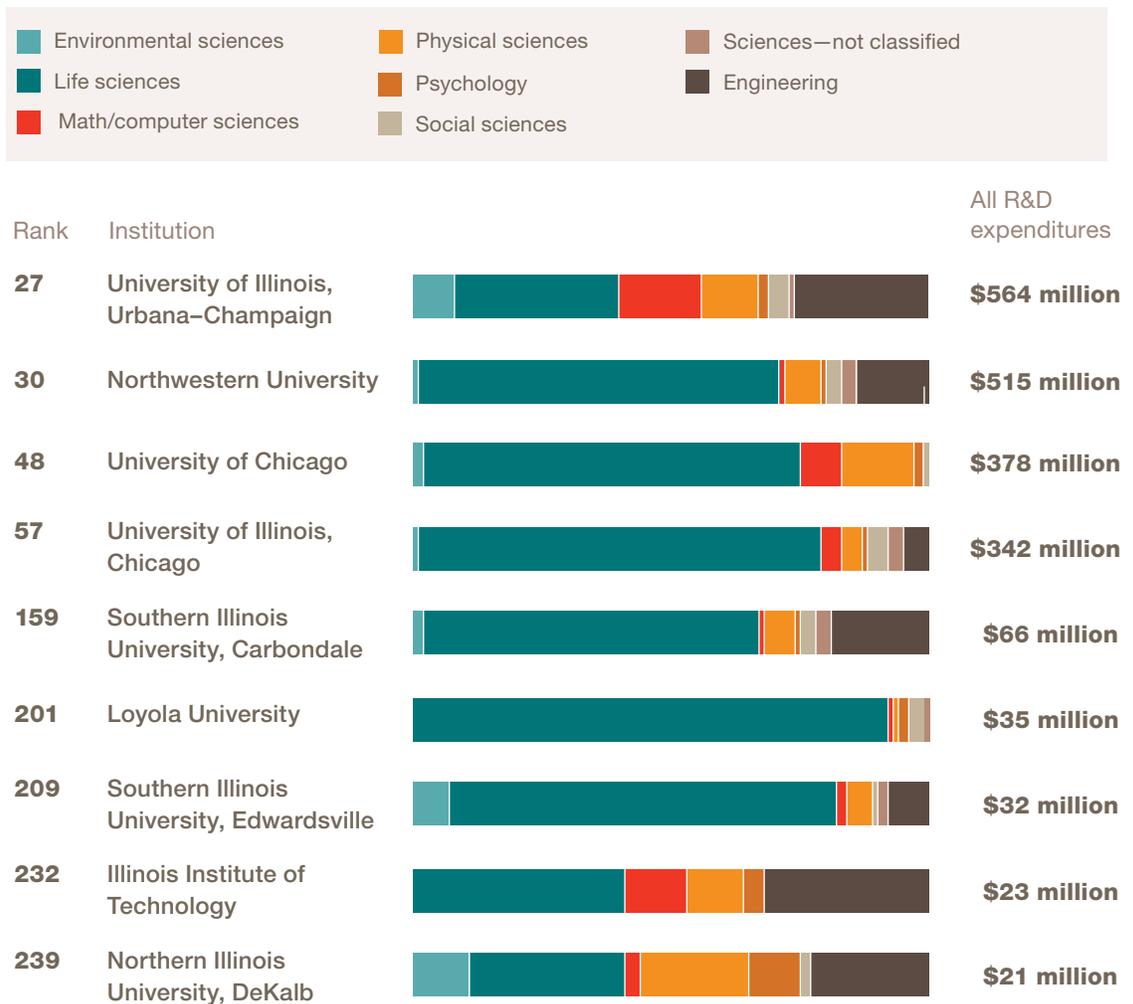
Source: Data generously provided by the Illinois Venture Capital Association.

## R&D funding at Illinois universities

Among the 696 institutions listed in the National Science Foundation sample, Illinois has four universities in the top decile and nine in the top third. A closer look at how these institutions allocate their resources reveals where the state's R&D activity is concentrated. Life sciences (such as biology, physiology, and biochemistry), math and computer sciences, and engineering are all well represented. In addition, the top Illinois institutions have received more than \$60 million in funding for environmental sciences programs. The concentration in fields with great applied potential speaks to the practical nature of the research conducted in Illinois.

### Fueling the next generation of innovation

R&D expenditures at Illinois universities and colleges, ranked by science and engineering field, 2009, percent



Source: National Science Foundation

**Read the following  
Index issues  
for more about Capital  
in Illinois**

Venture capital  
investment in Illinois  
businesses  
hits record levels  
September 2011

R&D funding for Illinois  
universities and  
research institutions  
drives innovation  
December 2011

Building on Illinois'  
strengths in  
private R&D spending  
February 2012

## Private R&D in Chicago region

In 2010, more than 700 companies with R&D operations were based in Illinois. Of these companies, 431 (including 150 biotech establishments) were located in the Chicago metropolitan statistical area (MSA). While other major MSAs experienced slow to moderate growth in R&D business establishments over the past decade, Chicago's numbers remained largely flat. The region is an important research center for testing in food (such as Kraft and the Wrigley Global Innovation Center) and pharmaceuticals (Abbott and Takeda, for example). Private R&D employers in the Chicago region span a range of industries including technology (Alcatel-Lucent, 3,400 employees), oil and gas (BP Global Fuels Division, 1,600), product testing and certification (Underwriters Laboratories, 1,600), and chemicals (Nalco, 1,200).

### Major R&D employers\*

Facility	Number of employees
<b>Alcatel-Lucent</b> , Naperville	<b>3,400</b>
<b>BP, Global Fuels Division</b> , Naperville	<b>1,600</b>
<b>Underwriters Laboratories, Inc.</b> , Northbrook	<b>1,600</b>
<b>Nalco Company</b> , Naperville	<b>1,200</b>
<b>Pepsi Beverages Company</b> , Barrington	<b>265</b>
<b>Continental Teves, Inc., Telematics Div.</b> , Deer Park	<b>250</b>
<b>Gas Technology Institute</b> , Des Plaines	<b>250</b>
<b>Global Innovation Center (Wrigley)</b> , Chicago	<b>250</b>
<b>Silliker, Inc.</b> , Chicago Heights	<b>120</b>
<b>Intertek Testing Service, NA, Inc.</b> , Arlington Heights	<b>100</b>
<b>APP Pharmaceutical, LLC</b> , Skokie	<b>100</b>
<b>Crown Packaging Technology, Inc.</b> , Alsip	<b>100</b>
<b>Nanosphere, Inc.</b> , Northbrook	<b>100</b>
<b>SGS Northview Laboratories</b> , Northbrook	<b>90</b>

\* Total employment at companies reporting "commercial physical research" as primary industry in Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry and Will counties in Illinois.

Source: Manufacturers' News, Inc.

# Talent

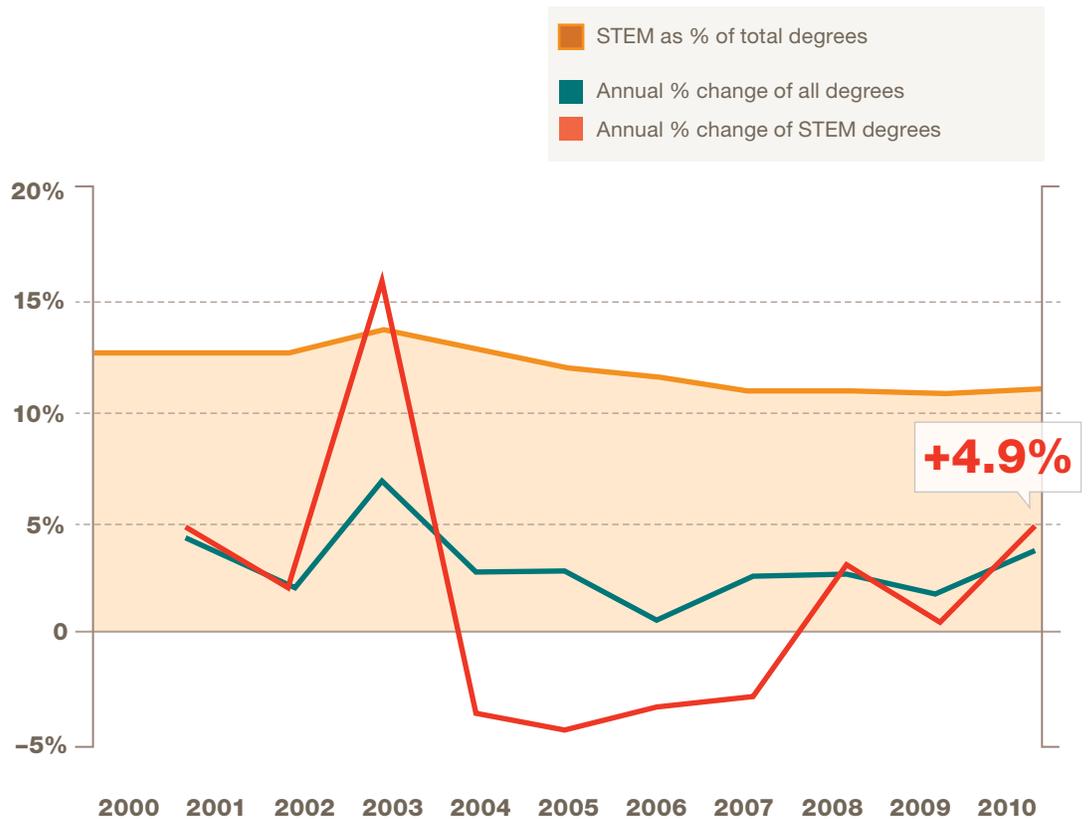
## Tracking human capital and the programs to support its development

A well-trained, experienced workforce is the engine for industries from manufacturing to finance and professional services. The Index analyzed two key indicators to provide insight into human capital in metropolitan Chicago and Illinois.

### Recent trends in the completion of STEM degrees

The concentration of degrees in science, technology, engineering, and math (STEM) serves as an important gauge of a state's ability to develop the right mix of talent and ultimately create and attract new, high-tech businesses and jobs. In Illinois, the number of STEM degrees conferred peaked at 20,248 in 2003 and then declined steadily through 2007. Recent years have shown signs of life, however. From 2009 to 2010, the number of STEM degrees rose by nearly 5 percent, reaching 18,400 in 2010. They still made up just 11 percent of all degrees in Illinois that year, slightly below the national average of 14 percent.

STEM degrees compared to all degrees in Illinois, percent, 2000–2010



Source: Integrated Postsecondary Education Data Systems (IPEDS)

Read the following Index issues for more about Talent in Illinois

Driving innovation in Illinois by increasing STEM attainment  
June 2012

Using online job postings to track Chicago's labor supply and demand  
July 2012

## Trends in metro Chicago's online jobs postings

Since rising to prominence in the late 1990s, online job boards have offered companies a direct connection to qualified employees and a vital tool for individuals to extend the reach of their job search. Beyond the primary goal of linking employers and job seekers—job boards account for 1 in 5 hires<sup>4</sup>—online postings can also provide insight into hiring trends. In 2011, the Chicago metro area had a monthly average of 123,668 online postings for all occupations. Among the top 25 occupations, IT-related fields accounted for nearly 14,000 average monthly postings—11 percent of total postings. The occupation with the most openings in the Chicago region was computer systems analyst, with Web developer and computer software engineer ranking third and tenth, respectively.

<sup>4</sup> 2012 Sources of Hire: Channels That Influence, CareerXRoads, July 2012.

### Top ten occupations for Chicago metro, 2011, monthly average

Occupation	Postings
<b>1. Computer systems analysts</b>	<b>4,067</b>
<b>2. Registered nurses</b>	<b>3,772</b>
<b>3. Web developers</b>	<b>3,642</b>
<b>4. Retail salespersons</b>	<b>3,031</b>
<b>5. First-line supervisors/managers of retail sales workers</b>	<b>2,840</b>
<b>6. Marketing managers</b>	<b>2,801</b>
<b>7. Truck drivers, heavy and tractor-trailer</b>	<b>2,485</b>
<b>8. Customer service representatives</b>	<b>2,357</b>
<b>9. Accountants</b>	<b>2,353</b>
<b>10. Computer software engineers, applications</b>	<b>2,127</b>

Source: The Conference Board Help Wanted Online (HWOL) data series

# Business climate

## Gauging the industries, resources, and infrastructure that facilitate economic growth

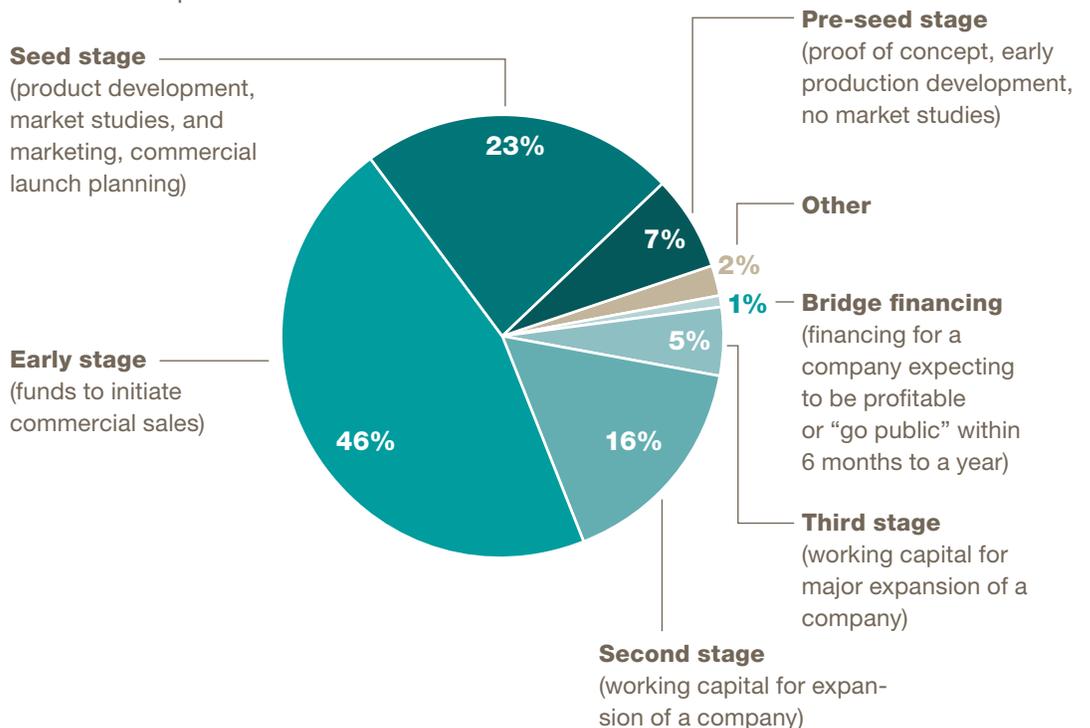
Many factors contribute to creating a welcoming environment for business, commerce, and innovation. The Index analyzed data as well as the perception of business leaders to benchmark Illinois' business climate.

## Entrepreneurs in the Chicago region

Results from the 2011 Illinois Entrepreneurial Survey show a sense of optimism among Chicago's emerging innovation ecosystem as entrepreneurs seek to develop and expand their businesses. Built in Chicago, the Chicagoland Entrepreneurial Center, the Chicago Innovation Awards, the Illinois Science & Technology Coalition, the Illinois Technology Association, Startup Illinois, and World Business Chicago joined forces on the survey, which was developed to gauge the entrepreneurial landscape in Chicago and Illinois. The survey targeted leaders of active entrepreneurial ventures and was conducted from June to August of 2011. In all, it drew responses from 136 business leaders across a diverse range of industries, from software to education and healthcare. Notably, nearly 80 percent of survey respondents founded their business in the past five years, highlighting the growing community of talent and leadership in Illinois.

### Survey question: If you are currently looking for funding, which of the following best describes the round of funding you are seeking?

number of responses = 92

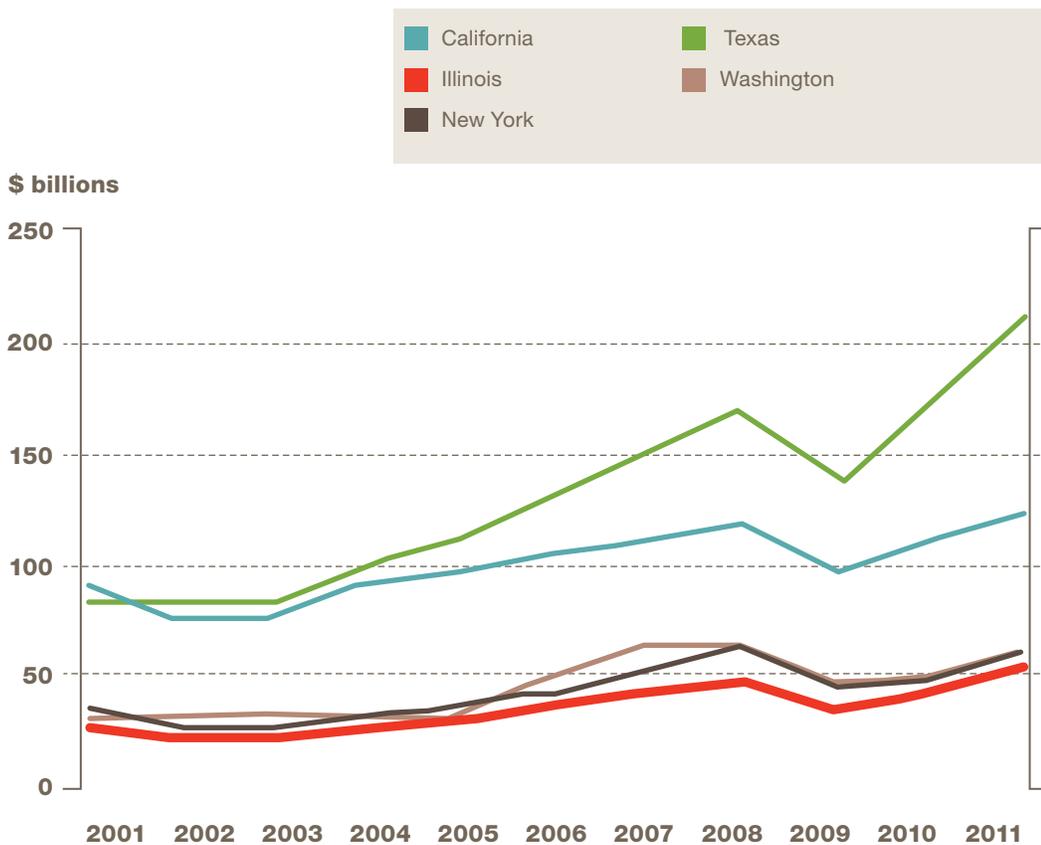


Source: 2011 Illinois Entrepreneurial Survey

## Illinois exports among nation's leaders

In 2011, Illinois was among five states that generated nearly half the nation's total export value. Over the past decade, the contribution of these states to the national total has remained remarkably consistent. Texas gained 4 percent of national exports from 2001 to 2011 (largely the result of petroleum exports, which grew by 143 percent from 2009 to 2011), while California lost nearly 4 percent during that period. Illinois' share grew slightly to 4.4 percent, from 4.2 percent. Although the share of national exports among the top five states shifted over the past decade, they experienced overall growth, as illustrated in the following graph. Illinois had the second-highest concentration of manufacturing exports of the top five exporting states in 2011. More than 90 percent of Illinois' goods export value was in manufacturing-related commodities such as dump trucks (6.4 percent of the state total), light petroleum-based oils (3.9 percent), natural uranium compounds, alloys and ceramics (1.8 percent), automotive parts (1.6 percent), and aircraft parts (1.4 percent).

**Total export value by state, top 5 states, 2001–2011**

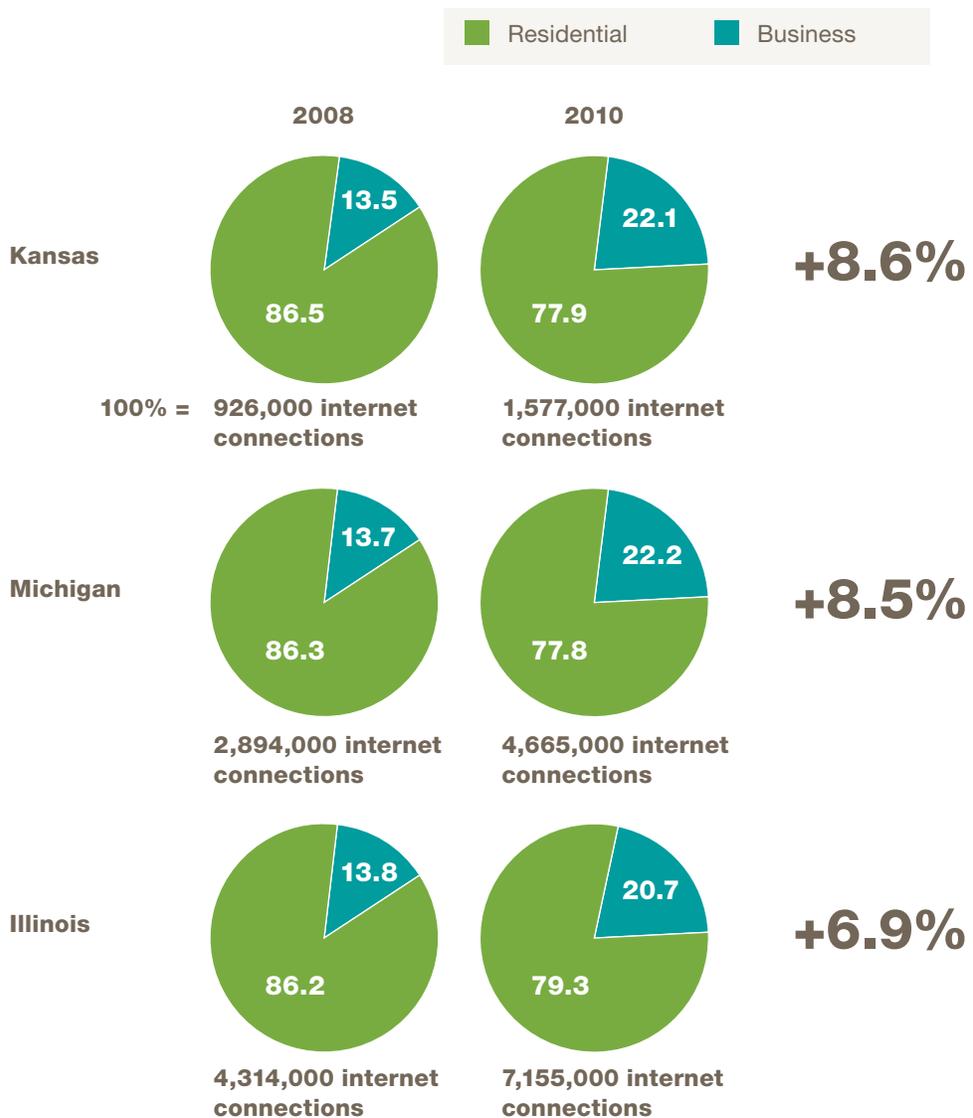


Source: U.S. Census Bureau, Foreign Trade Division

## Broadband infrastructure in Illinois

Broadband deployment (availability) and adoption (subscribers) vary considerably across the country. States with the highest access rates, such as Connecticut, Massachusetts, and New Hampshire, tend to have relatively small rural populations. Despite Illinois' large rural areas, broadband deployment and adoption among its households have kept pace with national levels. Commercial Internet subscribers as a share of total subscribers have risen from 14 percent in 2008 to 21 percent in 2010. This rapid growth in commercial connections—more than double the national median growth rate of 2.9 percent during this period—suggests that Illinois businesses are increasingly using the Internet to support commerce, research, and innovation.

### Top five states by percentage increase in business subscriptions



Source: *Internet Access Services*, Federal Communications Commission

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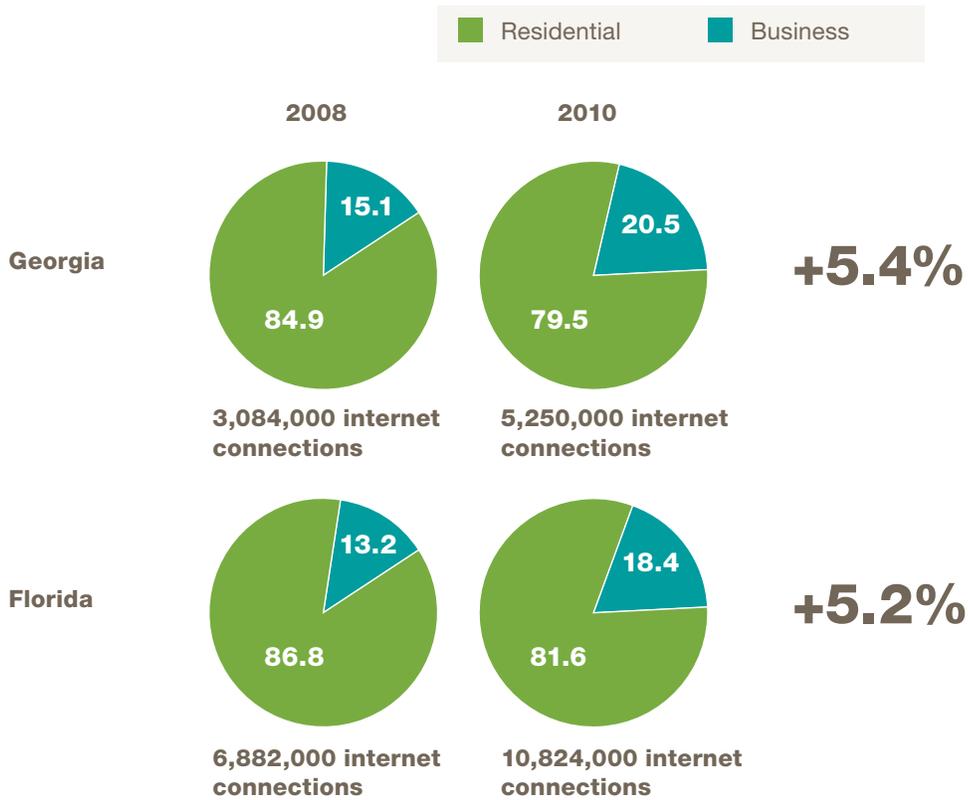
**Read the following Index issues for more about the Business Climate in Illinois**

Recent statewide survey reveals optimism among emerging entrepreneurs and highlights growth opportunities  
October 2011

Robust manufacturing puts Illinois among nation's export leaders  
April 2012

How broadband deployment supports innovation in Illinois  
May 2012

**Top five states by percentage increase in business subscriptions**



Source: *Internet Access Services*, Federal Communications Commission (FCC)

## **Going forward**

The Illinois Innovation Index established critical benchmarks during its first year. In the years to come, the Index will revisit these indicators to assess the progress of the Chicago region and Illinois.

To get the latest updates, sign up for the Index newsletter at **[illinoisinnovation.com/innovationindex](https://illinoisinnovation.com/innovationindex)**.

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