

Project Specification for LSSF Asset Map and Cluster Analysis

Objective

Develop a data base of all Life Science-based organizations, facilities, resources, capability and information sources of interest to members of the South Florida Life Sciences community and the general public, and a website to make the information available to those groups in a way that is easy to find and easy to use, so that it can be a resource for everyone interested in South Florida Life Sciences, a referral site that will advertise this region to the world, and key component in efforts to build a close Life Science community in South Florida.

Geographic Area

South Florida in this instance is considered to extend from Indian River County, south, on the east coast and from Collier County, south, on the west coast.

Subjects Covered

1. **Companies** - Listing of all companies, along with a brief description, in the region with links to their websites and job pages
2. **Education and Training** – All college level and above organizations that provide classes in subjects of interest to the Life Science community including biological sciences, bio-engineering, bio-mathematics, laboratory skills and management for biotech labs and business skills for biotech and biomedical companies, particularly entrepreneurship, plus state and locally-supported educational groups. (Private, for profit educational resources would be included in the Services section.)
3. **Entrepreneurship and Venture Capital** – Funding sources, venture fairs and meetings, entrepreneurship classes, guidance and support
4. **Government and Public Programs** – State and local organizations focused on the Life Sciences and related areas such as entrepreneurship
5. **Incubators** – Facilities that provide space, particularly lab space, for start-up companies
6. **Interest Groups and Networking** – Organizations, formal and informal, that represent all or part of the community in any way, including industry associations and Life Science-oriented networking groups
7. **Institutes and Research** – Organizations devoted to research in the Life Sciences
8. **Jobs in Life Sciences** – Links to public and private job listing services and to organizations that support job growth
9. **News and Views** – Links to websites, blogs and other sources of news and comment about the Life Sciences, locally and nationally
10. **Research Capabilities** - Listing of all major research tools and other equipment located at colleges and universities and available for use by people from outside the institutions under certain circumstances
11. **Arts and Entertainment** (Optional) – Listing of major cultural and entertainment venues and information sources for the area (Of interest to prospective students or employees looking to move to the area.)
12. **Services** (Optional) - Listing of service providers like attorneys and accountants and for-profit education to be included only if they contribute support funds

Information for Each Subject

- Listing of all resources
- A short description of each, one sentence or less
- Internet links to the site or information

Major Site Capabilities

- Subject listings (see above)
- Events Calendar for all events of interest in the region and outside. All Life Science events within the region plus those events outside to which regional people might want to travel.
- Blog for community members to discuss subjects of significant interest to promote community building through a single, central discussion forum on topics of interest to the local community
- Integration with BioFlorida's existing infrastructure for job listings, events, etc.

Other Requirements

- SEO and Search Engine Optimization to insure visibility to new viewers
- Easy updating of all components, particularly the Blog
- Standalone or Integrated into LSSF site (Note 1)
- Capability for paid "advertising" for support (Note 2)
- Preparation of concepts for a marketing tool/document to promote LSSF externally and internally to the region.

Bid Requirements

- Price of delivered data base and website
- Price for on-going support if required (Note 3)
- Arrangements, if any, for management of the Services section, including financial
- Timeline for development
- Additional information/pricing on the possibility of maintaining the developed website
- Price for creation of a marketing piece to promote the South Florida Life Sciences' assets

NOTES

1. This website could be a standalone site or could be integrated within the LSSF site. The former approach could still be closely identified with LSSF but it would have several advantages: it would be easier to achieve good SEO and Search Engine optimization, it would appear to be more neutral so as to attract information and access from all members of the community, and it could be less expensive as it could use the most effective language and organization, independent of the LSSF site requirement and there would be no need to work with the LSSF team to integrate everything.
2. Having a Service page would provide the capability to raise support funds by asking for sponsorship payment from those firms listed on the page. This could pay for the original site and provide an on-going revenue source for LSSF
3. This site will need continued support to update its calendar and subject listings and maintain its blog. This effort could be undertaken by LSSF or by the site supplier, the latter for an on-going fee.
4. The current LSSF data base of classes given by all the local universities could be incorporated into the Education and Training section or elsewhere, or it could be a separate subject.