

WHY COMPANIES WIN WITH WISCONSIN

Built for advanced technologies,
speed, stability, scale, and what's next.

1 Take R&D to manufacturing faster—all within one state

2 Build and scale with AI, data, and next-generation technologies without coastal cost pressure

3 Access national research leaders and talent pipelines across R&D and operations

4 Grow within an integrated biohealth ecosystem proven at scale

TECH HUBS¹
U.S. Economic Development Administration

Wisconsin has a U.S. federally designated & funded
Biotechnology Tech Hub



\$37.7 BILLION
biohealth economic impact



58,000+ JOBS
across WI biohealth industry

BioForward
WISCONSIN

Alliant
Energy®

GLS®

www.bioforward.org/winwithwi

IMAGINATION & STABILITY PRODUCES RESULTS

Tech alignment. Lower disruption. Faster execution. Confidence to invest and grow.



Wisconsin delivers **groundbreaking technologies** plus a **stable, cost-competitive environment** where biohealth companies can **scale research and manufacturing—faster and with confidence.**

Madison ranks as top 10 city

among **340+ metro areas** as a **top-performing biopharma manufacturing location**, reflecting the region's strong workforce, cost-effective operations, and connection to Wisconsin's broader life sciences ecosystem.

-Source: GLS Report, Location Benchmarking + Competitive Positioning, p. 62



Key advantages:

One of the lowest natural-disaster risk profiles in the U.S.

Strong fiscal management with AA+ credit ratings

More than 2,200 biohealth companies operating statewide

Up to 35% lower cost of living than major coastal life science hubs

**You stay ahead of the competition.
Operations stay productive.
Return on your investment.**



A WORKFORCE THAT SCALES WITH YOU

Talent depth that supports rapid growth from day one.

Wisconsin's workforce combines **world-class research institutions** with a **statewide technical training system**—delivering talent ready to contribute across **R&D, diagnostics, manufacturing, data science, and AI-driven technologies**.



What sets Wisconsin apart:

Industry-ready scientists, engineers, technicians, and manufacturers

Statewide technical and university pipelines aligned to industry needs

Developing the workforce for AI, quantum, and what comes next

State-support to expand training and certification opportunities



95,000+

degrees & certificates annually



500,000+

students enrolled statewide



93%

of tech college grads stay in WI

You can hire and scale—without hitting talent constraints.

AN ECOSYSTEM THAT ACCELERATES GROWTH & REDUCES FRICTION

Stay in one market—and move faster as your company evolves.

Research universities, health systems, & industry partners working in alignment

Central U.S. location with efficient access to major markets and supply chains

Strong partnerships that support growth, collaboration, and reinvestment

Federally designated Tech Hub advancing AI-enabled, data-driven personalized medicine & diagnostics

Global companies are already winning in Wisconsin, why aren't you?



WIN WITH WISCONSIN

Why aren't you here yet?

With **BioForward** and **Alliant Energy**, companies can **move faster from site selection to scale, supported by** available sites, responsive permitting, and **an ecosystem that reduces friction.**

Industry connections, ecosystem insights, and strategic partnerships:

Lisa Johnson
CEO
ljohnson@bioforward.org
608-236-4753

Site selection support, infrastructure expertise, and business expansion resources:

Heather Smith
Manager, Economic Development
heathersmith@alliantenergy.com
608-234-7290



www.bioforward.org/winwithwi