



**THE BIOTECHNOLOGY & HEALTHCARE
INDUSTRY ALLIANCE
OF NORTH TEXAS**

OUTLOOK & PROGRESS REPORT

SUMMER 2024

As projected, 2024 has been a pivotal year for our region and the BHIANT- with notable increases in employer outreach and engagement, partnership launches, and training expansions.

The Biotechnology and Healthcare Industry Alliance of North Texas is celebrating the indisputable growth of investment and companies in the region. Major corporate relocations are in various stages of due diligence, and the BioWorks training initiative has obtained heightened levels of engagement across North Texas and beyond.

Industry leaders have made tremendous strides in expanding our reach and translating our initiative's value proposition to regional stakeholders in the areas of:

- Talent Pipeline Development
- Career Awareness Development
- Investor Development

BHIANT outreach and collaboration with sixteen (16) North Texas counties is continuously recruiting leaders to connect and strengthen industry; while fostering the growth of local talent pools, career awareness, and capital investment.

We are adapting to dynamic markets, business climates, and allowing industry to lead our development as an increasingly attractive destination for healthcare, biotechnology, and life science companies.

TALENT PIPELINE PROGRESS

No economy can succeed without a high-quality workforce, particularly in an age of globalization and technical change.

-Ben Bernanke

OBJECTIVE	ACTION	OUTCOME
Explore the expansion of training offerings with regional stakeholders.	Redesigned training program value proposition with industry and workforce leaders.	Partnerships established with new regional organizations. Successfully engaged with several hospital systems regarding trainings.
Develop new partnerships with employers to augment their talent.	Outreached to industry stakeholders and healthcare systems with updated value proposition.	Partnerships brokered with regional hospital systems to develop customized training programs.
Continue growing talent pipeline through academic institutions and training partners.	Finalized training program partnership with Panthera BioSolutions to further train BioWorks graduates.	New, more-leverageable training proposition available to industry employers.
Expand and optimize awareness campaign and marketing reach to select groups.	Developed new outreach and marketing partnerships with school districts, stakeholders, and public relations firms.	Print marketing campaign set to reach over 100k middle and high school students across more than 26 North Texas school districts.

EMPLOYER TRAINING VALUE PROPOSITION

With an updated value proposition for potential employers, the BHIANT is effectively growing a talent pipeline for North Texas and has developed several customized training solutions for regional hospital networks.

- Grant award includes funding for workforce training in biotech and “biotech adjacent” positions.
 - “Biotech adjacent” positions are classified through a reasonable assessment of transferable skills by the grant project director.
 - Identified skills must reasonably match those sought by the biotech industry.
- Funding is available to pay for tuition for trainings.
- Goals & Metrics:
 - 800 trainees
 - 646 gaining employment
- Training must be completed by June 2025, with a possible no-cost extension.
- North Texas hospital systems are engaged in the training opportunities being offered.
- Other employers with similar employment needs are encouraged to participate.

CAREER AWARENESS PROGRESS

BHIANT members are advancing public visibility of career opportunities and pathways into our industries by collectively hosting and attending events across the region and the U.S. to grow our vision of a sustainable industry ecosystem.

OBJECTIVE	ACTION	OUTCOME
Expand and optimize awareness campaign and marketing reach to select groups.	Developed new outreach and marketing partnerships with school districts, stakeholders, and public relations firms.	regional career awareness campaign set to exponentially expand reach and engagement.
Develop and launch online student platform through GoBiotech.com to allow expanded user engagement and experience.	Collaborated with Alpha Business Images to launch GoBiotech.com Student Portal in June 2024.	Increased conversion of site visitors into training program enrollment.
Identify community organizations to drive training program awareness and reach.	Renewed outreach to veterans, minority, and relevant community organizations	New partnerships developed to expand BioWorks program reach, and engagement with groups through select community advocacy partners..
Produce and disseminate engaging, informative media highlighting regional industry, value chain, career opportunities, and training offerings.	Engaged with North Texas NEXT educational magazine highlight BioWorks programs and pathways.	Print marketing campaign set to reach over 150K middle and high school students across more than 26 North Texas school districts.

INVESTOR DEVELOPMENT

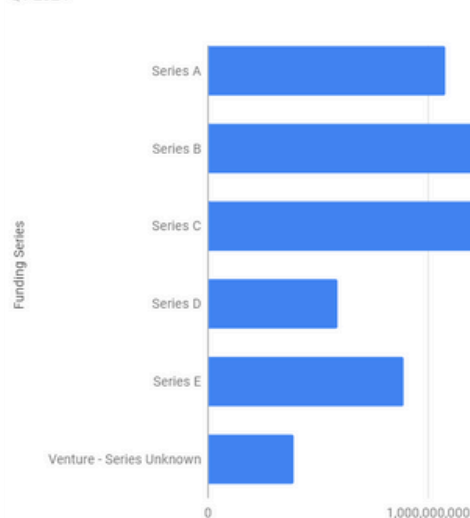
THE GROWTH OF INVESTMENT IN NORTH TEXAS

Texas has been recognized as the No. 1 state for attracting the most new and expanded business facility projects in 2023, with 1,254 total projects—more than twice that of the second-ranked state.

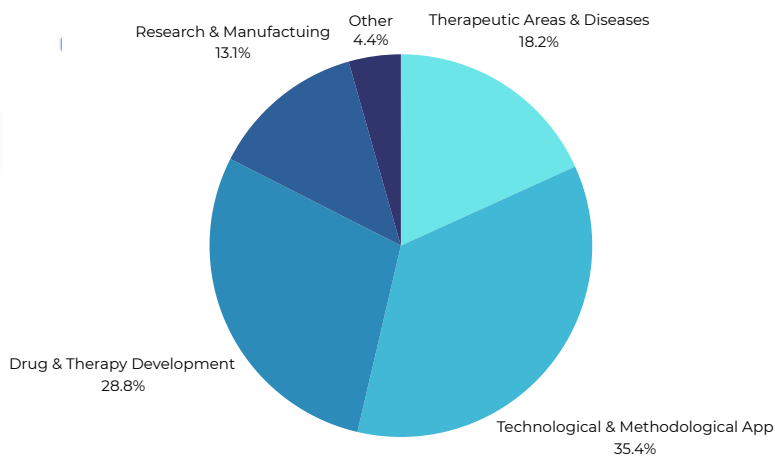
(source: Forbes Innovation)

- **\$2.9 B** collectively raised in Q1 2024 by Top 20 healthcare-focused biotech companies.
- **161%** increase compared to \$1.1 billion raised by the 20 largest funding rounds in Q1 2023.
 - **Indication:** more confident bets on the market viability of promising innovation.
- Funding has **decreased** for pre-clinical platform biotechnologies.
 - **Indication:** investors increasingly prefer companies with clinical-stage assets.

Total Funding by Series
Q1 2024



(source: Crunchbase)



(source: DD&D 2024)

BIOWORKS TRAINING PROGRAMS

ACTIVE PROGRAMS

- Biotechnology Level I Certificate
- Biotechnology Level II Certificate
- BioHealth Informatics
- Cell Culture Technician
- Medical Assistant

*The BioWorks for North Texas has graduated more than **100** students to date, and continues to expand its programming and courses throughout its academic partner institutions.*

UPCOMING PROGRAMS

- Biotech Internship & Research
- Foundations of Pharmaceutical Manufacturing
- Molecular Biology Techniques
- NSF Exlent Program (*National Center for Therapeutics Manufacturing*)
- Medical Laboratory Technician
- Sterile Processing Technician
- Panthera BioSolutions Manufacturing Short Course
- Pharmacy Technician
- Phlebotomy
- Quality Assurance

TRAINING PARTNERS



NEXT STEPS

The BHIANT is a value-chain component for the North Texas Biotechnology and Healthcare sectors. As program offerings expand and training program graduates increase, organizational focus must shift to continuously cultivate and nurture employer relationships to create lasting community and industry impacts.

As new training partnerships launch, emphasis must be placed on engaging larger stakeholders and employers.

01

INDUSTRY EMPLOYER ENGAGEMENT

As programs continue to produce graduates, there is a growing need for establishing positive relationships with larger employers.

02

CAREER PLACEMENT ASSISTANCE FOR GRADUATES

Strategic partnerships, resources, and personnel must be leveraged to create direct pathways to employment for training program graduates.

03

ADAPT AND OVERCOME CHALLENGES

As market trends and employer needs shift, the organization must maintain agility in its engagement strategies and adapt to meet industry priorities in the face of systemic, organizational, or administrative barriers.