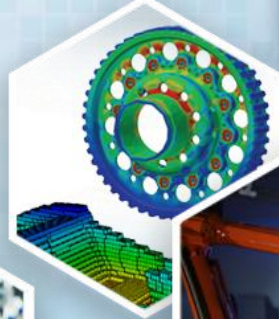


Communicating the Benefits of IACMI Membership

Providing Member Value Sub-committee

Joe Fox, FX Consulting, LLC
Consortium Council Meeting
October 5, 2021



Sub-Committee Members



◆ Joe Fox	FX Consulting, LLC	Facilitator
◆ Hendrik Mainka	Volkswagen	Large member rep
◆ Mohamed Bouguettaya	BASF	Large member rep
◆ Dustin Davis	Norplex-Micarta	SME rep
◆ Glenn Richardson	Jobs Ohio	States rep
◆ Mark Morrison	IACMI	IACMI Communications
◆ Dale Brosius	IACMI	Advisor

Objective of the Sub-Committee



- ◆ Provide a **clear, concise, compelling, consistent message** about the value and benefits of IACMI
- ◆ This will assist IACMI in
 - ◆ Recruitment of new members
 - ◆ Recruitment of former members
 - ◆ Retention of existing members
 - ◆ Securing funding for IACMI 2.0 from various sources

Approach



Sub-committee
focuses on
Content



IACMI Communications group
focuses on
Format

Action Items from the Council Meeting in July



- ◆ Mark will incorporate feedback from the Council and the PMV sub-committee into the messaging
- ◆ Joe will work with Kim to create a Google poll to be sent to the entire Council
 - ◆ Rank order the benefits
 - ◆ **The results will be discussed today**

Rank Ordering the Benefits of IACMI



Benefits of IACMI Membership

Survey instructions for Consortium Council Members: Please prioritize the 9 benefits listed below by ranking the most attractive benefit a "1" and the least attractive benefit a "9." As you prioritize, think about the benefits that will be most attractive to potential members, not to you personally.

- a. Access to world-class facilities, personnel & expertise
 - 5 universities, 2 national laboratories
- b. Development of innovative new products
 - Opportunities for new business
 - Job creation
- c. Excellent networking opportunities
 - Diverse membership throughout the value chain
 - More than 100 small, medium & large companies
 - Visibility in the advanced materials community
- d. Roadmapping & Strategy Development
- e. Connectivity to the entire advanced composites community

Members of the Council
received this survey
in late July

Survey Results



Prioritization of Member Benefits

Lower score is More Attractive



11 responses

Diversity of Responses



Each person looks at the benefits through a different lens

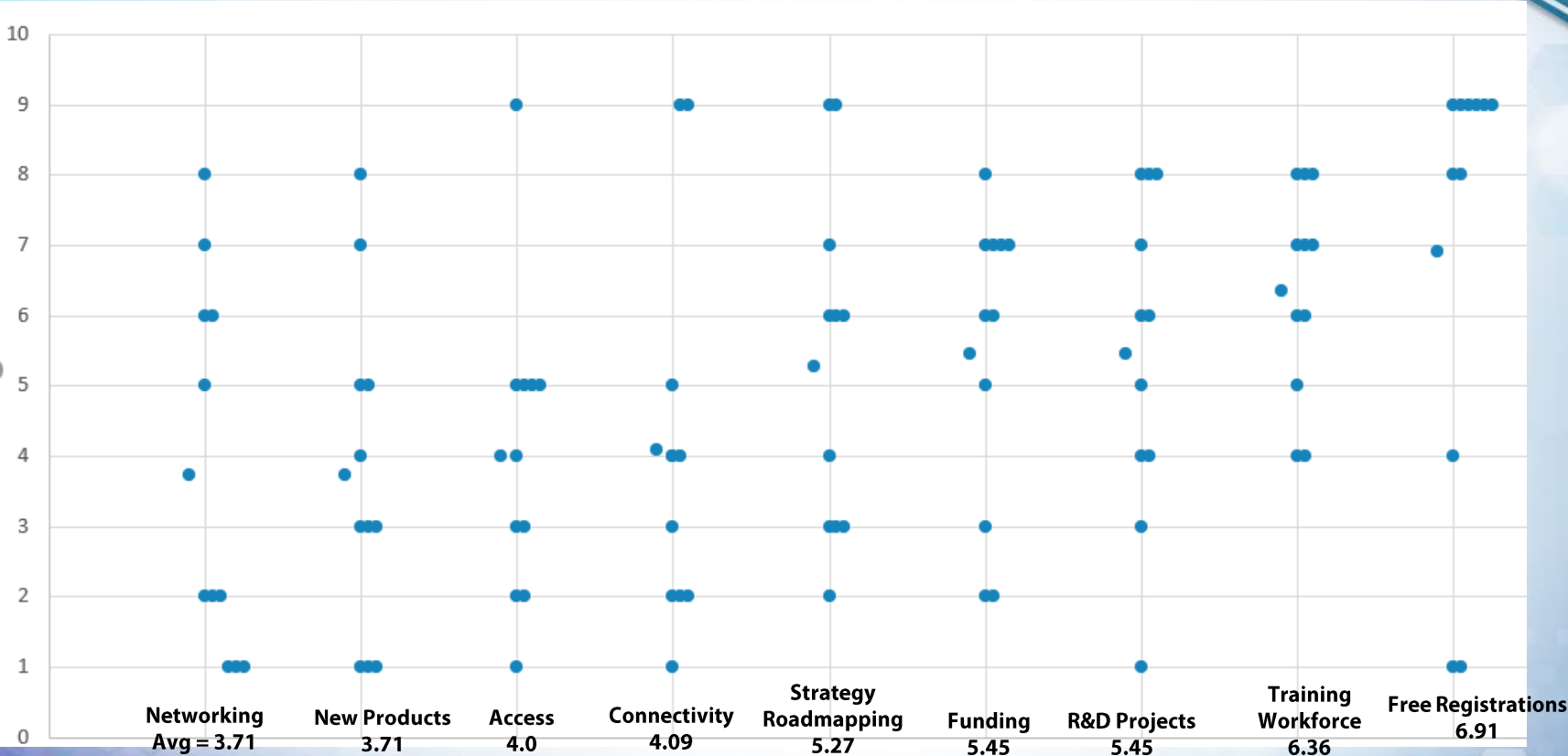
Networking		New Products		Access		Connectivity		Roadmapping/Strategy	
Dustin D Davis	1	Rani Richardson	1	Tom Drye	1	Joe Fox	1	Stephen Nolet	2
Katie Woslager	1	Andreana Leskovjan	1	Andreana Leskovjan	2	Rani Richardson	2	Rani Richardson	3
Peter Hedger	1	Dana Swan	1	Peter Hedger	2	Dustin D Davis	2	Glenn Richardson	3
Joe Fox	2	Tom Drye	3	Joe Fox	3	Katie Woslager	2	Katie Woslager	3
Tom Drye	2	Stephen Nolet	3	Dustin D Davis	3	Dana Swan	3	Andreana Leskovjan	4
Glenn Richardson	2	Gina Oliver	3	Rani Richardson	4	Tom Drye	4	Joe Fox	6
Gina Oliver	5	Glenn Richardson	4	Glenn Richardson	5	Gina Oliver	4	Gina Oliver	6
Rani Richardson	6	Joe Fox	5	Stephen Nolet	5	Peter Hedger	4	Peter Hedger	6
Dana Swan	6	Dustin D Davis	5	Katie Woslager	5	Andreana Leskovjan	5	Tom Drye	7
Andreana Leskovjan	7	Katie Woslager	7	Dana Swan	5	Glenn Richardson	9	Dustin D Davis	9
Stephen Nolet	8	Peter Hedger	8	Gina Oliver	9	Stephen Nolet	9	Dana Swan	9
Average	3.73	Average	3.73	Average	4.00	Average	4.09	Average	5.27

Diversity of Responses

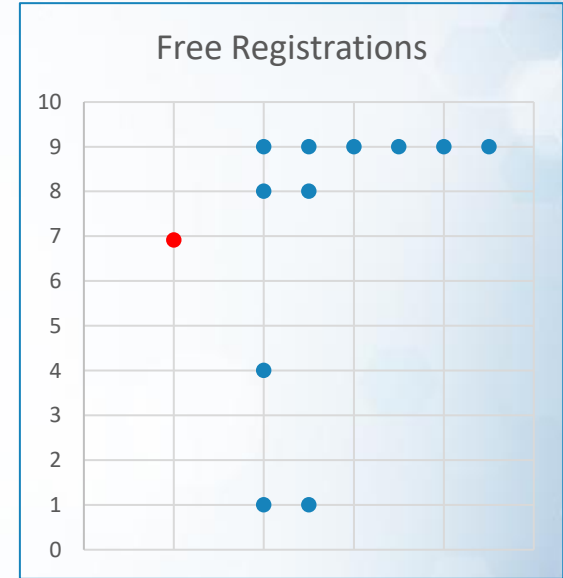
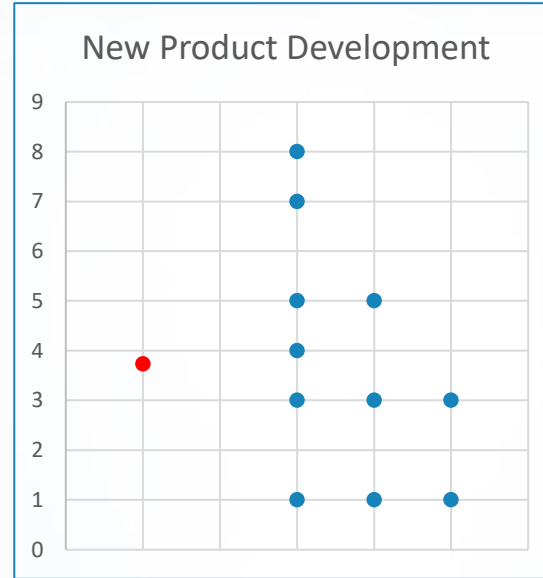
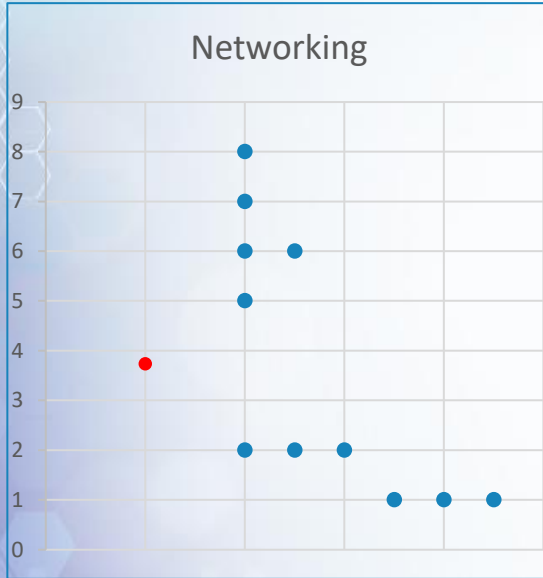


R&D Projects		Funding		Training/Workforce		Free Registrations	
Gina Oliver	2	Gina Oliver	1	Joe Fox	4	Glenn Richardson	1
Dana Swan	2	Peter Hedger	3	Stephen Nolet	4	Stephen Nolet	1
Andreana Leskovjan	3	Katie Woslager	4	Rani Richardson	5	Dustin D Davis	4
Peter Hedger	5	Dana Swan	4	Andreana Leskovjan	6	Gina Oliver	8
Tom Drye	6	Tom Drye	5	Katie Woslager	6	Dana Swan	8
Stephen Nolet	6	Glenn Richardson	6	Gina Oliver	7	Rani Richardson	9
Rani Richardson	7	Dustin D Davis	6	Peter Hedger	7	Andreana Leskovjan	9
Joe Fox	7	Stephen Nolet	7	Dana Swan	7	Joe Fox	9
Glenn Richardson	7	Rani Richardson	8	Tom Drye	8	Tom Drye	9
Dustin D Davis	7	Andreana Leskovjan	8	Glenn Richardson	8	Katie Woslager	9
Katie Woslager	8	Joe Fox	8	Dustin D Davis	8	Peter Hedger	9
Average	5.45	Average	5.45	Average	6.36	Average	6.91

Scatter Plot of Responses



Scatter Plots of Responses



- Clearly, different benefits are important to different people on the Council
- This is very likely to also be the case for the general membership of IACMI!

Next Steps



- We plan to conduct a very similar survey during the Members' Meeting
- Joe will tee up the survey during his presentation on Wednesday
- The survey will be passed out and filled out at the meeting
 - Same 9 benefits will be prioritized
 - With one small change
 - + some demographic questions
 - To help with "customer segmentation"



- **12PM ET – 1PM ET – Lunch and Exhibits**
- **1PM ET – 2PM ET – Working Group Reports (4 groups)**
 - Infrastructure and Construction
 - John Unser, CAG
 - High Rate Aerostructures Fabrication
 - Brian Rice, UDRI
 - Future Mobility/Vehicles Technology
 - Ray Boeman, IACMI & Michigan State University
 - Simulation/Digital Twin
 - Uday Vaidya, IACMI
- **2PM ET – 2:30 PM ET – Providing Member Value and Member Survey**
 - Joe Fox, FX Consulting
- **2:30PM ET – Break and Exhibits**
- **3PM ET – 4PM ET – Innovation Insights Live!**
 - Moderated by: Dale Brosius, IACMI
 - Speakers:
 - Scott Blake, Aligned Vision

Details of the Survey



- ◆ Attendees will be asked to rank order the benefits of IACMI to them and their organization
 1. Networking opportunities
 2. Development of innovative new products
 3. Access to world-class facilities, personnel & expertise
 4. Connectivity to the entire advanced composites community
 5. Roadmapping & strategy development
 6. Access to funding for R&D
 7. Definition & execution of R&D projects
 8. Training / Workforce Development
 9. Free registrations

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 1. Networking opportunities
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 - ~~4. Connectivity to the entire advanced composites community~~
 - 4. Supply Chain building**
 5. Roadmapping & strategy development
 6. Access to funding for R&D
 7. Definition & execution of R&D projects
 8. Training / Workforce Development
 9. Free registrations

The Survey

- The survey will be passed out during Joe's talk on Wednesday
- It is a 2-sided one-page survey



INSTITUTE FOR ADVANCED COMPOSITES MANUFACTURING INNOVATION

Prioritizing the Benefits of IACMI Membership

Please prioritize the 9 benefits listed below by ranking the most attractive benefit a "1" and the least attractive benefit a "9".

- ___ Access to world-class facilities, personnel & expertise
8 universities, 2 national laboratories
- ___ Development of innovative new products
Opportunities for new business
Job creation
- ___ Excellent networking opportunities
Diverse membership throughout the value chain
More than 100 small, medium & large companies
Visibility in the advanced materials community
- ___ Roadmapping & Strategy Development

Demographic Questions



- ◆ Attendees will be asked for some demographic information that will help with Customer Segmentation
- ◆ Are you a
 - ◆ Large company
 - ◆ Small-to-Medium Enterprise (SME)
 - ◆ Start-up
 - ◆ University
 - ◆ Federal laboratory
 - ◆ Economic development agency
 - ◆
- ◆ Are you a
 - ◆ Raw material supplier
 - ◆ Equipment supplier
 - ◆ Software supplier
 - ◆ Fabricator
 - ◆ OEM
 - ◆ End-user
 - ◆
- ◆ What market segment are you most involved with?
 - ◆ Automotive, Wind Energy, Infrastructure & Construction, Aerospace....

Another Next Step



- The survey results will be incorporated into a one-pager that will be used at CAMX to recruit new members

Consider Becoming a Member of IACMI Today! **DRAFT**

IACMI is the **Institute for Advanced Composites Manufacturing Innovation**. As a Manufacturing USA institute, IACMI is a public-private partnership that brings together more than 100 large, medium and small companies, more than a dozen universities and community colleges, and two federal laboratories.

IACMI's Vision: Improving everyday lives through the power of composites.

IACMI's Mission: Convene, connect and catalyze the composites community to accelerate advanced composites design, manufacturing, technical innovation and workforce solutions to enable a cleaner, more sustainable, more secure, and more competitive U.S. economy.

Benefits of Membership:

- Excellent networking opportunities
- Development of innovative new products
- Access to world-class facilities, personnel & expertise
- Connectivity to the entire advanced composites community
- Roadmapping & Strategy Development
- Access to funding for R&D projects
- Definition & Execution of R&D projects
- Training/Workforce Development opportunities
- Free registrations



Rank Ordering the Benefits of IACMI



1. Access to **world-class facilities, personnel & expertise**

5 universities, 2 national laboratories

2. Development of **innovative new products**

Opportunities for new business

Job creation

3. Excellent **networking** opportunities

Exposure to diverse membership thru the value chain

>100 companies, organizations, universities & labs

Visibility in the advanced materials community

4. **Roadmapping** & Strategy Development

5. **Connectivity** to the entire composites community

Supply chain building

6. Definition and Execution of **R&D projects**

Assistance with Project Management

7. Access to **funding** for R&D projects

Assistance in identifying & securing funding

Opportunities for leveraged funding

8. **Training/workforce development** opportunities

9. **Free registrations**

Members' meetings

Technology & market updates

Working Group meetings

Innovation Insights