

INTRODUCTION



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EDGE
DISTRICT



| A UNMC DEVELOPMENT

BACKGROUND

Holland
Basham
Architects



HEALTHCARE INNOVATION ECOSYSTEM

The EDGE District is a strategic response, fostering a stronger innovation ecosystem and creating a hub for medical discovery.



INVESTMENT IN ENTREPRENEURSHIP

Nebraska faces limited startup resources and early-stage funding. UNMC sees an opportunity to expand entrepreneurial investments and develop programs that support both the institution and the broader community.



EVOLVING HEALTHCARE LANDSCAPE

Addressing healthcare workforce shortages, regulatory challenges, and the urgent needs of the evolving healthcare landscape.



RESEARCH NEEDS

UNMC's research facilities are nearing capacity, which could hinder idea generation and funded research, and now, the current unstable federal funding climate.

THE WHY

Innovation districts are a growing global model, **integrating academia, corporate R&D, startups, and entrepreneurial support** within dynamic, **mixed-use communities** driving **job growth** and **business development** through proximity and knowledge sharing.

INNOVATION DISTRICTS & RESEARCH PARKS



GLOBAL LANDSCAPE

~200 innovation districts
worldwide, spanning technology, life
sciences, and mixed-use hubs.

Top and Rising Life Science Hubs in the US



U.S. PRESENCE

~80 districts, concentrated in major
metro areas, often tied to top universities
and research institutions.

Innovation districts anchored by Academic Medical Centers play a key role in the global healthcare innovation market, driving **R&D**, **commercialization**, and fueling growth across **biotech**, **digital health**, and **medical devices**.

UNEMED & UNETECH

UNeMed is the **technology commercialization** arm for **UNMC** and **UNO**, transforming innovative research into real-world impact.

When a new discovery or scientific breakthrough occurs, UNeMed **bridges the gap between academia and industry**, advancing technologies with the potential to improve healthcare and make the world a better place.

UNeTech Institute is a **university-affiliated entrepreneurial support organization**, helping launch startups by **pairing UNMC's intellectual property with local entrepreneurs**, attracting investment, and building Omaha's innovation ecosystem. UNeTech prioritizes founders from historically excluded communities, guiding them through customer development and fundraising to turn ideas into thriving businesses.



**UNeMed fosters innovation,
advances research, and engages
entrepreneurs and industry to
commercialize novel technologies.**

UNMC INVESTMENT

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VISIONING SESSION



UNMC brought together local stakeholders to discuss, agree on, and articulate a collective vision and an integrated and collaborative approach for the innovation district.



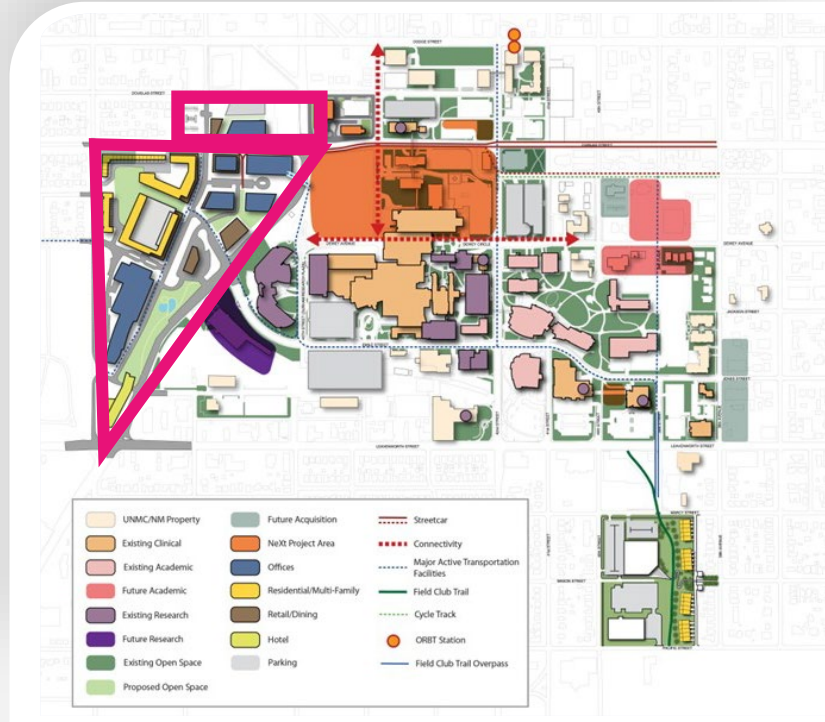
EDGE DISTRICT CAMPUS

Spanning **30 acres**, the EDGE District is a dynamic **urban mixed-use development adjacent to UNMC's city campus** that revitalizes historic industrial properties into a **walkable, high-quality ecosystem** that advances the institution's mission of pioneering healthcare, education, and research.

With its **strategic location, optimal density, and diverse mix of uses and activities**, the district will foster collaboration and innovation while enhancing accessibility to UNMC's world-class resources and expertise.

MASTER PLANNING

The Vision: A strategic mix of mission-driven innovation and revenue-generating spaces, fostering public-private partnerships and advancing UNMC's pioneering goals.



LAND PLANNING & READINESS

Our land planning work established a clear framework for development through a coordinated effort that included:

- ✓ Finalizing the **plat** and block map
- ✓ Conducting **FAR** (Floor Area Ratio) and density analysis
- ✓ Aligning land use scenarios through scoping and test fits
- ✓ Partnering with the **City of Omaha** on public improvements and entitlement strategies
- ✓ Defining **infrastructure** scope to support **phased** growth
- ✓ Advancing **land readiness** for vertical development
- ✓ Community **Town Halls**

These steps positioned the district for shovel-ready opportunities while ensuring alignment with city goals and infrastructure timelines.

MASTER PLANNING



MAIN CAMPUS CORE FUNCTIONS



COMMUNITY CONNECTIONS

PHASE I DEVELOPMENT: CATALYST



CATALYST OVERVIEW

A reimagined steel mill offering high-tech workspaces, a digital health innovation hub, and amenities like a brewery, coffee shop, and event center to foster collaboration.



OWNERSHIP

Catalyst is being delivered through a public-private developer partnership, aligning UNMC's institutional goals with private sector expertise and investment.



SIZE, SPACE & SCHEDULE

170,000 SF of high-tech office, meeting rooms, special event center, executive board room, and full-service coffee shop, brew pub & restaurant.

Opened in March 2025!

PHASE I DEVELOPMENT: CORE



CORE OVERVIEW

A state-of-the-art BSL2 research facility featuring **wet and dry labs, office spaces,** and **ground-floor retail.**

Designed for scientists, entrepreneurs, and industry leaders, CORE supports and drives bioscience innovation while activating the EDGE District.



OWNERSHIP

As the owner of the CORE facility, UNMC is directly investing in the infrastructure needed to support scientific discovery, entrepreneurship, and commercialization and provide much-needed R&D space for the region.



SIZE, SPACE & SCHEDULE

- ✓ 6-stories
- ✓ 180,000 SF
- ✓ Future skybridge with connection to Project Health!

Opening June 2026!

PHASE I DEVELOPMENT: AMENITIES



AMENITIES OVERVIEW

Planned to be a true mixed-use development, activated 24-7 / 7 days a week including dining, retail, green spaces, residences, and a parking garage to support a thriving community.

Developed as an operational partnership between UNMC Parking Services and the City of Omaha, the parking garage enhances mobility and access across the campus and surrounding community.

SIZE & SPACE DETAIL

750-stall Parking Garage

Potential Future Development:

- ✓ Residential (multi-family)
- ✓ Retail
- ✓ Grocer
- ✓ Hospitality
- ✓ R&D
- ✓ Office

SCHEDULE

Big Grove Coffee Company opened April 2025!

Big Grove Brewery opening June 2025!

Garage opening October 2025!



STRATEGY SETTING & FINANCIAL MODELING

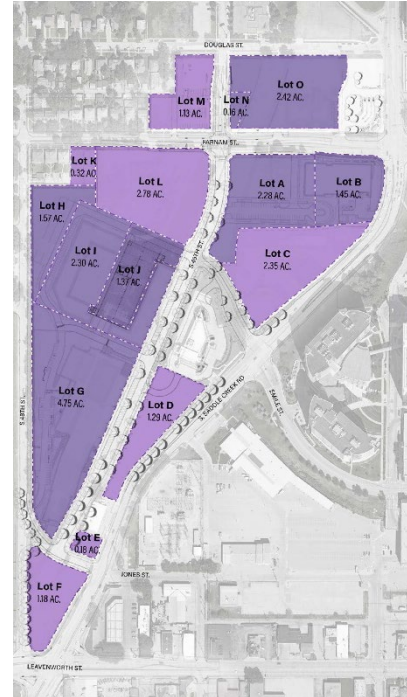


STRATEGIC PLAN 2025

STRATEGIC PLAN

A strategic plan for the EDGE District has been developed and launched, outlining a clear vision and priorities.

Informed by internal and external stakeholder interviews, the plan leverages the strengths of key institutions and industries to drive EDGE's broader mission and align future champions around shared goals.



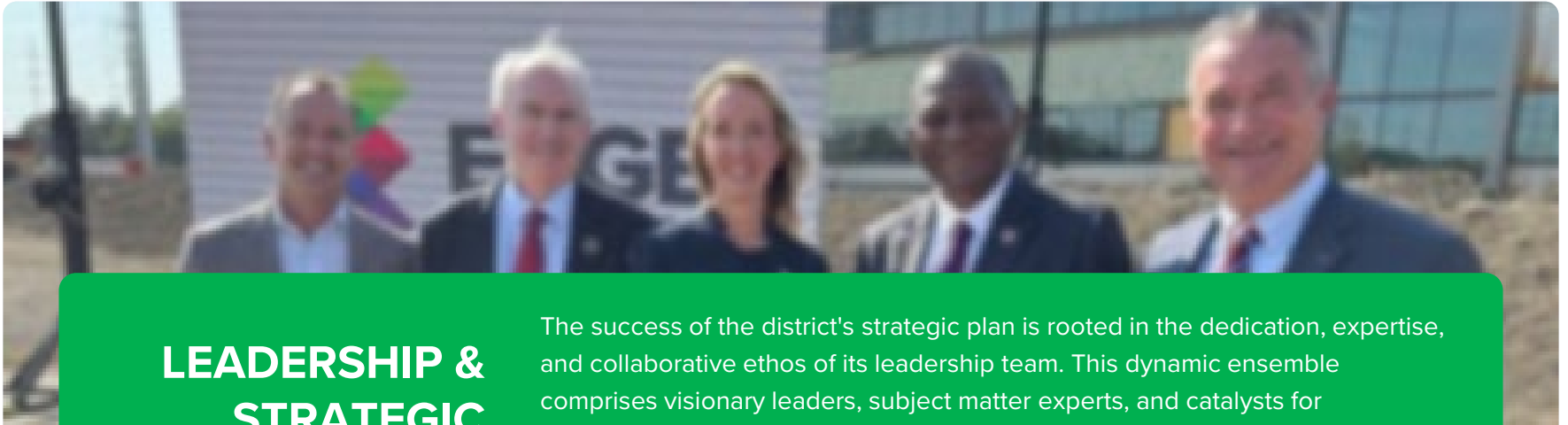
MPOA PROFORMA

We developed a district-wide MPOA proforma to guide shared infrastructure costs and long-term operations. This process also included updating the master plan - defining blocks and buildings with individual proformas to evaluate density, use mix, and development feasibility.

The result: a clearer, financially grounded roadmap for phased growth.

LEADERSHIP

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LEADERSHIP & STRATEGIC COLLABORATION

The success of the district's strategic plan is rooted in the dedication, expertise, and collaborative ethos of its leadership team. This dynamic ensemble comprises visionary leaders, subject matter experts, and catalysts for change from the institution, partner organizations, and the broader community. They form the backbone of the EDGE District's operational framework, united in their commitment to collaboration, strategic foresight, and sustainable growth.



Executive Leadership

Guides EDGE's vision & strategy, fostering interdisciplinary collaboration & driving sustainable growth.



Key Institutional Partners

UNEMED, research, business development, legal, finance, & regulatory teams support startups & commercialization.



Advisory Council

Leaders from industry, healthcare, academia, & government provide strategic oversight.



Industry Specific Committees

Experts in Pharma, MedTech, R&D, & Health Tech drive commercialization & industry partnerships.

MISSION, VISION & VALUES





EDGE
DISTRICT

A UNMC DEVELOPMENT

MISSION

As a dynamic hub for health-focused scientific discovery, entrepreneurship, and commercialization, the EDGE District's mission is:

TO **CULTIVATE**

BY **NURTURING** A
VIBRANT ECOSYSTEM OF

THAT **UNITE**



Collaboration



Innovation



Economic Development



People



Places



Programs



Academia



Healthcare



Industry



Community

TARGET MARKET

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DIVERSE & CONNECTED ECOSYSTEM

Innovation districts thrive by fostering a dynamic mix of businesses designed to support this full spectrum, ensuring the entire ecosystem benefits from strategic partnerships, talent pipelines, and shared resources.

BUYER PERSONAS

Clients play a pivotal role in driving healthcare innovation and research.

Partners are essential for supporting innovation and driving progress.

Vendors play a crucial role in ensuring smooth operations.

MARKET SEGMENTATION

The targeting strategy aims to engage **university faculty, staff, and students**, alongside companies in the **HealthTech** and **Biosciences** subsectors.

Our strategy also incorporates **geographic reach** and **company size** to ensure a comprehensive approach to outreach and partnership development.

COMPANIES IN ALL STAGES

Early Stage – Startups: Fueling Innovation

Agile and idea-rich, early-stage startups drive disruption and economic growth—but often face barriers that limit their impact.

Growth Stage – Scaling Success

As startups evolve, they need space, talent, and support to scale. Growth-stage firms typically have a prototype, 5–10 employees, and clear marketing and funding strategies.

Corporations – Driving Industry Innovation

Large companies gain from proximity to research and startups. Innovation districts enable R&D partnerships, corporate innovation, and access to top talent.

EDGE DISTRICT OFFERINGS

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DISTRICT OFFERINGS

At launch, the EDGE District introduces a bold vision with select initial offerings - just the beginning of a growing ecosystem. Over time, dedicated governance, funding, and momentum we will build a robust network of resources and offerings to empower entrepreneurs and accelerate business growth.



COMMERCIAL STRATEGIES



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HOW DO WE WIN?



Integrated Approach

Leverages national trends and Nebraska's regional strengths to address key healthcare challenges (patient care, delivery, supply chain, sustainability).



Strategic Partnerships & Investments

Targets national corporations to forge alliances and attract capital, driving innovation and progress.



UNMC Alignment

Complements UNMC's strategic pillars (research, tech transfer, clinical, education) to expand opportunities and differentiate ROI.



Focused Market Segmentation

Employs precise client segmentation to optimize outreach, reinforce investment strategies, and accelerate the district's vision.



EIGHT COMMERCIAL STRATEGIES

Aligning national trends in healthcare innovation with Nebraska advantages
to create district strategies to drive success and market presence.

01 ROBOTICS
IMPROVING
HEALTHCARE
DELIVERY

02 BIOBASED
SOLUTIONS
RESHAPING
HEALTHCARE

03 SILICON PRAIRIE:
ADVANCING
BIG TECH IN
HEALTHCARE

04 ADDRESSING
HEALTHCARE
SUPPLY CHAIN
INSECURITIES

05 THE VITAL LINK:
AGRICULTURE &
FOOD SHAPING
HUMAN HEALTH

06 INVESTING IN
THE CIRCULAR
HEALTHCARE
ECONOMY

07 ANIMAL HEALTH
SOLUTIONS TO
HUMAN HEALTH
CHALLENGES

08 EXPANDING
ACCESS TO RISK
AND SEED
CAPITAL



THANK YOU !



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