



March 19, 2021

House Committee on Workforce and Business Development Finance and Policy  
Representative Mohamud Noor  
379 State Office Building  
100 Rev. Dr. Martin Luther King Jr. Blvd  
St. Paul, MN 55155

RE: Support for Launch Minnesota

Chair Noor and Members of House Workforce and Business Development Finance and Policy Committee:

On behalf of Medical Alley Association and its more than 600 members, I am writing in support of Launch Minnesota. As the association representing the health innovation and care industry across Medical Alley, we work with hundreds of innovators in the healthcare space each year, Launch MN is a tremendous asset to them, us, and entrepreneurs in all industries throughout the state. This legislation is one important step in continuing to grow Minnesota's innovative ecosystem by cultivating a collaborative environment throughout all of Minnesota, including underserved and Greater Minnesota communities.

Launch Minnesota plays a significant role in building a strong public and private partnership in our state for the innovative ecosystem. By providing direct grants to innovators, as well as education and outreach to current and future entrepreneurs, Launch Minnesota helps startups access the tools they need to be successful at every stage of development.

To maintain its leadership position, Minnesota must continue fostering an environment for innovators. This requires a renewed commitment to supporting entrepreneurs and incubators, ensuring that our state has the necessary tools to capture and retain the growth of organizations that drive our innovation economy. Launch Minnesota is one step our state can take to further Minnesota's leadership position as the Global Epicenter of Health Innovation and Care.

Medical Alley is where healthcare happens, and where entrepreneurs bring healthcare technology from ideation to implementation. We strongly support funding for Launch Minnesota. It is imperative to have a statewide collaborative effort to accelerate the growth of the startup ecosystem and amplify Minnesota as a national leader in innovation.

Thank you for your consideration.

*Lilly Melander*

Lilly Melander  
State Policy and Advocacy Director  
Medical Alley Association