

Global Wellness Consortium

# U.S. Mail & E-Mail

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# RE: Letter of Interest ("LoI")

Dear

Thank you so much for visiting with us regarding the work and purpose of the Global Wellness Consortium (GWC). As you have come to learn, the GWC is a not-for-profit organization formed as a consortium of business, government and academic partners for the purpose of creating a resilient, secure and sustainable wellness corridor and a global leadership position in healthcare, food nutrition and human well-being in the Upper Midwest.

We agree that the region - the five states of the Upper Midwest - would benefit from a coordinated effort to capitalize on the assets of the globally leading firms and institutions in the food-related and healthcare-related space in the Upper Midwest. We further agree that we have involved governments and a rich array of academic institutions with considerable capacity for research on subjects relevant to the region's aspirations. We further observe that the region has a number of outstanding airports, the largest of which - MSP - could become an even more important global destination and a larger supplier of goods critical to the health of the world.

By working together, through this mutual, non-binding Letter of Interest, we can optimize opportunities for the region and, in the future, catalyze joint activity with an emphasis around healthcare, food nutrition and human well-being. Together, consortia members will build a brand for this region that is globally recognized as **'the wellness corridor'.** Mutually beneficial opportunities include:

* The implementation of GWC projects, including regional assessments, upstream and downstream market catalysts, local wellness industry facilitation, and/or research and development conducted in the regions of interest. Projects will be determined by GWC members and its board of directors and focus on system wide

innovations that might lead to new markets or demonstrate again the power of radical collaboration to change existing markets.

* Regional and globally collaborative academic research leading to improvements in human well-being.
* Participating with others in purposeful intellectual collisions with other committed partners in the wellness arena, leading to faster and better brand-building for the region along with regular opportunities to assist in designing the projects of the GWC.
* Pre-competitive collaboration within the consortium leading to the creation and licensing of intellectual property, new business models, training and development of resources within the areas of mutual interest.
* Being a key part of the strategic positioning of the Upper Midwest as a global leader for wellness - with better, more reliable food supplies and the world's best systems for providing care when and where it is needed, keeping people healthy throughout the region and by extension throughout the world.
* Harnessing the untapped power of a purposeful partnership between private companies, academic institutions, and governments in this region.
* Participation by academic and industry experts in a new Leaming Laboratory on projects organized around major problems and to foster the kind of intellectual collisions that lead to innovative breakthroughs from which the region may prosper.

We understand that this letter of interest may lead to a more formal alliance with GWC, through membership and/or other appropriate roles. And we are prepared to consider GWC's proposal for a membership structure that recognizes differences in size and capacity of firms and institutions.

We look forward to evaluating next steps together. In the meantime, we may both use this letter as evidence of our joint interest and support for each other i

# Medtronic, Inc. Global Wellness Consortium

**By: \_**

**Name:**

**Title:**

**Date:**

**By:**

**Name:**

**Title:**

**Date:**