



From the Executive Director

Greetings,

A little bit of winter caused us to cancel our Springboard member meeting this month so we have tried to convey most of the high points of the information that would have been presented there in this newsletter. There are lots of programs, trainings and individual commercialization projects going on in Springboard at the moment, which makes it even more important to try to keep the communication flowing. Please continue to regularly contribute to the web site, especially the success stories, the newsletter and the listserv. Those tools can really drive the network building.

We are going to add something new to our already full plates with some outreach-to-industry sessions this year. The first one will be a networking session with Ultra Electronics who operate an electronics manufacturing plant in Dartmouth, Nova Scotia. Stay tuned to the listserv for a date in February.

Please also watch for the Springboard performance measures survey which signals the start up of reporting for Springboard. We all know this information will be critical when we begin the process to renew the Springboard funding.

I hope everyone enjoyed the Technology Assessment training as much as I did. Tanya had excellent trainers in place and we have already received positive feedback about the course. The trainings for the rest of 2006 are coming together nicely and will be a terrific opportunity to acquire or polish technology commercialization skills and to expand your network. Just a reminder that all Springboard personnel are invited to attend the regional workshops, not just those that consider themselves interns. It is a real professional development opportunity for everyone. Participation by more people of varying skill levels just enriches the training.

We have had a request from the Nova Scotia Community Colleges to access Flintbox. As you know, Springboard is the Atlantic portal for Flintbox. We will try to include the NSCC in Flintbox and extend the opportunity to the other community colleges in the region. They are all interested in joining Springboard and we will be discussing expansion of the Springboard network at future meetings.

Please read the newsletter carefully, your comments and suggestions are welcome on any of the initiatives currently underway.

Sara Jane Snook



Status Report – IRAP Technology Assessments

Nineteen technologies from six different Springboard institutions went forward to IRAP for assessment the week before Christmas. The members who were listed as contacts for these technologies have been in touch with Andrew Woyewoda at NRC-IRAP about the assessment process. The results of the assessments are expected by March 15, 2006. The first few assessments have been completed in draft and are being reviewed by the appropriate Technology Transfer Officer. We plan to have Andy Woyewoda address a future meeting of Springboard to tell us more about the assessments and activities at NRC IRAP.

Interns in Innovation Regional Workshop

By: Tanya Moxley, Training Coordinator

On January 30 & 31 the first *Interns in Innovation* regional workshop was held at St. Mary's University. Our presenters for Technology Monitoring & Assessment were Barbara Campbell from UBC's UILO, Bev Sheridan of TechnologyNow in Calgary, and Keith Gilchrist from NRC in Ottawa. Over the two days we had 14 attendees, a few



less than we expected, but it was a good number to allow for lots of discussion. Feedback was very positive, particularly about the "MTA Competition". This activity pitted two teams against each other in a search for all the problems with the Material Transfer Agreement that was circulated in advance of the workshop. Several people were surprised to discover that they were supposed to *read* it before they arrived! Let this be a lesson for future workshop attendees... ☺ After much heated debate (and laughter), plus a number of bonus & demerit points at the whim of "Judge" Barbara, the end result was a tie, with prizes for all competitors. Binders containing resources materials will be mailed out to offices that did not send any attendees to the workshop.

Thanks to Jennifer & Gina for working with Aimee on meeting space, meals, parking, and all that 'local arrangements' stuff.

Upcoming workshops:

April 3 - 4 at NSAC: Negotiation, Networking & Sales for non-Sales Professionals.

May 30-31 at Memorial: The Science of Marketing Science, featuring Jane Muir, University of Florida.

September 27-28 (location TBD): Intellectual Property (Intermediate), featuring Marcel Mongeon, McMaster University

New Business Advisor at InNOVACorp

From <http://www.innovacorp.ns.ca>

Nova Scotia companies that want to develop high-growth, technology-based businesses will have the opportunity to benefit from the guidance and advice of another high-calibre business advisor at InNOVACorp. Dr. Lidija Marusic joined the organization on Monday, Jan. 16. She has a doctor of medicine degree, a PhD in molecular genetics, and a master of business administration.

Dr. Marusic will work with clients from a range of technology sectors, with a focus on companies in the life sciences industry, such as those based at InNOVACorp's BioScience Enterprise Centre on the Halifax waterfront. "Nova Scotia's life sciences industry holds tremendous promise, and I'm confident I can make a contribution to the solid team of private and public sector players devoted to growing the companies and industry here," said Dr. Marusic.

Most recently, Dr. Marusic was an independent consultant providing technology assessment and business development services to the local life sciences industry. Previously, she was an investment

analyst with MedInnova Partners Inc., a Halifax-based company managing a seed fund targeted at commercializing biomedical discoveries.

Note from Sara Jane: Dan MacDonald, President of InNOVAcorp, tells me that all Springboard members are welcome to access InNOVAcorp expertise regardless of their provincial location. The commercialization of technologies from Springboard members will benefit the whole Atlantic region. I hope to have Dan and representatives of other agencies with expertise throughout the region speak to members at future meetings.

An Invitation to the World's Best Technologies Showcase

Those of you who attended BioPort last September may have heard about the World's Best Technologies Showcase (<http://www.wbtshowcase.com>), which is being held March 27-29, 2006 in Arlington / Fort Worth, Texas. I have been in contact with David Dix, the Canadian Trade Commissioner for the Dallas area, as he would like to see an Atlantic contingent attend this Showcase. To facilitate this, he is able to cover the conference registration for a small group of 3 - 4 Springboard members who would like to participate in this (apparently stellar) event. I have also spoken with Morna Patterson, our counterpart at FPTT and she is attending in order to see how the event works, with hopes of holding a similar event in Canada in the new few years in partnership with the regional networks such as Springboard & WestLink.

We encourage you to check out the conference web site as soon as possible. If you are interested in attending and have sufficient AIF 'travel' funds to cover your travel & accommodations costs, please notify Tanya by February 10th. If she receives more than 4 expressions of interest before Feb. 10, registration costs will be covered on a first-come, first-serve basis.

Here is an update Springboard received February 2nd about the event:

... delighted to report that over 75 of the top researchers, scientists, and technology entrepreneurs have been selected to present at the World's Best Technologies Showcase, set for March 27-29, 2006 in Arlington, Texas. Now in its fourth year, the WBT Showcase is the nation's premier event showcasing undiscovered technologies emanating from top universities, labs, and research institutions from across the country and around the globe. Each is seeking investment capital or licensing partners. Past presenters have been successful in licensing their technologies and attracting over \$300 Million in first (or next) round capital.

Presenting technologies are now being coached or "mentored" as they prepare their presentations in the coming weeks. Each will be seeking investment capital or licensing partners - and include companies and technologies from the United States, Canada, Chile, Spain, and Israel originating from top universities (e.g. Duke, Johns Hopkins, University of North Carolina, Rice, Univ of California), federal labs (e.g. Los Alamos, Army Research Lab, Sandia), federal agencies (e.g. NASA, DoD, DOE) and numerous research institutions (e.g. National Institutes of Health, National Science Foundation, Karmanos Cancer Institute).

This year's Showcase will again bring together over 100 bonafide seed stage venture investors (i.e. real VCs with committed capital) and top licensing professionals representing Fortune 500 companies. Sponsors include 3M, Procter & Gamble, Roche Diagnostics, U.S. Army Telemedicine and Advanced Technology Research Center (TATRC), University of Texas System, National Science Foundation, Haynes Boone, Southeastern University Research Association, and our local host, the Arlington Texas Chamber of Commerce to name just a few.

If you are planning on attending (not exhibiting or presenting), I would encourage you to take advantage of the \$595 early bird registration (thru Feb 17), which is a savings of \$200. Room rates are \$125, and there are a limited number of Government room rates at \$96. All details can be found on the WBT website (<http://www.wbtshowcase.com>)

Introducing Entrepreneurs' Forum

Entrepreneurs' Forum (www.entrepreneursforum.com) is an organization with Atlantic-wide connections that arranges "advice" sessions at no charge for small business owners, prospective entrepreneurs, and even researchers / inventors with an idea or early-stage invention. Below is a snippet from their web site:

Entrepreneurs' Forum (EF) was developed in 1992 by business people and professionals in Nova Scotia to foster the growth and development of innovative and knowledge-based companies. The original volunteer group realized that while technology problems might be challenging, the business problems involved in bringing innovative new companies to maturity were the most difficult.

The Entrepreneurs' Forum concept was developed around the principle that confidential advice from a group of people who have appropriate expertise or experience can be extremely valuable to new and growing companies.

Volunteer advisors are from a variety of businesses and technical fields. Volunteers also serve on EF's Board of Directors and committees as well as advisors and speakers.

An Entrepreneurs' Forum client coordinator will be presenting at a future member meeting so that you can find out more about their services and ask questions. If you would like to access their services or get more information in the meantime, please contact the client coordinator for your province directly - all the contact information is on their web site.

Interns in Innovation Sent Four to the AUTM Graduate Course

by Nancy MacDonald, Dalhousie

All aspects of the Graduate Licensing Course were very well presented and extremely applicable to my position as Technology Manager in the Industry Liaison & Innovation office at Dalhousie. I found the faculty to be very engaging in their presentation of the course material. The topics Effective Leadership, Economic Development, and Conflict of Interest provided good reviews of material that I had learned before and there is always some new nugget of information presented that you didn't know. The strategies on Provisional Patenting, Art & Science of Licensing and Start-ups provided new insight into how to creatively apply the discussed techniques to obtain the results that one wants. The sessions that I found most helpful included Brand Creation & Management and the Science of Marketing Science. Jane Muir from the University of Florida was instrumental in these sessions by providing concrete strategies for presenting information to potential licensees that will actually address their ever present question of "What's in it for me?" This is something that I will be able to put into practice immediately to advance some of the technologies that are part of my portfolio.

Because the group was fairly small, the networking opportunities were abundant. Our contingent from Atlantic Canada (myself, Paula Clarke, David Foord and Andrew Paskauskas) made a very good impression on our US counterparts and we were able to contribute to the Q&A discussion sessions. There were many comments that people would love to come to the Atlantic provinces to participate as speakers in conferences. There was also an opportunity for us to get to know each other better and how our career paths led us into the unique world of technology transfer. A particular highlight of touring the city was a visit to the new Georgia Aquarium which defies description. It is like walking through a corridor into the ocean.

Status Report: Springboard Performance Measurement

We have received a final report entitled, Performance Measurement Strategy for Springboard, by Suzanne Lafortune, Performance Management Network Inc of Ottawa. This report results from the Springboard member focus group held at the end of November 2005. The report will form the basis of our performance measurement reporting. From the report we have pulled four major areas for Springboard to concentrate on. The areas are Building the Network and Relationships, Pull – Industry Liaison, Push – Identify and Develop Existing Projects in Universities and Pump- Springboard Training and Education. We have drafted a survey to collect data from the first year of the Springboard operation to help us report on those four areas. We were hoping to discuss the survey at the Feb 1 member meeting but Canadian winter got in the way! Our plan is to send the survey out short to each office and gather the data for the past year (year 1 of Springboard). We will have the opportunity to test and adjust the survey in the next year. Our consultant stressed that performance measures should be fluid but it is important to start somewhere. There isn't a standard for assessing the performance of networks so we are trailblazing a bit. We will be ahead of the AUTM and Stats Can cycle so you can save your Springboard survey report and use it later in the year on the other surveys. I hope everyone will help by completing the survey as best they can so we can get a clear picture on commercialization activity at Springboard's Atlantic Universities.

In summary, the first round of Springboard performance measurement surveys will be distributed in early February, requesting information for the 2005 calendar year. In response to concerns from members about excessive surveying, we have tried to use mostly data that you will need to have on hand for the Statistics Canada and AUTM surveys which will be coming to you later this spring.

We appreciate your participation in this first round of performance measurement, knowing that it is a critical component of the Springboard initiative. The data we compile over the next two years will be a major component in demonstrating the success of the project and, if improvement in commercialization is clear, towards renewal of the project for future years.



Status Report: Springboard 2006 Fund Awards

Notice to members that Springboard intends to post applications for the 2006 Patent & Legal and Proof of Concept Awards in March 2006. Applications will be due by June 15, 2006 with awards to be made at the time of the Annual Meeting in October, 2006. Changes have been made to the forms in response to comments from the first round. If you wish to review the draft applications, they have been posted in the members-only (SharePoint) web space and we welcome your feedback. Please keep in mind that they are not yet finalized and are not to be used for fund applications.

The cheques for the first round of POC and P&L funding have been distributed by Memorial.

ACOA and Springboard staff will be visiting with POC and P&L winners later this spring to discuss progress on the projects funded by the awards.



Online Tools: Springboard Usage Statistics

Have you been taking advantage of the great online tools available to you as a member of Springboard? Here's an update on what we did in January 2006.

We are happy to report that two new technologies were added to Flintbox since the last usage update in December of 2005. Currently, we have six technologies listed by UNB and one from St. Francis Xavier University. In the month of January these technologies were viewed over 280 times by visitors to the site. To add your technologies to Flintbox visit:

<http://www.flintbox.com/search.asp?sID=476B48F306B44101877B48E565E7B6A0>.

Nerac usage went up significantly from December 2005 to January 2006, with the majority of requests involving searches for PDF patents. However, many Springboard member institutions still have yet to

take advantage of this service, which is paid for by Springboard. If you would like more information on how to use Nerac, contact Mitch Todd, the Springboard account executive, 560-872-7000 ext. 532, or mtodd@nerac.com, or ask other Springboard members how they feel about the service and what they have gotten out of it.

If there are other online tools to which you would like Springboard to consider a network-wide subscription, please let us know.

Upcoming Events

Interns in Innovation Training Event & Member Meeting, Halifax, NS

Technology Monitoring & Assessment
January 30-31

Member Meeting
February 1, 2006

Interns in Innovation Training Event & Member Meeting, Truro, NS

Negotiation, Networking, and Sales for Non-sales Professionals
April 3 - 4, 2006

Member Meeting
April 5, 2006

Rendez-Vous Biosciences Atlantic 2006

May 9-11, 2006
Moncton, New Brunswick
www.mta.ca/rendezvousbiosciences

Interns in Innovation Training Event & Member Meeting, St. John's, NL

The Science of Marketing Science
May 30-31, 2006

Member Meeting
June 1, 2006

Interns in Innovation Training Event & Member Meeting (Location TBD)

Intellectual Property
September 27-28, 2006
Feature Facilitator: Marcel Mongeon, McMaster University

Member Meeting
September 29, 2006

Springboard Annual Meeting

October 18/19, 2006
Location TBA

Interns in Innovation Training Event & Member Meeting (Location TBD)

November 28-30, 2006 (tentative)

Refer to the Springboard web site for dates & topics for Industry / Academia workshops at Acadia University and the SMU ILO Seminar Series.

If you would like to contribute to future editions of Springboard's Newsletter, please send your submissions to Tanya at tmoxley@springboardatlantic.ca.



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