



SpringBoard Atlantic – Partnership in the Council for Innovation and Commercialization 2014 Research Study as SME Ambassador

Overview

The Council for Innovation and Commercialization (CIC) provides innovation executives in Canadian firms with the contacts, concepts, tools and learning experience to improve innovation and commercialization performance in their organization. Through interacting with thought leaders and networking with peers, Council executives share experiences, best practices, methodologies, and learning tools. A broad-based network spanning innovation infrastructure in Canada ensures that Council executives have the opportunity to explore different facets of innovation while achieving focus on the needs of their own organization. CIC is for senior executives who are responsible for leading product/service innovation, new business development, process innovation, strategy, technology, and/or R&D within their organization. Organizations are from the public and private sectors, academia, and the not-for-profit sector. Recognizing the critical role that SMEs play in creating and delivering innovation, CIC has representation from both SMEs and large organizations.

Research Study and Learning Platform

Based on Study Tours to MIT in October 2013 and Palo Alto in March 2015, CIC is conducting research studies into the *Social Stimulus of Innovation*, which looks at the innovation ecosystem as a whole, identifying the role that external stakeholders such as mentors, customers, partner organizations, and suppliers have on SMEs and large organizations. Further, the research will consider the impacts of the *wisdom of the crowd* as we look into crowdsourcing and other new innovation and commercialization business models.

The first research study based on the MIT Study Tour is just starting, and the second continuation study will begin at the March 2015 Palo Alto Study Tour. The Executive Meetings of the Council for Innovation and Commercialization help inform the research, giving SMEs and large organizations the practical application of theories and concepts they need to be able to apply them in real time.

Next Executive Meeting Sessions

- Most Recent:
 - o October 2013 at MIT in Cambridge
 - o February 26th – 27th in Halifax, NS
- May 21st – 22nd, Ottawa, hosted by the University of Ottawa, Theme of *Crowdsourcing and New Innovation and Commercialization Business Models*
- October 2014, Calgary, hosted by TransCanada Pipelines, Theme of *Balancing the Risk/Reward and making Smart Risk Decisions*
- March 2015, Study Tour in Palo Alto, hosted by Xerox Parc, Google, IDEO, and presentations from Stanford University and others



SpringBoard Atlantic – Partnership and SME Ambassador

SMEs are the driving force of innovation in Canada. It is critical that we continue to support and develop the growth of these firms. As a Partner in the Research Study and as SME Ambassador, SpringBoard Atlantic will:

- Be named to the Advisory Committee of the Study, helping to shape the scope and parameters, identifying interviewees (including SME participants and case study examples), and providing input into the research process.
- Have the first review of the Draft Report and provide feedback to be considered and possibly incorporated, prior to the publishing of the report.
- Use the research work and the associated executive meetings to help mentor SMEs in the Atlantic Region.
- In lieu of contributing to the research study and work of the Council, SpringBoard and two selected SMEs are: 1) given access to the group of leaders that sit on the Council for Innovation and Commercialization; 2) given access to the CIC Portal where Webinars, reports, Presentations, and other thought leadership content is made available; and 3) granted attendance at the Executive Sessions of the Council that help inform the research studies. SpringBoard Atlantic can decide which firms should attend each meeting, and can play an important Advising Role as we seek SME case studies, presentations, and so forth on an ongoing basis.

* Normal Fee to Join CIC - \$4,725

* SME Special Fee to Join CIC - \$3,050

SpringBoard Atlantic Research Study Partnership and SME Ambassador - \$6,000

For more information, please contact Paul Preston, Associate Director, Innovation Policy, The Conference Board of Canada, preston@conferenceboard.ca, 709-237-5123.

"The Council for Innovation and Commercialization provides an outstanding forum for networking with experts in technology and innovation. The thought provoking seminars and discussions provide a wealth of ideas which can be applied within your own industry."

—Dr. Paul Smith, Vice President of the Xerox Research Centre