



Tony Clement Announces FedNor Funding for SSMIC, ServiceProbe

In an address to community organizations on January 17th, the Honourable Tony Clement, Minister for FedNor announced a Government of Canada investment of more than \$540,000 in four initiatives to support small business and community economic development in the Sault Ste. Marie region.

“The Government of Canada is proud to work with community partners to build a strong economic foundation for Sault Ste. Marie and all of Northern Ontario,” said Minister Clement. “The investments announced today will set the stage for

growth by creating opportunities and enhancing the innovation, commercialization, management and trade capacity of small and medium-sized enterprises.”

“These initiatives will accelerate the development and growth of businesses in our region, helping them reach their full potential and become more productive and competitive,” added Bryan Hayes, MP for Sault Ste. Marie.

Algoma University, in partnership with the Sault Ste. Marie Innovation Centre, will receive \$218,000 to advance the development and commercialization of research projects and support the start up of IT and science small business.



Above: Mayor Debbie Amaroso, MP Bryan Hayes (left) and Algoma University president, Dr. Richard Myers (far right) listen in while the Hon. Tony Clement (center) speaks to a crowd gathered at the Biosciences and Technology Convergence Centre on Jan. 17th.

Minister Clement also announced a funding investment of \$100,000 in the City of Sault Ste. Marie to assist in a market assessment for the development of a regional public harbour. SSMIC incubator client, ServiceProbe is the recipient of a \$22,850 investment, which Minister Clement said will allow the company to hire a youth intern to assist with business software development.

“With the youth intern’s assistance, the company will be able to offer a comprehensive suite of web-based training and development products and service,” Minister Clement added. “Let me say

how proud I am...to be part of this important announcement which supports the continued growth and prosperity of Northern Ontario.”

“Entrepreneurs will play an even greater role in strengthening regional economies.”

- Hon. Tony Clement, Minister for FedNor

In a separate project, FedNor provided SSMIC with \$200,000 to support the Innovation Accelerator Program to enhance the innovation, commercialization, management and trade capacity of small businesses in the region. “...it will provide eligible small businesses with up to \$5000 to grow their businesses, develop products and seize market opportunities” said Clement.

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Contact us: info@ssmic.com

Ian Portsmouth: real life experience for growing your business

On February 22nd, entrepreneurs and growing businesses in Sault Ste. Marie will have the opportunity to hear from Ian Portsmouth, editor of *Profit* magazine, for a workshop on techniques for high growth business.

As the editor of *Profit* magazine, Ian Portsmouth has studied and chronicled the experiences of Canada's leading entrepreneurs and fastest growing companies. His presentation draws on his research, and provides hands-on strategies. Using real-life examples and anecdotes, Ian provides practical ideas for improving business products, processes and



Above: Profit Magazine's Ian Portsmouth

profits.

He tailors his message to not only resonate with business owners, but includes those who are responsible for the bottom line.

Ian's presentation is part of the Sault Ste. Marie Innovation Centre's Industrial Research Assistance Program (IRAP) workshop series. Online registration for this event is available at ian-portsmouth.eventbrite.com.

For questions, please contact Diana Medaglia at 942.7927 x. 3138 or dmedaglia@ssmic.com.

Look out for these partnering events during February and March

Energy Connections 2011/2012

In partnership with the Sault Ste. Marie Innovation Centre and Economic Development Corporation, the Canadian Manufacturers & Exporters (CME) in partnership with the Ontario Government will be hosting their fourth annual *Energy Connections* workshop this March 22nd at the Delta Hotel.

The focus of this year's event is nuclear energy, and the nuclear energy sector specific to Ontario's Smart Grid.

The agenda includes a Nuclear Energy Panel which will explore opportunities available for Ontario companies in the nuclear supply chain, both in Ontario and abroad. Businesses can find out how their company can benefit from the nuclear industry with insights from industry experts.

A Smart Grid Panel is scheduled to discuss emerging opportunities for Ontario businesses. Local businesses with success stories will relay best practices and lessons learned with Smart Grid in this industry.

This half day event is \$35 for CME members, \$45 for CME affiliates or \$60 for non-affiliates. More information can be obtained by visiting www.energyconnections.ca or by contacting Ilka Elisabeth Guttler at ilka.guttler@cme-mec.ca.

Innovation Information Forums—Winter 2012

Public Works and Government Services Canada's Office of Small and Medium Enterprises, along with its partners, present the Innovation Information Forums throughout February.

The Innovation Information Forums are a series of sessions in a number of Ontario communities which bring together Government of Can-

ada departments and agencies to present current innovation and commercialization programs. Hear from representatives from federal departments and agencies on how their programs and services support innovation in Canada.

The Sault Ste. Marie event is being held on February 16th at the Water Tower Inn. Registration for this particular forum is available at <http://www.tpsgc-pwgsc.gc.ca/ontario/bpme-osme/activites-events-eng.html>.

Other events are being held in Belleville, Welland, Guelph, London and Ingersoll.

For more information on these free events, call 1-800-668-5378 or visit ont.osme-bpme@pwgsc-tpsgc.gc.ca or visit www.pwgsc-tpsgc.gc.ca/ontario/osme-bpme

Seating is limited for these events.

SDTC is now accepting Statements of Interest

Sustainable Development Technology Canada (SDTC) is now accepting Statements of Interest in bringing clean technologies to market for Canadian companies.

SDTC, a not-for-profit, works to finance clean technologies which provide solutions to issues of climate change, clean air, water quality and soil, and which deliver economic, environmental and health benefits to Canadians.

The foundation is accepting Statements of Interest from February 22nd to April 18th through the SDTC SD Tech Fund. This fund invests in late-stage pre-commercialization demonstration of clean technologies by Canadian companies focused on a variety of clean tech fields.

“Our aim is to increase each project’s chances of success to market and to help

Canadian entrepreneurs carry out their innovation efforts within Canada” (www.SDTC.ca).

The fund works to narrow the barrier of market entry for Canadian entrepreneurs.

The Statement of Interest is an initial application used for preliminary screening and is evaluated on the basis of fit with SDTC’s mandate and selection criteria relating to the technology, marketing and business capabilities.

For tips in the application process, SDTC supports technologies including solutions focused on these current priority areas:

- **Natural Resources:** Mitigate environmental impacts associated with Canada’s natural resource sector including “green mining”, cleaner fossil fuels and forestry

- **Clean Energy:** Enable cleaner energy production and improved energy efficiency of transportation, the built environment and industrial processes
- **Soil and Water:** Improve the efficiency of the largest water users and address the most sensitive points of water and soil contamination
- **Agriculture:** Increase yield and improve temperature and drought resistance of agricultural crops and mitigate land-use changes and biodiversity loss

“By taking these steps, we effectively de-risk clean technologies and prepare them for downstream financing” (www.SDTC.ca).

For more information, contact applications@sdtc.ca or visit

ProtoLaunch Nominated for the OTF People’s Choice Award

The Sault Ste. Marie Innovation Centre’s *ProtoLaunch* program brings together high school students and the best in the industry for a series of hands-on workshops. Participation in the program could lead one game enthusiast to a scholarship win, a tour of Ubisoft in Montreal or a paid gig as a game developer.

The Ontario Trillium Foundation (OTF) recently recognized *ProtoLaunch* as one of its People’s Choice Awards nominees. The People’s Choice Award is a new awards presented to an Ontario not-for-profit or charitable organization. The People’s Choice Award will be presented to one of 18 organizations which serve a youth market. Winners are determined by online voting, which runs from February 13th to the 29th.

In this season’s kickoff and first workshop, *ProtoLaunch* attendees heard from David Brevik, creator of *Diablo* and *Diablo II* and President of Gazillion Enter-

tainment. The year-end wrapped up with Pong and Atari founder, Nolan Bushnell.

Over 1,000 students have benefitted from the *ProtoLaunch* program, while learning and adapting cutting-edge computer game techniques and experiences.

This program has also impacted community members by sparking an interest in this emerging field.

The Sault Ste. Marie Innovation Centre needs your vote in helping to recognize *ProtoLaunch* as the People’s Choice Award recipient for 2011.

Winners of the People’s Choice Award will receive pre-paid consulting services or community college courses, courtesy of the Ontario Trillium Foundation. The recipient will be announced at a gala Great Grants Awards luncheon in Toronto on March 23, 2012.

According to OTF, here are some great reasons to vote:

“Vote because you, too, recognize the great impact the organization is having on youth in your community. Vote because you want the people in your local organization, and the youth they serve, to get something good: The organization and staff build capacity and become more effective” (<http://peopleschoice.projects>).

Anyone is eligible to vote for *ProtoLaunch* and the People’s Choice Awards.

“OTF volunteers...and online voting will ultimately decide which organization and youth program is creating the biggest impact, initiating the greatest change or proving most innovative in serving Ontario youth” (<http://peopleschoice.projects>).

Voting for The Sault Ste. Marie Innovation Centre and *ProtoLaunch* will be live online on February 13th. Visit <http://peopleschoice.projects.fm/home> for submissions.

NYTimes: The Yin and the Yang of Corporate Innovation

By Steve Lohr, The New York Times Business Day Technology

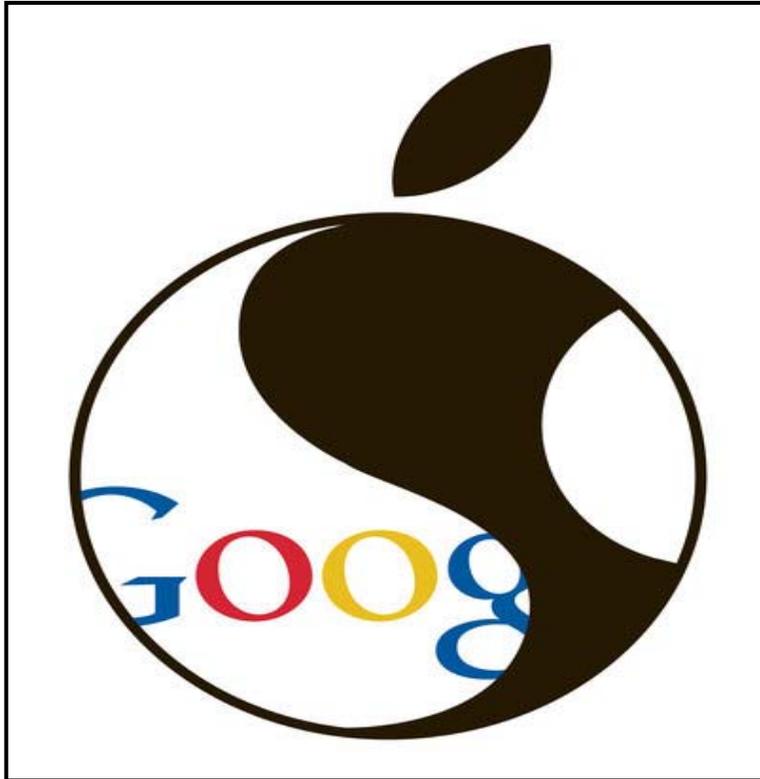
IN the hunt for innovation, that elusive path to economic growth and corporate prosperity, try a little jazz as an inspirational metaphor. That's the message that John Kao, an innovation adviser to corporations and governments — who is also a jazz pianist — was to deliver in a performance and talk on Saturday at the World Economic Forum in Davos, Switzerland. Jazz, Mr. Kao says, demonstrates some of the tensions in innovation, between training and discipline on one side and improvised creativity on the other. In business, as in jazz, the interaction of those two sides, the yin and the yang of innovation, fuels new ideas and products. The mixture varies by company.

Mr. Kao points to the very different models of innovation represented by Google and Apple, two powerhouses of Silicon Valley, the world's epicenter of corporate creativity.

The Google model relies on rapid experimentation and data. The company constantly refines its search, advertising marketplace, e-mail and other services, depending on how people use its online offerings. It takes a bottom-up approach: customers are participants, essentially becoming partners in product design. The Apple model is more edited, intuitive and top-down. When asked what market research went into the company's elegant product designs, Steve Jobs had a standard answer: none. "It's not the consumers' job to know what they want," he would add.

The Google-Apple comparison, Mr. Kao says, highlights the "archetypical tension in the creative process."

Google speaks to the power of data-driven decision-making, and of online experimentation and networked communication. The same Internet-era tools enable crowd-sourced collaboration as well as the rapid testing of product ideas — the essence of



the lean start-up method so popular in Silicon Valley and elsewhere. "These are business and management innovations lubricated by technology," says Thomas R. Eisenmann, a professor at the Harvard Business School.

The benefits, experts say, are most apparent in markets like Internet software, online commerce and mobile applications for smartphones and tablets. "The cost of creation, distribution and failure is low, so it takes relatively little time, money and effort to float trial balloons," says Randy Komisar, a partner in Kleiner Perkins Caufield & Byers, the venture capital firm, and a lecturer on entrepreneurship at Stanford.

That style of innovation is being applied well beyond Google's products and Internet start-ups. The National Science Foundation, for example, is embracing the formula

to try to increase commercialization of the university research it finances. Last fall, the foundation announced the first of a series of grants for what it calls the N.S.F Innovation Corps. The 21 three-member teams received a crash course at Stanford in lean start-up techniques, and have been given \$50,000 each and six months to test whether their inventions are marketable. The lean formula, with its emphasis on constantly testing ideas and products with customers, amounts to applying "the scientific method to market-opportunity identification," says Errol B. Arkilic, program director at the foundation.

Yet while networked communications and marketplace experiments add useful information, breakthrough ideas still come from individuals, not committees. "There is nothing democratic about innovation," says Paul Saffo, a veteran technology forecaster in Silicon Valley. "It is always an elite activity, whether by a recognized or unrecognized elite."

Successful innovation, Mr. Saffo observes, requires "an odd blend of certainty and openness to new information." In other words, it is a blend of top-down and bottom-up discovery. OPEN innovation isn't a new idea. It flourished, in its way, even in the late 19th and early 20th centuries, notes Tom Nicholas, a historian at the Harvard Business School. In fields like electricity, pharmaceuticals and communications, big corporations including General Electric and Dow Chemical routinely monitored the research beyond their walls, and bought or licensed promising work, especially the inventions of university scientists. The result, Mr. Nicholas says, was a thriving "ecosystem of private and corporate innovation. (Cont'd on Page 5)

Picture Anthology: BTCC Building Launch Event, Dec. 1st 2011



(cont'd) The Yin and the Yang of Corporate Innovation

A century later, the corporate labs at G.E. are trying to quicken the pace of innovation — but this is long-cycle innovation, since G.E.'s power generators, jet engines and medical-imaging equipment last for decades. The company is opening a software center in Northern California to make its machines more intelligent with data-gathering sensors, wireless communications and predictive algorithms. The goal is to develop machines, such as jet engines or power turbines, that can alert their human minders when they need repairs, before equipment failures occur. Such smarter machines, the company says, are early arrivals in what it calls the Industrial Internet.

To tap outsider ideas, G.E.'s research arm has made investments with venture capital funds in clean-energy technology and health care, and it works with corporations, government labs and universities on hundreds of collaborative projects. "We're much more externally focused and connected to the outside world than we were several years ago," says Michael Idelchik, G.E.'s vice president of advanced technologies.

Apple's smartphones, tablets and computers typically have life spans measured

in a few years instead of decades, with new models introduced regularly. But like G.E., Apple is in the hardware business, where innovation cycles are beholden to the limits of materials science and manufacturing.

Apple's physical world is far different from Google's realm of Internet software, where writing a few lines of new code can change a product instantly. The careful melding of hardware with software in Apple's popular products is a challenge in multidisciplinary systems design that must be orchestrated by a guiding hand — though it will no longer be the hand of Mr. Jobs, who died last October. Yet Apple has also repeatedly displayed its openness to new ideas and influences, as exemplified by the visit that Mr. Jobs made to the Palo Alto research center of Xerox in 1979. He saw an experimental computer with a point-and-click mouse and graphical on-screen icons, which he adopted at Apple. It later became the standard for the personal computer industry.

In 2010, Apple bought Siri, a personal assistant application for smartphones. At the time, it was a small start-up in Silicon Valley that originated as a program funded by the Defense Advanced Research Projects

Agency of the Pentagon. Last year, Siri became the talking question-answering application on iPhones.

Apple product designs may not be determined by traditional market research, focus groups or online experiments. But its top leaders, recruited by Mr. Jobs, are tireless seekers in an information-gathering network on subjects ranging from microchip technology to popular culture. "It's a lot of data crunched in a nonlinear way in the right brain," says Erik Brynjolfsson, director of the M.I.T. Centre for Digital Business. Apple and Google pursue very different paths to innovation, but the gap between their two models may be closing a bit. In the months after Larry Page, the Google co-founder, took over as chief executive last April, the company eliminated a diverse collection of more than two dozen projects, a nudge toward top-down leadership. And Timothy D. Cook, Apple's C.E.O., will almost surely be a more bottom-up leader than Mr. Jobs.

"What we're likely to see," Mr. Kao says, "is Google and Apple each borrowing from the playbook of the other."

February

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Human to PC File Transfer: *Capacitive Coupling* at the Consumer Electronics Show

The Washington Post: Hans Vestberg, president and chief executive of the Ericsson Group, transfers a photo from a device to a computer screen using his body during an address at the Consumer Electronics Show in Las Vegas. An Ericsson engineer assists at right. Ericsson demonstrated the new technology, called "capacitive coupling," in which the photograph was transferred from the phone, through the human body, to the screen without using radio signals.



Photo credit: The 2012 Consumer Electronics Show: Day 2, The Washington Post

February 22nd

Techniques for High Growth Business, A workshop with Ian Portsmouth

For more information on any event listed here or to RSVP contact Diana Medaglia, Marketing and Communications Manager, at 942-7927 x 3138 or dmedaglia@ssmic.com

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