



## SSMIC rolls out Community Alternative Energy Strategy for SSM

The Sault Ste. Marie Innovation Centre recently announced the release of a Smart Energy Strategy for the community, positioning it as a viable jurisdiction for investment and growth in energy projects.

Drawing on the momentum Sault Ste. Marie has experienced in the alternative energy sector with the development of wind and solar farms, as well as the development of a cogeneration and proposed waste to energy plant, SSMIC and the Destiny Energy Committee commissioned Nicholas Parker and Parker Venture Management to prepare a strategy for the community

based on in-depth discussions, interviews, stakeholder sessions and analysis of clean technology trends.

Results show that participants of the study were supportive of a renewed vision for the community parallel to the guiding principles common in the Strategy.

Proposed strategic priority areas and associated activities of the Smart Energy Strategy include:

1. Accelerated Activity in Conservation, Energy Efficiency, and Heat Recovery
2. Alternative Energy and Development of an Intelligent Regional Grid (Smart Microgrid)
3. Creation of a Community Investico and ensuring retention of investment throughout the region
4. Community Branding and Outreach

"Because of its unique combination of

# Smart Energy Strategy

**"...the Sault is strategically positioned to take advantage of shifts in Ontario and North America's energy economy."**

**- Nicholas Parker**

assets, the Sault is strategically positioned to take advantage of shifts in Ontario and North America's energy economy" said Nicholas Parker, Parker Venture Management.

Estimated job creation for the Smart Energy Strategy is 300-600 for Sault Ste. Marie and region if implemented and project plans come to fruition.

"Local stakeholders are excited at the opportunities identified and anxious to implement priority recommendations from the strategy," said Tom Vair, executive director, SSMIC.

"We look forward to working with a diverse group of organizations and citizens in order to capitalize on the unique advantages that Sault Ste. Marie and region

possess and continue the momentum of our energy sector."

Partners include the Sault Ste. Marie Innovation Centre, the City of Sault Ste. Marie, Sault College, the Sault Ste. Marie Public Utilities Commission, the Sault Ste. Marie Economic Development Corporation and private sector representatives. Funding for the strategy was provided by the Northern Ontario Heritage Fund Corporation, City of Sault Ste. Marie, Sault College and Sault Ste. Marie Innovation Centre.

The Executive Summary of the strategy is available at [www.ssmic.com](http://www.ssmic.com) and complete copies of the Smart Energy Strategy can be

obtained by request. For more information, please contact Diana Medaglia, Marketing and Communications Manager, at 705.942.7927 x 3138 or [dmedaglia@ssmic.com](mailto:dmedaglia@ssmic.com).

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## Algoma Games for Health awarded contract to develop First Nations mining portal

Algoma Games for Health (AGFH) was recently awarded a significant contract to produce an educational game focused on mining.

The contract is in collaboration with the Oshki-Pimache-O-Win Education & Training Institute (OSHKI) in Thunder Bay, Ontario and the portal is targeted to First Nations youth.

OSHKI, an Aboriginal post-secondary education and training institute dedicated to increasing access and education to those in the forty-nine communities of Nishnawbe Aski Nation, signed a significant contract for the development of *Learning 2 Mine* (L2MP).

The OSHKI L2MP provides an online hub for First Nations youth in Northern Ontario interested in a career in the mining industry. The portal is slated to provide social connectivity features, educational games, videos and documents as well as career planning tools and resources.

“Algoma Games for Health is excited to begin work on such a project that fits our vision to improve quality of life through innovative approaches to rehabilitation, therapy and education, so well. The team at AGFH has worked very

College and Gold Corp. on the initiative and estimated completion of the product is set for the fall of 2012.

“An innovative youth web-portal will be a platform to create interest among aboriginal youth to prepare for a wide range of jobs in the mining industry through education and skills training” said Rosie S. Mosquito, executive director, OSHKI.

“This project is an example of the kind of work we had envisioned when we first conceived AGFH,” said Dr. Richard Myers, President of Algoma University. “A Northern Ontario partnership between industry, colleges and universities to enhance learning opportunities for First Nations

youth is something that not only makes sense, but is core to the mandate of Algoma University.”

This project is funded in part by the Government of Canada.

For more information on L2MP, contact Jason Naccarato, interim CEO, AGFH, at [jnaccarato@ssmic.com](mailto:jnaccarato@ssmic.com) or 942.7927 x 3121.



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hard to make this deal come to fruition and bring that work to our community” said Jason Naccarato, interim CEO, AGFH.

According to the Mining Industry Human Resources Council, Ontario’s mining sector and labour market is expected to grow over the next decade. The L2MP will provide a valuable resource for training purposes and increasing demand. AGFH is partnering with Cambrian

# Ian Portsmouth: How do you build a successful small business in Canada?

On February 22nd, Ian Portsmouth, Editor of PROFIT Magazine spoke to a group of attendees on Canada's fastest growing companies and their secrets to success.

He posed the question: "how do you build a successful small business in Canada?"

Out of the many take-away lists, here are a few of our favourites:

## Characteristics of Growth Stars

1. Determination and Resilience
2. Willingness to innovate
3. Passion for growth
4. Ability to execute timely strategies

## Secrets #1

Steal the best ideas: find tactics and strategies outside of your own industry

## Secret #2

Be lucky: maximize chance opportunities, listen to lucky hunches, expect good fortune, turn bad luck into good

## Secret #3

Be like Advil: relieve someone's pain better than anyone else can— identify a pain in the marketplace; provide a pain reliever customers are willing to pay for; deliver that pain reliever in a way that makes money and is scalable. Examples companies:

Research In Motion, Kids & Company, Virtek Vision, Contingent Workforce Solutions, Coastal Contracts.

## Secret #4

Seek trusted advisors: 50% of high growth companies have advisory



boards, and the best boards have advisors from a variety of fields other than their own.

Example companies: Loose Button

Example peer-advisory groups: Entrepreneurs' Organization, Young Presidents' Organization, Women Presidents' Organization, Innovator's Alliance, TEC The Executive Committee.

## Secret #5

Turbocharge your team: 84% of the PROFIT 200 companies offer individual performance bonuses, 53% offer some type of open book management, 43% of PROFIT 200 companies participate in profit-sharing.

Example companies: 1-800-Got-Junk?

## Secret #6

Export like crazy: 64% of PROFIT 200 companies export, and in 2005 exports totaled \$187 million dollars, by 2010 exports totaled \$1.8 billion for the PROFIT 200 companies (excluding Research In Motion).

Best Advice from Canada's leading growth CEOs:

1. Don't stop until you succeed.
2. Stay focused
3. Measure what matters
4. Know your Unique Selling Proposition (USP)
5. Do what you're good at
6. Surround yourself with smarter people
7. Never stop recruiting
8. Money is not the best motivation
9. Be a servant leader
10. Overcommunicate

For Ian Portsmouth's full presentation, visit [www.ssmic.com](http://www.ssmic.com).

# The Globe and Mail: Floating city conceived as high-tech incubator

You're a Canadian businesswoman, let us say, with a brilliant idea for a high-tech startup. All you need is a year in Silicon Valley – time to network, sell the concept, raise capital and gain lift-off.

Only one problem: You can visit, but you can't stay. U.S. immigration officials won't let you.

Enter Blueseed, an enterprise that is the brainchild of two immigrants to the United States, Max Marty from Cuba and Dario Mutabdzija from the former Yugoslavia. They hope to launch America's first experiment in seasteading, the creation of permanent, politically autonomous floating cities.

Although skeptics consider the project impractical and the estimated cost of startup is at least \$25-million, Blueseed's basic plan to convert a cruise ship into a complex that will incubate high-tech innovation has attracted interest and money.

To avoid the reach of maritime law, the Blueseed boat would be parked in international waters, 22 kilometres from San Francisco and nearby Silicon Valley, terrestrial magnet for innovators and venture capitalists.

"Unfortunately, foreigner entrepreneurs have a hard time getting visas to

stay legally," explains Blueseed's president, Mr. Mutabdzija, a 32-year-old lawyer who emigrated to the U.S. with his family from Serbia in the 1990s. "A standard three-month work permit does not give you enough time to raise money, network, find talent or do anything significant."

The ship would provide the venue for what the visa does not allow – actually doing business on American soil. Blueseed already has at least one deep-pocketed backer. Billionaire libertarian Peter Thiel – co-founder of PayPal – has injected some \$500,000 in seed money.

It's one of more than a dozen investments he's made in innovative startups, some of which (Facebook, Yelp, Zynga, LinkedIn) have become game-changers.

In principle, building semi-permanent colonies at sea is less implausible than it might seem. Small cities of people now effectively reside on vast, ocean-going cruise ships. Sizable communities also live for months on off-shore oil



**SeaSteading is a new version of floating cities, which are modeled after "semi-submarine oil platforms" so even in stormy or inhospitable conditions, there will be very little motion and residents will hardly know that they are on a floating body. The cities will be powered by wind turbines, solar power, and other new technologies.**

**Wendy Sitler/Roddier/The Seasteading Institute**

A floating city, operating outside the jurisdiction of the U.S. Coast Guard and American port or immigration authorities – and offering daily ferry boat or helicopter runs into Silicon Valley – could be the answer.

If its plans proceed on schedule, Blueseed would acquire and moor its ship by the fall of 2013. Rent would constitute Blueseed's primary source of revenue from a potential of up to 1,000 tenants, each paying about \$1,200 a month. But the company also intends to claim small equity stakes in the businesses it houses.

Blueseed residents would simply need a B-1 business visa. Relatively easy to acquire, they permit travel to the U.S., are valid for up to 10 years, and allow overnight stays.

rigs, outfitted with basic housing and recreation facilities.

And there have been a few attempts at sea-based colonization. Since 1967, for example, a retired British major, Paddy Roy Bates, and his extended clan have occupied the so-called Principality of Sealand, a Second World War U.K. naval encampment 10 kilometres off the coast of Suffolk.

Laying claim to sovereign status, the Bates community has adopted all the trappings of nationhood – a flag, a currency, passports and a national anthem. But no state has yet conferred formal recognition.

## (cont'd) Floating city conceived as high-tech incubator

In the early 1970s, Las Vegas libertarian millionaire Michael Oliver imported boatloads of sand from Australia and established the Republic of Minerva – essentially a glorified sandbar – in the South Pacific, near Tonga. Alas, Mr. Oliver's idyll of an independent fiefdom was quickly shattered. Tonga laid claim to the "territory," and invaded.

But the seasteading ambition remains, and nowhere more prominently than at the San Francisco-based Seasteading Institute, which also claims Mr. Thiel as a benefactor.

Founded in 2008 and chaired by Patri Friedman, 35-year-old grandson of Nobel Prize-winning economist Milton Friedman, the non-profit SI springs from the libertarian assumption that current political systems are sclerotic and beyond meaningful reform.

Only new frontiers, it maintains, can catalyze new experiments in democratic governance. Because habitable land is largely spoken for by the world's nation states, what remains of virgin territory is the deep, blue sea. And, outside territorial waters, it is theoretically claimable.

"We're not about creating libertarian utopias or billionaire playgrounds," SI president Michael Keenan said. "The goal is to have a variety of floating cities, with different political systems and social ideas. We no longer believe that one ideology, one form of government, is right for everyone."

In fact, the potential appeal of seasteading lies in what Mr. Freid-

man has called "dynamic geography" – a principle that would allow any given seasteading colony to join or secede larger units within the whole.

That reasoning "is deeply flawed," said Timothy B. Lee, an adjunct scholar at the Cato Institute. "In a real-world seasteading community, powerful economic forces would... leave seasteaders no freer than the rest of us."

For now, the Seasteading Institute is nowhere close to realizing its ambitions. The obstacles – legal, financial, environmental and technical – are profound, if not insuperable.

That's why Mr. Mutabdzija, who is based in Sunnyvale, Calif., thinks Blue-seed's for-profit model represents a faster track for testing the idea, even though the project will need to navigate a minefield of U.S. regulatory agencies.

"It's like building a bridge," he says. "You need to create segments of the bridge before you can connect them and prove the viability of the whole."

"The Institute is a useful organization," allows Mr. Mutabdzija – until a year ago, he served as its director of legal affairs – "but it may be decades before the various hurdles are overcome."

The engineering issues alone – designing an ecology-friendly, floating city able to absorb the ocean's wave action and more than occasional storms – are daunting. There are ancillary questions about electricity generation, sewage and a desalinated water supply.

Then there's the potential legal quagmire. A nation's territorial waters extend 12 kilometres offshore, although many countries claim the right to enforce criminal laws 24 kilometres out, while others claim a 322-kilometre economic exclusion zone.

If seasteads became bases for business operations, which Mr. Keenan says they must, they'd be in violation. But even 50 nautical miles away from land is likely too far to maintain logistical supply lines.

Also unclear is how seasteads would protect themselves from marauders, pirates and would-be terrorists.

Despite the obstacles, Mr. Keenan believes the political vacuum is urgent enough to yield solutions.

"We need more experimentation and opportunities for people to live in different ways," he says. "Let's try a variety of ideas – libertarian, communist, direct democracy. Most startups fail – and that's okay. We'll find out what doesn't work."

In the meantime, the organization's founder, Mr. Friedman, may be hedging his bets. He is also CEO of Future Cities Development Corp, which hopes to build land-based urban centres governed by libertarian principles. The first one would be located in a special autonomous zone recently established by the government of Honduras.

Mr. Keenan calls this "seasteading on land," though another word for it might be homesteading.

# March

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## What is a smart microgrid?

On Monday, March 5th, the Sault Ste. Marie Innovation Centre and Pod Generating Group proposed a Smart Microgrid project to City Council for Sault Ste. Marie. What is a smart microgrid?

### March 28th

#### A Morning with Marketing Gurus

Ron Buist, Canadian Marketing Guru & Inventor of "ROLL UP THE RIM TO WIN"

Nathan Smith, Director, Zynali Marketing Solutions

Early registrants receive a copy of Ron's book: *Tales from Under the Rim: The Marketing of Tim Hortons*

For information on events, please contact Diana Medaglia, Marketing and Communications Manager at 942.7927 x. 3138 or [dmedaglia@ssmic.com](mailto:dmedaglia@ssmic.com)

## Smart Microgrid



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