



Sault Ste. Marie Innovation Centre Receives Award for Vulnerable Persons Registry

The Sault Ste. Marie Innovation Centre (SSMIC) recently announced that the organization’s Community Geomatics Centre has been recognized by Esri Canada for integrating Esri’s geographic information system (GIS) technology in the development of the Vulnerable Persons Registry (VPR). SSMIC, in partnership with Accessibility Sault Ste. Marie and other partners, developed the registry as an all-encompassing approach to emergency planning which improves the safety of persons with all types of vulnerabilities in emergency situations. On April 24th, the CGC received the Esri Canada Award of Excellence for this outstanding GIS application.

“In addressing the unique needs of people with vulnerabilities, the Sault Ste. Marie Innovation Centre is changing the face of emergency planning,” says Alex Miller, president, Esri Canada. “Leveraging their advanced community GIS for this pioneering registry relieves emergency management agencies from maintaining data, and allows them to focus on immediate action and quicker response. This registry gives new meaning to public service accessibility and efficiency.”

SSMIC used Esri’s ArcGIS technology to

allow for immediate access of critical registrant data for use in all emergencies. Data on VPR registrants is activated only during 911 calls and displayed on the City’s emergency dispatch systems that are integrated with the GIS. For home emergencies, first-responder dispatchers will see a flag on their screen if a 911 call received is from a VPR regis-

“This registry is the culmination of eight years of hard work and is one of the boldest and most innovative projects we’ve ever done,” says Paul Beach, manager, Community Geomatics Centre, SSMIC. “We’ve created numerous GIS applications in the past and knew that we could rely on the system to integrate information on all types of health vulnerabili-

ties. As such, the VPR is 25 times larger in scope than any other registry. It supports emergency planning and response for all types of vulnerabilities and emergency situations, may it be large or small scale. It’s a valuable public service project that we couldn’t have accomplished without courage, perseverance and GIS.” For more information visit www.sooopr.com.



trant. They will be able to pull key information about that person’s vulnerability (e.g., if they are bed-ridden, deaf or have another disability) to effectively provide assistance. During large-scale emergencies, the community’s emergency command centre can access the VPR to help fire, police, ambulance, and search and rescue agencies to allocate resources appropriately. “The registry also integrates with the PUC’s GIS, enabling the utility to notify residents requiring electricity for life-sustaining equipment when they will be affected by a planned outage. For extended unplanned outages, the PUC coordinates with multiple support agencies such as the Canadian

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Contact us: info@ssmic.com

ProtoLaunch's weekend showdown features four gaming experts as youth team leads

Over the weekend of April 19th to 20th, gaming enthusiasts and youth in Sault Ste. Marie were able to bask in the aura of four world-renowned industry experts during ProtoLaunch.

Four previous ProtoLaunch speakers, including David Sears, creative director, Ubisoft; Philippe Therien, lead game designer, Ubisoft; Mike Marquis, senior 3D artist, Digital Extremes; and Fred St. Amour, creative director, Behaviour Interactive, acted as team leads with hopes that their groups would reach victory.

Victory was a confirmed spot in the ProtoLaunch summer paid competition.

Each industry expert lead a team of six students in the development of a game which had to be completed over the course of the weekend.



Mike Marquis brainstorming with ProtoLaunch team members.

Students participating in the ProtoLaunch workshop session were broken down into groups while industry experts, in the form of a lead designer, creative director and producer, guided them by delegating assigned tasks and providing an overall vision.

Each team was asked to represent one of the four themes, spring, summer, fall or winter.

The winning team was lead by Mike Marquis.

To date, ProtoLaunch has helped over four hundred students gain experience in video game development.

For more information on ProtoLaunch, please visit www.facebook.com/ProtoLaunch.

SSMIC to participate in World's Largest Business Mentoring Event at Discovery 12

This May, SSMIC staff will participate in Discovery 12's "the World's Largest Business Mentorship Event."

In a timed session, business leaders in innovation provide expert advice to Ontario's entrepreneurs.

"The Innovation Economy recognizes mentorship as a key pillar for success and Discovery is taking its mentoring event to a whole new level in 2012. With the goal of achieving World Record Status, the World's Largest Business Mentoring Event brings together the brightest minds in the innovation community to provide support and advice for Ontario's budding entrepreneurs/innovators in a timed event" (<http://ocediscovery.com/mentorship2012>)

Each entrepreneur is seated with a men-

tor for 20 rounds of individual sessions, resulting in a total of 60 minutes of expert advice. Topics covered include, how to

overcome challenges in your businesses and uncover new opportunities.

Entrepreneurs will be streamed into tracks, including:

- **Startup - Concept:** The entrepreneur/innovator has the idea and needs to validate and do more research
- **Startup - Development:** The idea has been validated and is now building

- **Startup - Launch:** The entrepreneur/innovator is now bringing his/her idea to market

- **Growth - Sales:** The entrepreneur/innovator's business has demonstrated positive cash flows or earnings and is now focused on further growth through organic sales

- **Growth - Financing:** The entrepreneur/innovator's business has positive cash

flows or earnings and is focused on further growth through increased scale of operations or acquisition

- **Commercializing Research:** The participant is an academic researcher ready to implement strategies to commercialize his/her work

For more on Discovery 12 visit www.ocediscovery12.com



The Globe and Mail: Digital startup accelerator targets minorities, women

By Mark Evans

April 23, 2012

Inspired, Ms. Huggins created the Toronto-based Driven Accelerator Group, a digital startup accelerator

comes to business, and I felt starting the accelerator was the best thing to do.”

Driven will operate a 12-week program that will provide five companies with guidance on business and prototype

Each company will also receive assistance from a team of mentors that includes Ceridian Dayforce president David Ossip, technology journalist Amber MacArthur, Social Media Group founder Maggie Fox and marketing executive April Dunford. A mentor will make a



Driven Accelerator Group Founder Tamar-Melissa Huggins

for businesses led by minorities – women, African-Canadians and South Asians.

“Driven Accelerator was created to bridge the gap we see in the tech community when it comes to minority founders,” said its founder and chief executive officer in an interview.

“I feel we are offering something unique and different because we are trying to provide exposure to minority founders, and encourage minorities to start the next Facebook or the next Twitter. I have always had a passion to help other people when it

development and the preparation of a pitch for a demo day that will cap things off.

Ms. Huggins said she is interested in people who have created mobile computing, Web-based and cloud computing startups. Driven will take a 4-percent equity stake in each company that is part of the program.

“These are people who understand their specific market and have a prototype, but need the assistance on the business end of it,” said Ms. Huggins, who has a public relations and digital background.

presentation to a company about a particular topic, as well as participate in an informal dinner series during which entrepreneurs will have the chance to ask questions and share their opinions.

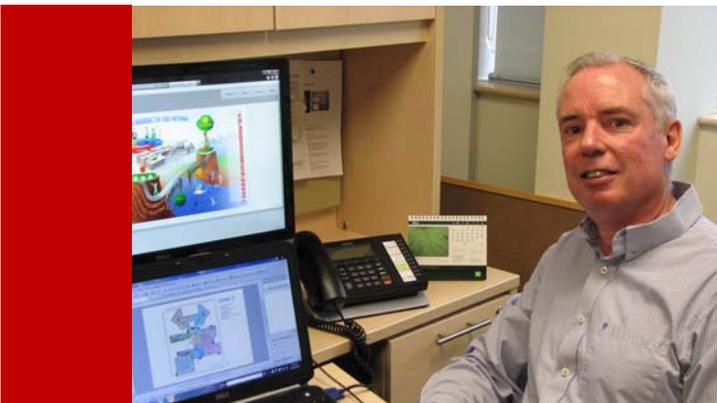
Driven, which will be housed at the Foundry co-working space in downtown Toronto, has not raised money yet to provide financial help to companies that join the accelerator.

“I am looking for the right partner to come on board – someone who believes in the vision and wants to build diversity in the startup community,” Ms. Huggins said.

MEET THE ENTREPRENEURS SSMIC Incubator

With more than 20 years experience, Mark Lewis started ServiceProbe, a training and development company focused on helping clients build a strong organization. The company's web-based training and orientation solution uses learning maps for management and instruction. The software has been used in new hospitals to improve operational efficiencies and is extending to other sectors such as manufacturing and gaming.

For more on ServiceProbe Ltd., visit www.serviceprobe.ca.



Mark Lewis, ServiceProbe Ltd.

Northern Lights Multimedia Studio was a unique venture for Michel, a certified electrical engineering technologist. His company is unique to northern Ontario and creates customized laser shows using both graphic design which couples 2D animation with customized software developed in-house.

For more on Northern Lights, visit www.northernlightlasers.com.



Michel Poirier, Northern Lights



Marco Pierucci, Tonal Group Inc.

Marco started Tonal Group with over 8 years of experience in web development and programming. With hopes of balancing his technical skill with creative intuition, he gathered a team and moved Tonal Group into the SSMIC business incubator in 2012.

Tonal Group offers services including creative concept development, campaign design and management, web and database applications, corporate identity and brand development.

Learn about Tonal Group Inc. by visiting their website: www.tonalgroup.com.

Robert Cormier, Terrafact



Before founding Terrafact, Robert Cormier was President and Chief Pilot of the forest inventory contracting and consulting firm R&B Cormier Enterprises Inc. As an experienced commercial pilot, research diver and forestry technologist, Robert started Terrafact, which focuses on resource mapping by translating measuring, reporting and verification (MRV) information into data for use in Ontario forests. For more on Terrafact, visit www.terrafact.com.

UPCOMING EVENTS:

Sault Ste. Marie Innovation Centre
1520 Queen Street East, Suite BT 200

www.ssmic.com

May

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May 31st

*TAG Luncheon with Gerry Kirk on
Personal Kanban and Improving Productivity
12PM—1:30PM*

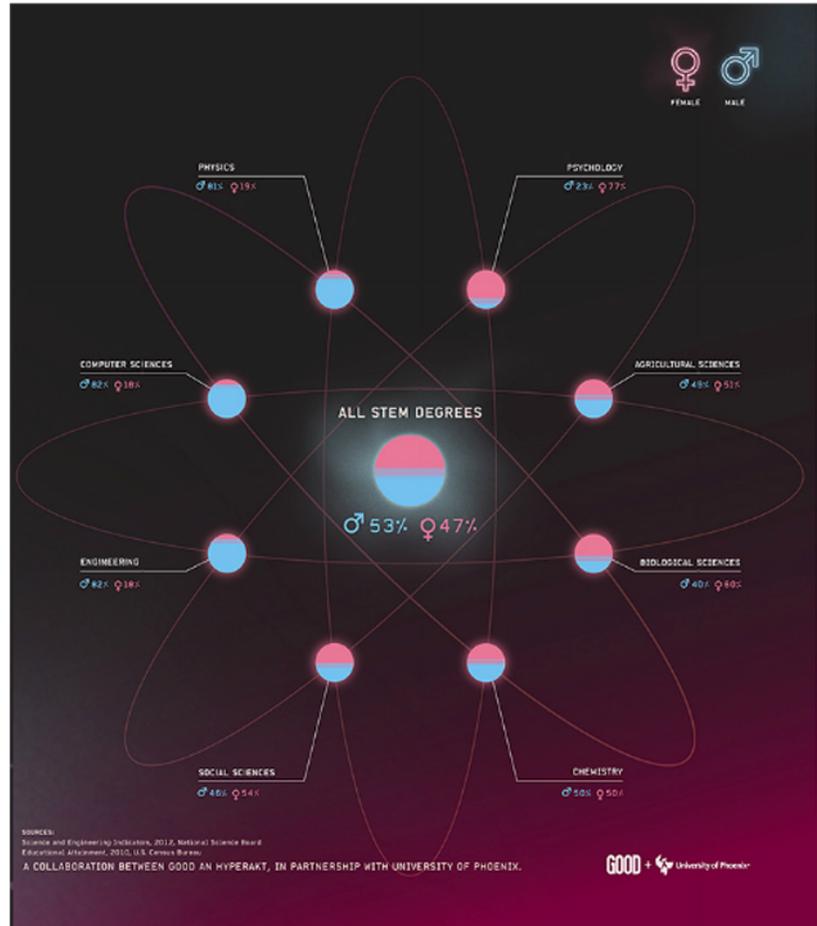
June 28th

*SSMART Innovation Awards are approach-
ing. Consider nominating yourself or a peer!*

For information on these events, please contact Diana Medaglia, Marketing and Communications Manager at 942.7927 x. 3138 or dmedaglia@ssmic.com

Who is the next generation of scientists?

The science, technology, engineering and mathematics (STEM) students of today are tomorrow’s scientists.



Source: Good Magazine

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