

Session Schedule

Time	Conference Room B	Conference Room C	Conference Room A
1:30 pm 1:50 pm	Plenary Session 1 – Guest Speaker (Main Rotunda) <ul style="list-style-type: none"> MC Rob Bryanton of Talking Dog Studios Introductions and Welcome Innovation Saskatchewan Introduction Robert Watson Introduction and welcome ITAC - BOD 		
2:00 pm 2:20 pm	ITAC – Information Technologies Association of Canada Unconfirmed – Dave was to talk with Linda	University Of Saskatoon Industry Liaison Office – Glen Schuler	SpringBoard West Innovations Inc. – Jenn Walker Is there a pot of gold at the end of the rainbow?
2:30 pm 2:50 pm	TRLabs TRLabs: Innovation through Partnerships	Edwards School of Business (UofS) – Dale Lemke	NRC-IRAP Supporting Innovative Canadian Subject Matter Experts
3:00 pm 3:30 pm	Plenary Session 2 – Doug Barber CEO of Gennum (Main Rotunda) <ul style="list-style-type: none"> Why Knowledge Based Companies Fail Gennum Corporation designs innovative semiconductor solutions and intellectual property (IP) cores for the world's most advanced consumer connectivity, video broadcast and data communications products. Leveraging the company's proven optical, analog and mixed-signal products and IP, Gennum enables multimedia and data communications products to send and receive information without compromising the signal integrity. 		
3:30 pm 3:50 pm	SaskTel - PDG SaskTel's Proud History and Future Partnering with the Private Sector	STEP – David Froh David Froh 306 787-7928	Wireless Industry Partnership (WIP) Carolyn Lewko WIP supports the voice of mobile developers around the world.
4:00 pm 5:30 pm	Closing Remarks – Dave Schroder Reception – Dustin Cooper (15 min)		

Key Note Speaker(s)

Why R&D Intensive Enterprises Fail in Canada – Doug Barber

Since the National Innovation Strategy was launched in 2001, much attention has been given to commercialization of University Research. Little attention has been given to the poor success of R&D intensive commercial enterprises. Many start-up and early stage firms disappear as do successful companies with sales over \$100 M. This study has focused on these firms. Our studies of these companies have given new insights into the root causes for the poor or unsustainable performance of Canadian enterprises. These causes are much more cultural and human than they are technical or financial. The question of how to change our culture for greater success in knowledge-based commerce becomes a key challenge for Canada's prosperity. It is a challenge on which we have made no progress in the last three or four decades. Change is needed. For many of our 18 – 25 year olds, the University learning environment is a key cultural influence at a time in life where the potential for cultural change is greatest. The Universities have an opportunity to be a key change agent. Failure here makes later cultural change very difficult and ultimately unsustainable.

Session Abstracts

TRLabs

TRLabs is an industry led not-for-profit Information and Communication Technology (ICT) research and commercialization consortium operating in SK, MB, and AB. TRLabs connects industry, government, and academic institutions through research and commercialization of industrially relevant ICT related technologies and applications. This presentation will highlight how TRLabs works together with small and medium sized companies to create innovative products and services through ICT research and commercialization. An overview of our Market Pull Commercialization Model and TRLabs' three focus areas: eHealth, Converged Digital Media and Strategic Sectors, will be presented.

Edwards School of Business (UofS)

While over the years the name of business programming has changed what has not changed is a total commitment to an excellent educational experience for students. Over the past nearly 100 years as we have grown from a small program linked to the professional accounting community to a comprehensive Business School we listened to you! You told us that a business education must have deep functional roots in core disciplines of accounting and finance, marketing and management, human resources and strategy. But you also told us that these deep functional roots must be enhanced with integrated decision making skills. Finally, you told us to remember that effective decision making requires key professional competencies of communications and leadership within a framework of ethics and social responsibility. You will find these characteristics embedded in all of our programs.

SpringBoard West Innovations Inc

The transformation of an idea to a market success is an exciting vision. This excitement is what drives innovators to launch a new company and try to get their product to market. However, building the right foundation to, first of all, make sure that there is a market, then to determine that your product will fit the market's specifications and finally to build a company with the management skills and financial backing to make this transformation happen – ahead of the competition – is neither easy nor straightforward. This presentation will present a structured approach which is designed to assist innovators and entrepreneurs in building that solid foundation for a successful launch of a new product.

Session Descriptions (cont)

NRC-IRAP

The NRC Industrial Research Assistance Program (NRC-IRAP) provides a range of both technical and business oriented advisory services along with potential financial support to growth-oriented Canadian small and medium sized enterprises. The program is delivered by an extensive integrated network of 240 professionals in 100 communities across the country. Working directly with clients, NRC-IRAP supports their innovative research and development and helps them become commercialization-ready with their new products and services. NRC-IRAP views SMEs as the strategic backbone of the Canadian economy and is committed to working with them while they realize their full potential and turn knowledge and innovation into strategic opportunities, jobs and prosperity for all Canadians. The presentation will provide a brief overview of the program.

Information Technology Association of Canada (ITAC)

The Information Technology Association of Canada (ITAC) is the voice of the Canadian information and communications technologies (ICT) industry. ITAC represents a diverse ICT community spanning telecommunications and internet services, ICT consulting services, hardware, microelectronics, software and electronic content. ITAC's community of companies accounts for more than 70 per cent of the 572,000 jobs, \$140.5 billion in revenue, \$6.0 billion in R&D investment, \$31.4 billion in exports and \$11.4 billion in capital expenditures that the ICT industry contributes annually to the Canadian economy. ITAC is a prominent advocate for the expansion of Canada's innovative capacity and for stronger productivity across all sectors through the strategic use of technology.

University of Regina – Industry Liaison Office

The UILO (University-Industry Liaison Office) is an initiative of the City of Regina and the University of Regina to promote research collaborations and partnering opportunities involving intellectual property and to build focused working relationships between the University and the business communities in our region, our country and internationally. Universities share their expertise with private and public organizations to enhance the development of the communities that generously support the primary missions of teaching and scholarly research.

SaskTel

SaskTel and its subsidiaries have a history of very successful relationships and partnerships with the private sector, both big and small. Whether it's selling services to our customers through dealers, providing specialized expertise only available outside of the corporation or assisting local companies in designing and manufacturing equipment SaskTel needs, the private sector both inside and outside Saskatchewan is an integral part of the success of SaskTel.

SaskTel takes its commitment to partnership development seriously with the goal to achieve a wide range of new and expanded initiatives with the private sector. This presentation will focus on the steps SaskTel is taking to implement its own "Partnership Development Group" and how this initiative will be an opportunity for Saskatchewan economic growth.

STEP

This presentation will focus on how & why to access markets and collaborations outside of Saskatchewan. We live in a global market and it's easier than ever to connect with and benefit from those outside of our domestic environment. STEP's Technology Services & Resources team has a number of ways to help companies plan for their entry into new markets and to connect with people and companies for mutual benefit. The presentation will also describe STEP's services for members.

Wireless Industry Partnership (WIP)

WIP supports the voice of mobile developers around the world. We do things like talk to the suits so they understand how equally important developers are to the ecosystem, we use our highly tuned negotiating skills to get you complimentary passes to the industry's leading events, we host WIPJam sessions for you to collaborate, and have set up this site for you to find important go to market resources so you can spend more time being creative, having fun and making lots and lots of money!

Industry Display Tables

Company	Description
TBD	TBD.