

Perspective™

Guelph | 2013



UNIVERSITY
of GUELPH

GROWING SUCCESS

Guelph is a
World Leader in
Agri-Technology
and Innovation



TOWNHOMES, SINGLE & SEMI-DETACHED HOMES

GUELPH | CAMBRIDGE

GRANITEHOMES.CA

GRANITE
HOMES

HOMES
FROM **\$322,900**



Innovation Guelph – Central to Guelph-Wellington Innovation Resources

Visitors to Guelph-Wellington County often associate our community with education and innovation in the agriculture and food sectors. Indeed, Guelph has been a leader in agri-tech for almost 140 years; it's the home of the Yukon Gold potato, Omega-3 products, canola, and much, much more. Guelph remains the centre of advancement in agricultural technology, agronomy, plant and animal breeding, veterinary science, and all things food.

But a community that cares about the vitality of the agriculture and food sector also values our land, air and water. Today it is more accurate to refer to the Guelph-Wellington innovation ecosystem as being focused on wellbeing and quality-of-life for all Canadians. These innovations come in many forms: clean water, soil, and air technologies; renewable energy; bio-based materials and innovations; waste reduction and reuse technologies; and of course, new food products – all of which service the health and wellness of our communities.

At Innovation Guelph we help companies of all sizes, start, grow and thrive – delivering programs and services in partnership with the Ministry of Economic Development and Innovation (MEDI), MaRS & OCE, the Ontario Trillium Foundation, and IRAP – all members of the Ontario Network of Excellence (ONE). Locally we have built a strong regional alliance of business support services, local innovation partners, and a network of angel investors, who our clients can leverage as they scale their enterprises.

“Once considered one of the best-kept secrets in Guelph, Innovation Guelph is fast becoming a leader for incubating the unique entrepreneurial spirit that is distinctly Guelph. The people who live and work here are passionate about their community and making a difference.” Kevin Boon, Entrepreneur in Residence at Innovation Guelph.



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Innovation Guelph is of course well-connected in the ag-food technology space and helps local entrepreneurs build businesses around new food products like Ontario-produced Quinoa (Katan Kitchens). Our clients are also leaders in Clean Air and Water Technologies (ReSource H2O, Nedlaw Living Walls, MANTECH Inc., Novus Environmental); Renewable Energy (W2Energy, GreenBug Energy); Professional Training (Juice Inc.); Digital

Media & ICT (Speakfeel Corporation, RemoteRep®); Health and Wellness (Life Recovery Program, PlantForm); Social Innovation (GiveBackVillage, The O'Halloran Group) and Manufacturing. Since opening its doors, IG has mentored over 350 companies.

Our staff and regional alliance partners, work together to help entrepreneurs, community organizations, researchers, or other business leaders, identify and solve the challenges they face as they grow their companies. We help innovators to understand and access funding available through Provincial, Federal, or other sources; provide strategic, expert business advice; offer access to market intelligence reports; and organize and host events focused on business training, networking, and community initiatives.

“Our Company is entering into an emerging market and this has provided some serious challenges,” says Paul Radkowski of Life Recovery Program.

“The coaching and networking afforded us through Innovation Guelph led to our market entry strategy and a team of supportive people who believe in our business.”

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Innovation Guelph Peer Groups are assembling around water, manufacturing, food & agriculture, young entrepreneurs, immigrant entrepreneurs, ICT, and more. The groups work to identify barriers facing their industries – things like R&D needs, government regulations, funding and finance challenges – but the groups also provide a forum to share resources, network, and build partnerships within the sector.

“Collaboration comes easily in Guelph” says Lloyd Longfield, President of the Guelph Chamber of Commerce. “The Water Cluster was formed to connect business, education and government to tackle commercialization and demonstration projects showcasing emerging water technology in Guelph.”

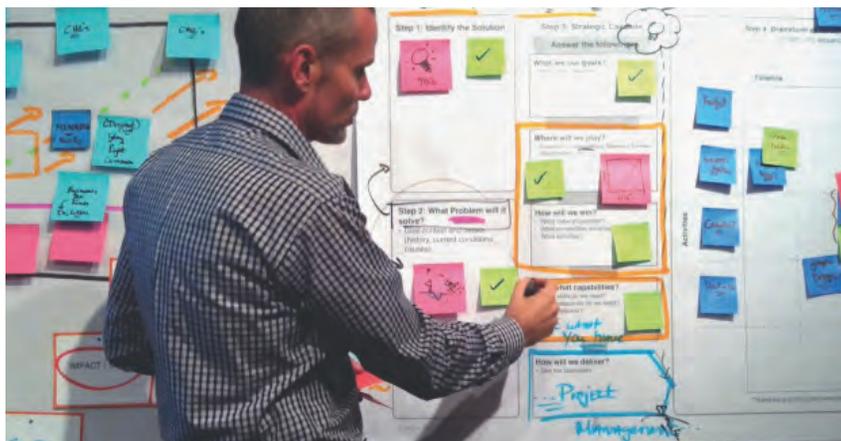
Innovation Guelph is at 111 Farquhar Street in downtown Guelph, co-located with the Guelph Chamber of Commerce, and a business cluster that includes start-ups, small- and medium-sized businesses, and government services. The Granary, as it's called, is 160 years old and Guelph's oldest continuously operating commercial space. As we continue to expand within its walls, the Granary is becoming Guelph-Wellington's one-stop-shop for business and innovation services.



GiveBackVillage: To the socially conscious and responsible customer, GiveBackVillage.ca is an online marketplace that allows customers to save money on the products they use on a daily basis, while giving back to their Guelph-Wellington community through the simple act of making a purchase. All of the items found on the site are produced by the local non-profit community or supplied by neighbourhood businesses. GiveBackVillage.ca's net surplus is granted back to local non-profit and charitable organizations. With start-up funding from the Ontario Trillium Foundation, generous corporate support and many non-profit community partners, we're all working together - community supporting community - in this unique social shopping experience.



Making micro hydro possible: Working with Innovation Guelph and researchers Dr. Dave Lubitz and Dr. Bahram Gharabaghi at University of Guelph, GreenBug Energy Inc.'s Archimedes screw generator systems are making low head (1-10 meters) micro hydro-electric projects financially viable while reducing greenhouse gases and improving fish passage. GreenBug designs, engineers, manufactures, installs and maintains Archimedes screw generators for low head micro hydrosites and related industrial energy recovery applications. Applications are typically between 1 and 100kW in size. To learn more about GreenBug Energy visit www.greenbugenergy.com



Juice Inc. 500% more useful ideas - How do you balance time for innovation against the pressures of everyday tasks? By making your brainstorming process more efficient and productive. Research indicates that a structured innovation approach allows teams to produce 500% more useful ideas than groups employing conventional brainstorming. Juice is helping organizations apply time-tested innovation tools to create breakthrough thinking through Innovation-in-a-Box training. Participants use a straight-forward, structured toolkit to tackle their own work challenges - learning while doing real work. Participants gain the skill, conviction and confidence to use the tools immediately. To learn more about Juice Inc. & Innovation-in-a-Box, visit: www.juiceinc.com/innovation



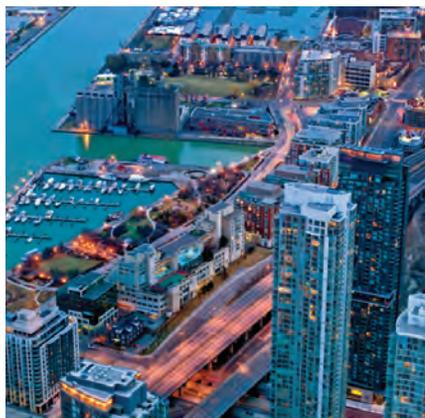
Locally grown quinoa in Ontario: Katan is finalizing plans to become the largest producer of local quinoa in North America! Jamie Draves, President of Katan, collaborated with many partners, to develop a local variety of quinoa! This fall, Katan will offer Ontario quinoa that will be available on a first come, first serve basis! Call 647-932-6930 or email service@katan.ca to be put on the list to have the first chance to order the first commercially available locally grown quinoa in Ontario!



It's all about the water! Everyday tens of thousand's of water samples from our drinking water supply to our rivers, lakes and ocean fronts are analysed with MANTECH instrumentation. MANTECH's innovative approach to water quality testing instruments has come from our passion for innovation in science. Both Government and Industry trust MANTECH generated results to protect both the environment and human lives. MANTECH thanks the support of Innovation Guelph, The City of Guelph and The University of Guelph as we grow and export these valued innovations around the world. To learn more about MANTECH visit www.mantech-inc.com or email info@mantech-inc.com.



Nedlaw Living Walls: The living wall biofilter represents the hybridization of science and art to generate high quality indoor environments in an aesthetic and sustainable manner. The result of over 10 years of research at the University of Guelph, the system appears as a wall of plants. However, the wall is an integrated part of the building's air handling system. Air is forced through the wall and biological components degrade pollutants in the air into their benign constituents. The clean air is then distributed throughout the building. With the help of Innovation Guelph, Nedlaw has installed close to 200 systems across North America. Visit <http://www.nedlaw.ca/> or <http://www.nature.com/> for more information



Harmonizing the Built and Natural Environments: Novus Environmental specializes in the fields of air quality, wind and climate, sound and vibration, electromagnetic and radio frequency interference and sustainable water, with a goal of harmonizing the built and natural environments. Integrating expertise across disciplines ensures our clients achieve their goals and realize the most innovative and sustainable solutions available. Recent successes include development of new climate modelling methods for ASHRAE, participation on design teams for the new Pan Am Games facilities, the new Forensics Services and Coroners Complex in Toronto and support for an advanced workshop for NATO on sustainable water, infrastructure and energy systems. Working with Innovation Guelph and others, our modellers, engineers and scientists collaborate with the best and our clients get the best.

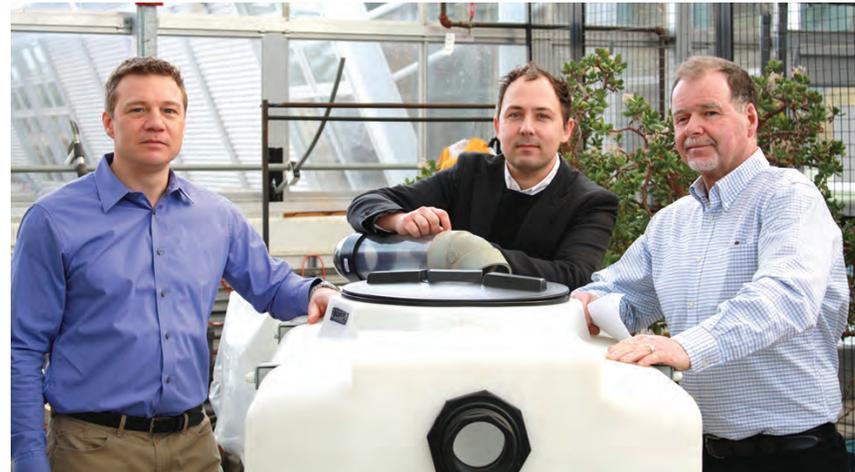
To learn more about Novus visit our website at:



Making cancer drugs more affordable: PlantForm Corporation is using tobacco plants to produce antibody drugs to treat cancer and other serious illnesses, at a fraction of the cost of other manufacturing systems. The Guelph-based company's first product will be a biosimilar (generic) version of the breast cancer drug Herceptin®. Also in the works are antibodies for the treatment of HIV/AIDS, as well as an enzyme that protects against the effects of nerve agent exposure. PlantForm licenses its technology from the University of Guelph, where it was developed by world renowned plant scientist Dr. J. Christopher Hall. To learn more about PlantForm, visit: www.plantformcorp.com



W2 Energy Inc. develops renewable energy technologies and applies it to new generation power systems. W2 Energy's plasma assisted biomass to energy plants utilize state-of-the-art technologies to produce green energy, both fuel (sulfur free diesel) and electricity, at the most efficient cost in capital investment and production per/barrel, per/Megawatt. The company's biofuel technologies include biodiesel, fuel oil replacements and synthetic fuels all derived from renewable and/or green sources. Our 24,000-square-foot facility on four acres of land is located in Guelph, Ontario. We are committed to manufacturing in North America, to ensure the highest quality components, and to provide local jobs. w2energy.com



ReSource H2O Inc. Innovators in the reclamation and distribution of rainwater. ReSource H2O has years of experience designing and installing custom Rain Water Harvesting (RWH) systems. In response to the technical challenges that engineers and contractors face, ReSource H2O has developed a fully integrated, standardized RWH system for commercial and residential applications. The commercial product will launch this spring. ReSource H2O has enjoyed strong support from academic, public and private partners, who have contributed to the development of our world class RWH system. Innovation Guelph provided financial and management tools that have accelerated the company to full production. ReSource H2O is the leading innovator in the rainwater harvesting industry. **To learn more about ReSource H2O visit: www.resourceh2o.com**



SpeakFeel



SpeakFeel Corporation (speakfeel.ca) has been producing mobile applications for North America's Fortune 500 since 2009. They have developed software for Kids Help Phone, the University of Waterloo, TorStar, RIM, Vincor Canada, Monsanto and various agencies out of Toronto and New York. Their product **JoeMobi.com**, an "instant app" tool, has a global reach with over 1 million content "pushes" throughout countries such as India, Indonesia and the UAE. Innovation Guelph has helped SpeakFeel drive JoeMobi through Executive-In-Residence support and with access to investor and government resources. The software placed 3rd in "PitchIt 2012," Innovation Guelph's version of "Dragon's Den."

RemoteRep[®] virtually anytime anywhere



RemoteRep[®] has changed the way selling is performed. If you are accountable for sales in your organization, **you need to know about RemoteRep[®]**. RemoteRep[®] Sales Results Workbench™ is a proven software solution that integrates the 3 key sales methods required to **dramatically increase** sales force effectiveness, **extend reach** to new customers, and **expand** the number of customer opportunities that can be managed and won. Advanced analytics from every customer interaction allow managers to **gain insights** that give them the **competitive advantage** to win in their markets. Innovation Guelph, through its programs and the support of the EIR have assisted RemoteRep[®] by accelerating the development of the company, defining its markets, and raising investment funding to fuel growth. If you want real sales results, contact RemoteRep[®]. www.remoterep.com // 855.426.7839 // sales@remoterep.com