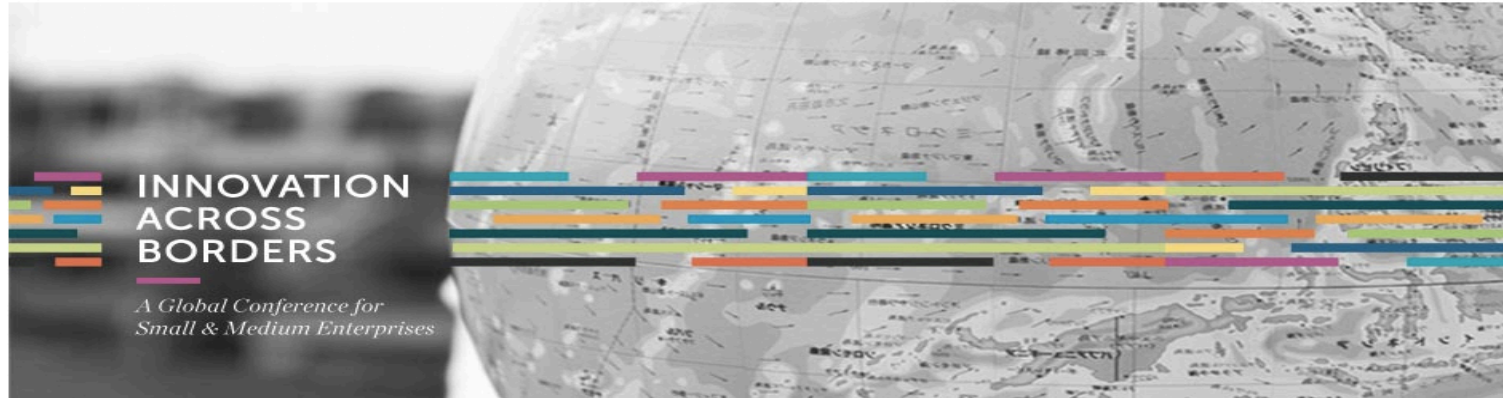


## Innovation Across Borders

February 24-25, 2011 – MaRS Centre,  
Toronto, Canada



# TRANSATLANTIC COOPERATION

Toronto, Canada  
February 25, 2011

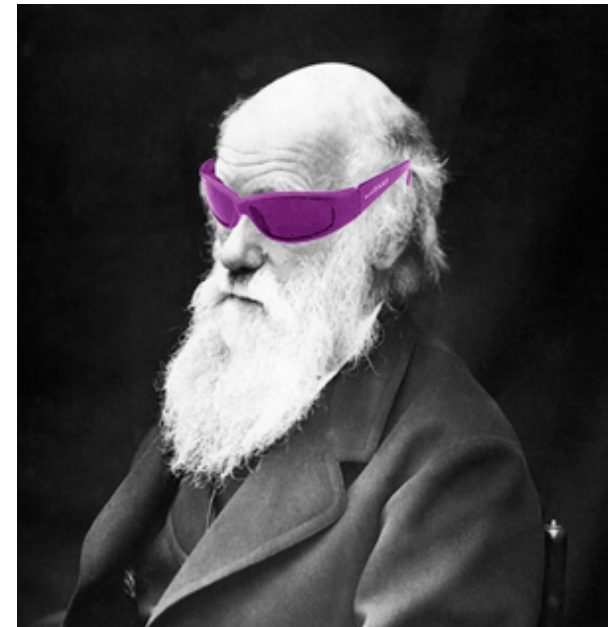
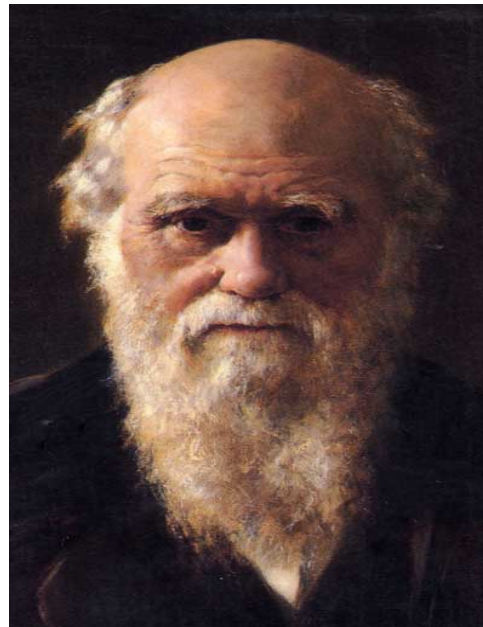
*Presented by:  
Richard A. Bendis  
President and CEO  
Innovation America*



# Darwin on Collaboration

“ It is the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”

-Charles Darwin



# Canada's Future is Determined By the Present



# The Global Innovation Imperative

- Innovation is Key to Growing and Maintaining a Country's Competitive Position in the Global Economy and to address Global Challenges
- Collaboration among Small and Large Businesses, Universities, and Research Institutes is Essential for Innovation—
- New Institutions and New Incentives, are increasingly important to support collaboration and foster innovation
- Competitive advantages are increasingly tied to human capital and innovation
- Economic growth is closely related to education/workforce, energy, climate change, environmental, natural resource and geopolitical issues



**INNOVATION  
MATTERS**

# How Leading Nations Responding to the Innovation Imperative?

*They are providing four things:*

- High-level Focus
- Sustained Support for R&D:  
Leveraging Public and Private Funds
- Support for Innovative SMEs
- New Innovation Partnerships to bring new products and services to market

*Note: Many countries are investing very substantial resources to create, attract and retain industries in leading sectors*



# Innovation Economy: Definitions & Terminology

- Knowledge is the confident understanding of a subject, potentially with the ability to use it for a specific purpose
- Knowledge economy is based on creating, evaluating, and trading knowledge
- **Innovation** is the creation and transformation of knowledge into new products, processes, and services that meet market need.....and interactions, entertainment forms, and ways of communicating and collaborating



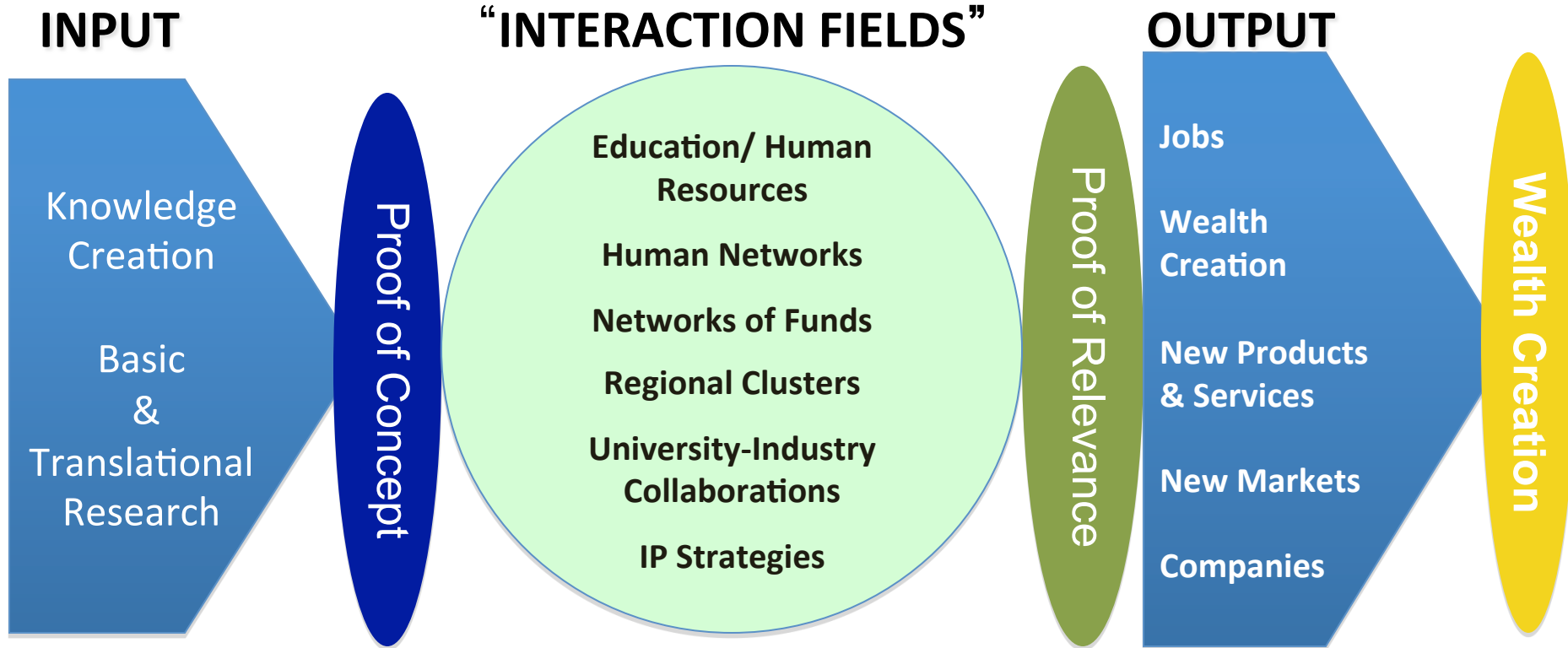
# Why Is Innovation Essential?

***“INNOVATION  
DISTINGUISHES  
BETWEEN A LEADER  
AND A FOLLOWER.”***

**-STEVE JOBS**



# Innovation Ecosystem



The concept of the innovation ecosystem stresses that the flow of technology and information among people, enterprises and institutions is key to a vibrant innovation process.



# The New Locational Competition

***Definition: The competition for economic activity***

Intense and growing competition among nations and regions for well paid jobs and improving living standards.....

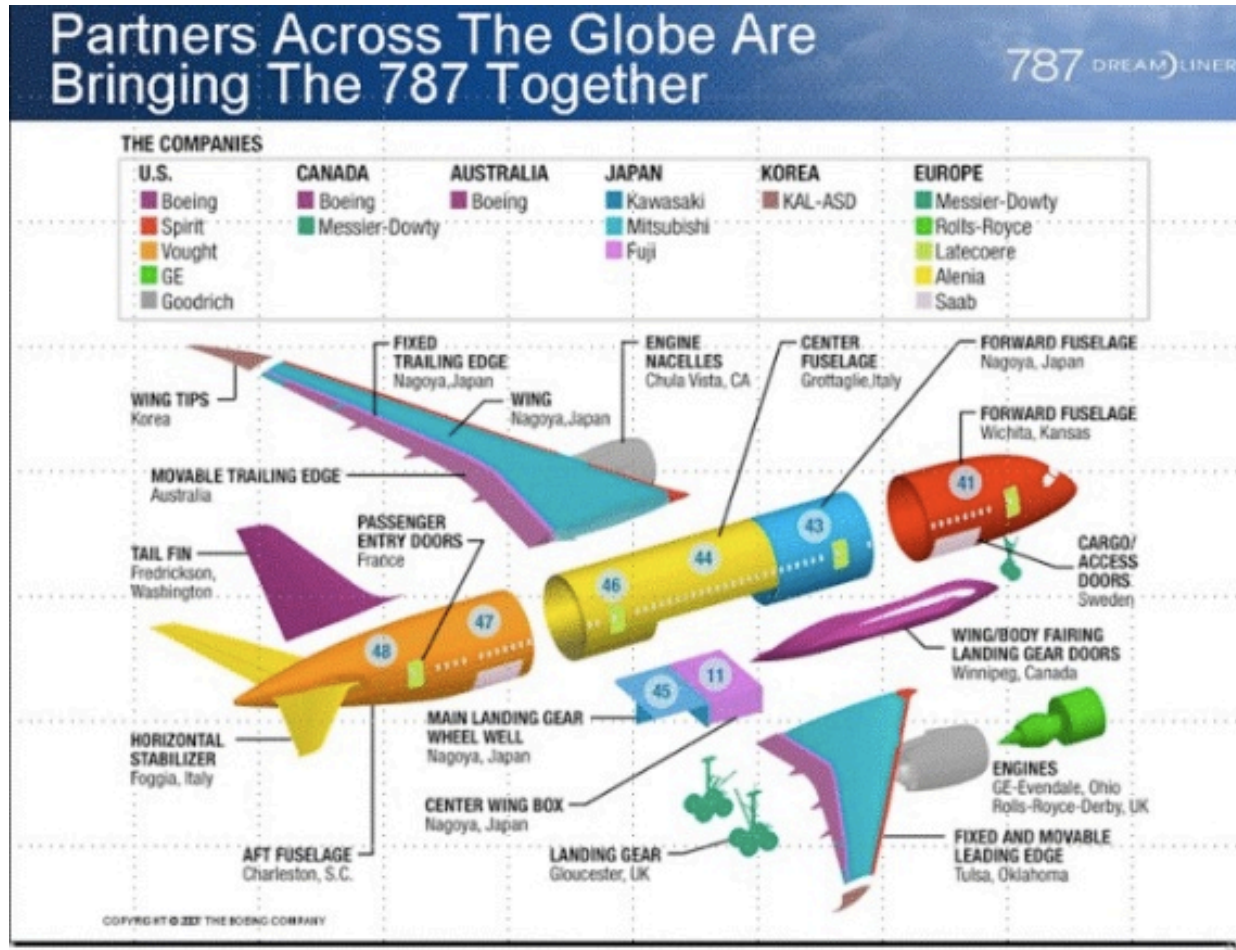


# Global Innovation Network

## Global Innovation Network



# Global Open Innovation



# Transatlantic Cooperation FP7

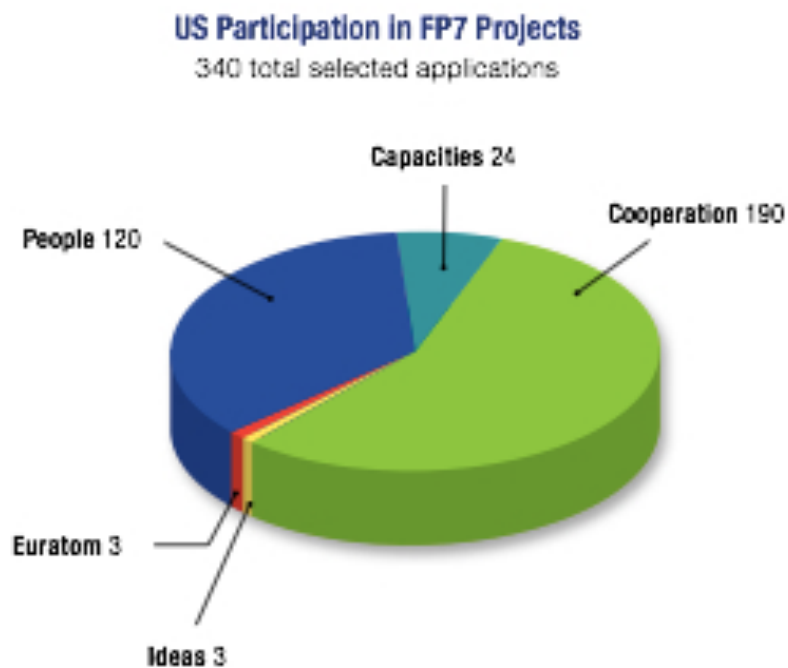
Program for Research of the European Community (FP7).

- European Community's main instrument for funding R&D activities in Europe, reflecting all aspects of EU research policy
- Timing 2007-2013
- Budget: \$53.2 billion Euros
- Four Specific Programs:
  - Cooperation
  - People
  - Capacities
  - Ideas.



# Transatlantic Cooperation FP7

Program for Research of the European Community (FP7).



# Transatlantic Cooperation FP7 Examples

3

EXAMPLES OF FP7 TRANSATLANTIC COOPERATION PROJECTS WITH U.S. PARTICIPATION

## Examples of FP7 Transatlantic Cooperation Projects

COOPERATION PROGRAMME:

### HEALTH

**ACRONYM:** METAcancer

**DURATION:** 3 years

**TITLE:** "Identification and validation of new breast cancer biomarkers based on integrated metabolomics"

**U.S. PARTNERS:** University of California, Davis, United States.

**EUROPEAN PARTNERS:** Charite Universitaetsmedizin Berlin, Germany; University of Cambridge, United Kingdom; Technical Research Centre of Finland, Finland; CSC ForschungsGmbH, Germany; tp21 GmbH, Germany; Lower Silesian Oncology Centre, Poland; HighChem Ltd., Slovakia.

**MAIN OBJECTIVE:** Breast cancer is the most common cancer in women. The FP7 project METAcancer aims at characterizing the metabolism of malignant breast tumours in order to identify new biomarkers and targets for therapeutic interventions. This consortium consists of three universities, one research center and a number of molecular biologists. University of California, Davis participates in the consortium, which represents an excellent example of international coordination among clinicians, biochemists and bioinformaticians.

**WEBSITE:** <http://www.metacancer-fp7.eu/>



COOPERATION PROGRAMME:

### FOOD, AGRICULTURE AND BIOTECHNOLOGY

**ACRONYM:** SYMBIOSIS-EU

**DURATION:** 4 years

**TITLE:** "Scientific synergism of nano-bio-cogni science for an integrated system to monitor meat quality and safety during production storage and distribution in EU"

**THIRD COUNTRY PARTNERS:** Colorado State University, United States; Institute of Environmental Science and Research, New Zealand.



**EUROPEAN PARTNERS:** Agricultural University Athens, Greece; Cranfield University, United Kingdom; University of Manchester, United Kingdom; Zenon S.A. Robotics and Informatics, Greece; National Agricultural Research Foundation,

Greece; Ecole Nationale d'Ingenieurs des travaux agricoles de Clermont-Ferrand, France; Universita degli studi di Napoli Federico II, Italy; Stichting Dienst Landbouwkundig onderzoek, Netherlands; Technobiochip SCARL, Italy; Flex-packaging AL SPA, Italy.

**MAIN OBJECTIVE:** The Symbiosis-EU project will bring together 14 partners from 6 EU countries, plus one each from New Zealand and the United States to study meat safety & quality. The overall aim is to identify and quantitatively evaluate practical and easy to use chemical, biochemical and molecular indices and establish their applicability as quality monitors for inspection of meat safety and quality.

**WEBSITE:** <http://www.symbiosis-eu.net/>

# Leverage the Inherent Strengths of the Transatlantic Innovation Economy.

1. Reaffirm open investment policies and eliminate restrictions on foreign direct investment
2. Drive collaboration between and among American and European universities, research institutions, and the private sector.
3. Facilitate R&D investment through public-private partnerships and long-term incentives.
4. Fund pre-competitive scientific research and make it more readily available for commercialization.
5. Prevent the erosion of intellectual property rights (IPR) and ensure their consistent and effective enforcement.



# Leverage the inherent strengths of the Transatlantic Innovation Economy.

6. Ensure that competition laws enhance efficiency and consumer welfare without restricting the commercial exploitation of IPR.
7. Promote the use of international standards and, where necessary, performance-based technology regulations.
8. Secure reliable and undistorted access to raw materials and encourage their efficient use.
9. Promote national deployment and maintenance of robust information technology (IT) infrastructure and allow access to innovative technologies.
10. Assess the implications of government policies on the process of innovation and share lessons learned with third countries.





# Government's Role in Innovation

- Long term vision and planning
- Identify gaps and trends in science, technology, innovation and SME development
- **Be a catalyst through long-term strategic investments and partnering**
- Develop a balanced and flexible research and development investment portfolio
- Encourage private sector innovation
- Establish performance-based research and development
- Accelerate the commercial exploitation of creativity and knowledge, through innovation and research, to create wealth, grow the economy, build successful businesses and improve quality of life



# The Importance of Trans-Atlantic Collaboration

*“No other international economic relationship comes close in terms of profitability or as a driver of innovation, research and development.*

*I see no reason why we should settle for less in the 21st century.”*



Maroš Šefčovic  
EU Vice President and  
Commissioner

# Nokia and Microsoft Partnership



Image: Nokia



# Canada and US Cross Border Facts

- 300,000 travelers cross the Canada US Border Everyday
- 35,000 trucks cross the border everyday
- \$1.6 Billion of trade everyday



## The Big Table

Film and Video Incentives in Canada (2010)

Digital Media and Animation Incentives in Canada (2010)

# Canadian Based Digital Media Cross Border Collaborations



SAATCHI & SAATCHI  
THE LOVEMARKS COMPANY



# Internet Strategies for Tapping into Foreign Markets

- Use localization in your online marketing
- Use local affiliate networks
- Use local social media
- Use the web to find local freelance expertise



Source: *Christian Arno, who is the founder and Managing Director of global translation services and localization agency [Lingo24](#).*

# Key Difference Between Incubators and Accelerators

**Incubators** - incubators allow for slower growth, although they typically have some requirements as to how long companies can remain in the incubators before they graduate.



**Accelerators** - as their name implies, focus on an intense, boot-camp-like experience to get new businesses up and running in a matter of months.



# Accelerators





# European Seed Camp

- Jumpstarts the entrepreneurial community in Europe by connecting next generation developers/entrepreneurs with a top-tier network of over 400 mentors
- Seedcamp Week - Intensive week-long event held in London every September and is targeted at young entrepreneurs
- Micro seed fund to invest in startup companies €50.000 for 8-10% equity
- Funded companies are hosted in London for 3 months to grow and develop their company



# Startupbootcamp - Denmark

- startupbootcamp is a European startup accelerator affiliated with Techstars

- Startup cash €4,000 per team member in micro capital.

- Access to our 75+ mentors – serial entrepreneurs and experts

- 10 teams joining for 3 months of acceleration until Investor Day.



# Soft Landing Innovation Center



The Science Center is an attractive “soft landing” place for international companies to launch their US businesses and a powerful economic engine for the regional economy.



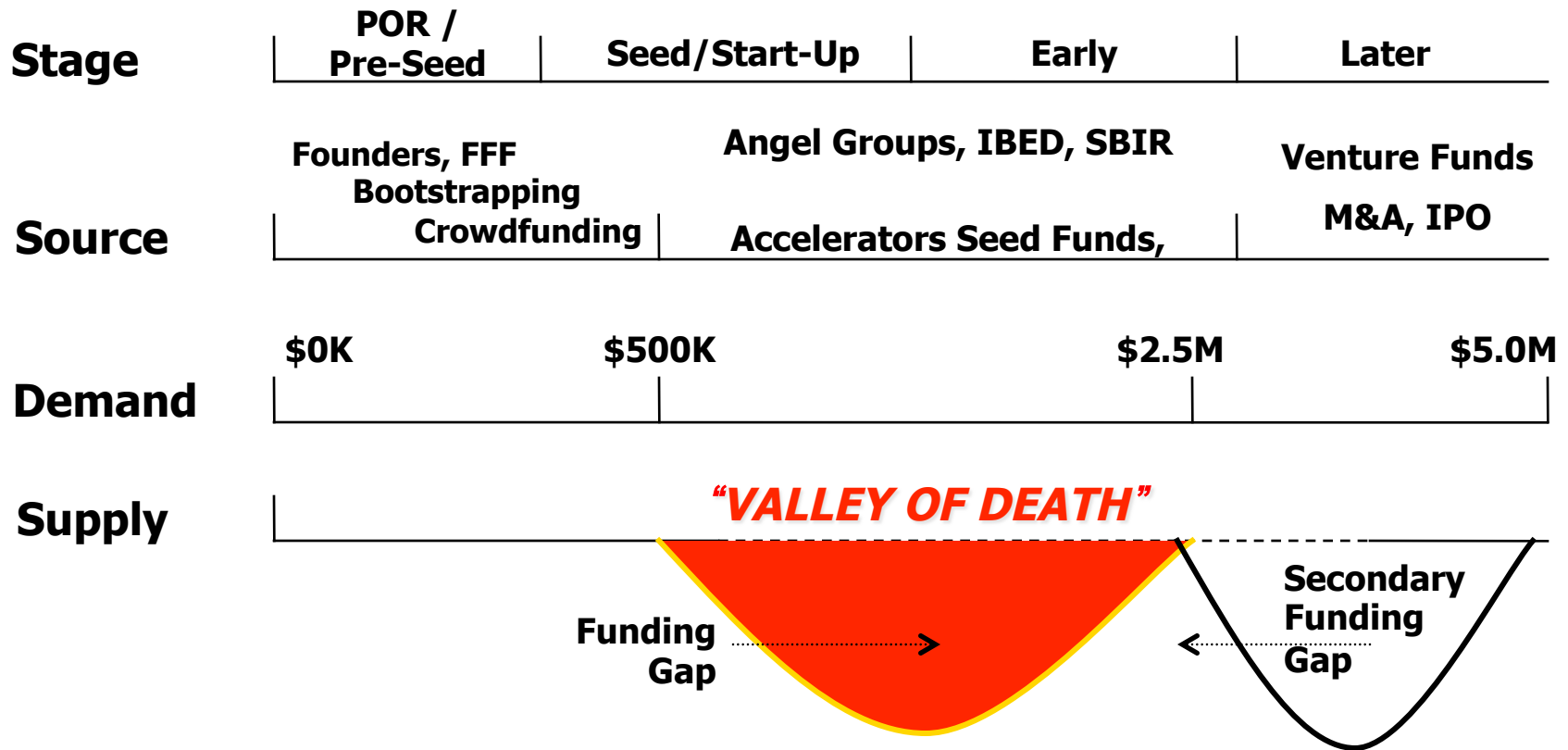
# Science Center Global Soft Landing

- Established in 2005
- Focus on Asia and Europe
- Country site visits: Greece, India, China, Malaysia, Italy, South Korea, Germany, Ukraine, Turkey, Spain, and more.....over 75 site visits
- Relationships with JETRO (Japan), Rhone/Alps Region (France) & Belgium Trade Office (Wallonia Foreign Trade & Investment), Spain, UK and Germany
- Project funded by U.S. Department of Commerce - EDA
- \$2.5M project for construction and facility programs
- 10,000 sq. ft. of wet laboratory and offices



# Innovation Capital Valley of Death

## “VALLEY OF DEATH”



# Bootstrapping

The term comes from the German legend of Baron Münchhausen pulling himself out of the sea by pulling on his own bootstraps.



**Definition:** “*The act of starting a business with little or no external funding*”

# Funding & Resources for Innovation Capital

<u>Seed</u>	<u>TBED</u>	<u>Federal</u>	<u>Angel</u>	<u>Entrepreneur</u>
 Biotechnology Greenhouse of Southeastern Pennsylvania				
			 	
			 	
				
			 	
				

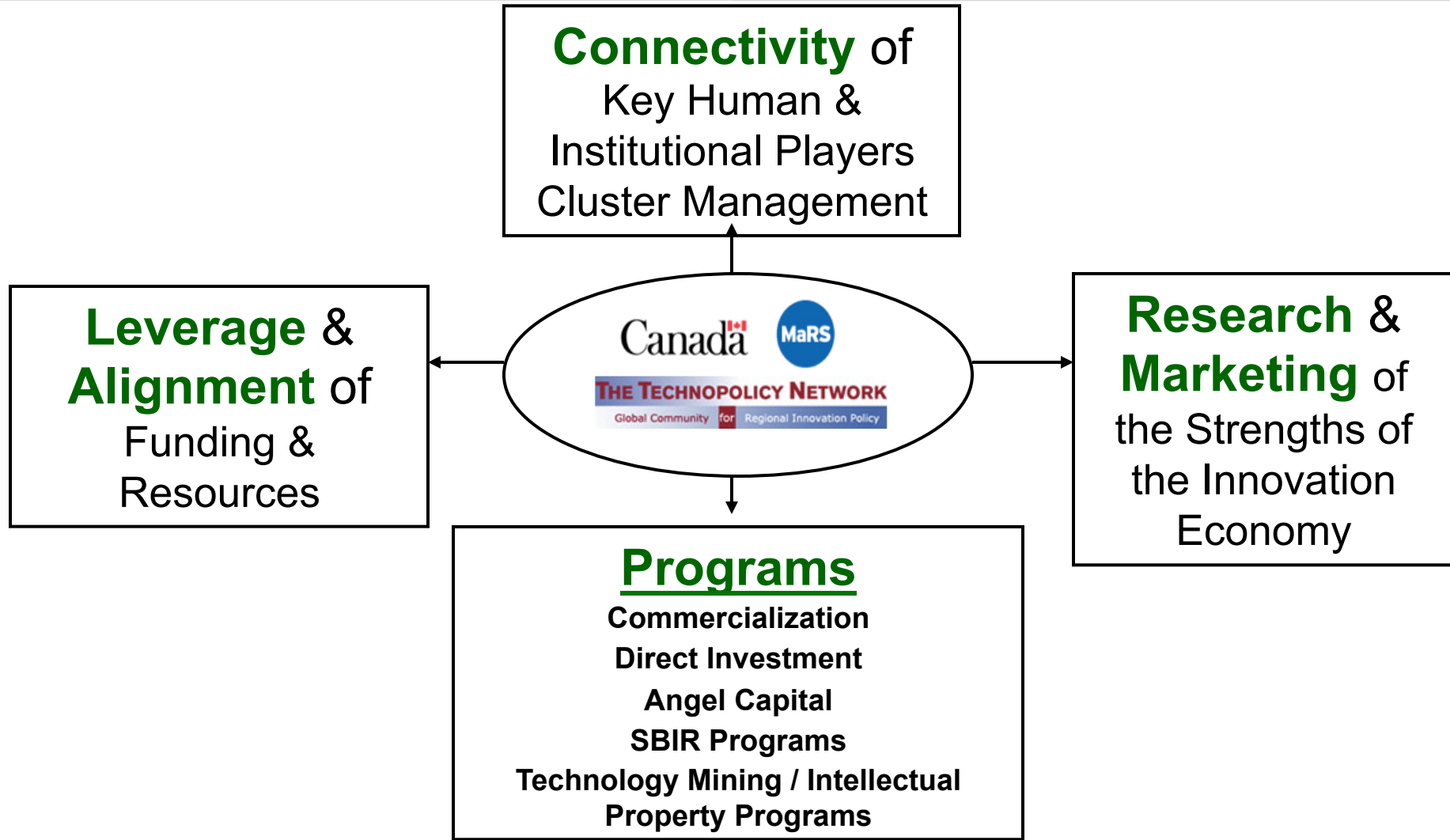
# What is An Innovation Intermediary?

An Organization at the Center of the region's, state's or country's efforts to align local technologies, assets and resources to work together on advancing Innovation.





# 21<sup>st</sup> Century Innovation Intermediary



# Innovation Intermediary Commercialization Structure

Investigation	Technical	Market	Business
Proof of Concept	Technology Concept Analysis	Market Needs Assessment	Venture Assessment
<b>Development Phase</b>			
Feasibility	Technology Feasibility	Market Study	Economic Feasibility
Planning	Engineering Prototype	Strategic Marketing	Strategic Business Plan
Introduction	Pre-Production Prototype	Market Validation	Business Start-Up
<b>Commercial Phase</b>			
Full Scale Production	Production	Sales and Distribution	Business Growth
Maturity	Production Support	Market Diversification	Business Maturity

# Global Innovation Intermediaries



<http://www.nrc-cnrc.gc.ca/index.html>



[http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm)



[www.startupamericapartnership.org/](http://www.startupamericapartnership.org/)



[www.innovationamerica.us](http://www.innovationamerica.us)



Canada



**THE TECHNOPOLICY NETWORK**  
Global Community for Regional Innovation Policy

# European Innovation Intermediaries



<http://www.innovasjon Norge.no>



<http://www.vinnova.se>



NL Agency  
Ministry of Economic Affairs, Agriculture and  
Innovation

<http://www.senternovem.nl>



# Fraunhofer German Innovation Intermediary

## International locations

Fraunhofer-Gesellschaft



Fraunhofer



ANNUAL REPORT 2009



Global Community for Regional Innovation Policy

# Canadian Innovation Intermediaries



# MaRs Canadian Intermediary

MaRs Goal: To build great companies. And a vibrant and diverse Canadian economy.

- MaRS helps entrepreneurs bring new and innovative ideas to the marketplace.
- MaRS offers a comprehensive range of business services. And experienced advisors guide our clients every step of the way.
- MaRS works with entrepreneurs in a range of sectors, including:
  - Advanced materials and engineering
  - Cleantech
  - Information technology,
  - Communications
  - Entertainment
  - Life sciences and health care
  - Social innovation



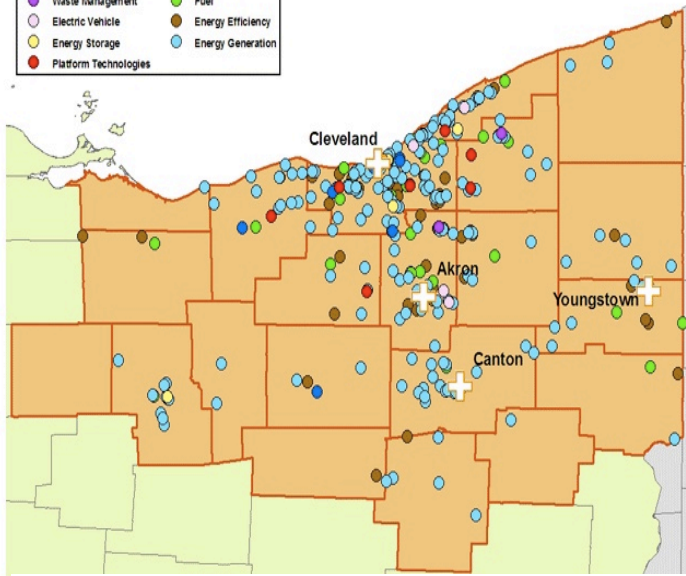
# U.S. State Innovation Programs





# Northeast Ohio U.S. Regional Ecosystem

- Advanced Energy Sectors**
- Workforce Development
  - Waste Management
  - Electric Vehicle
  - Energy Storage
  - Platform Technologies
  - Multi-sectors
  - Fuel
  - Energy Efficiency
  - Energy Generation



# JumpStart Ohio

- JumpStart Entrepreneurial Network:
  - Intensive entrepreneurial development assistance to Northeast Ohio entrepreneurs leading high potential, early-stage companies by delivering:
- Venture Partners and Entrepreneurs-in-Residence programs through incubators.
- JumpStart Ventures:
  - Seed Capital Fund
- Jumpstart Inclusion Advisors
  - High impact minority and women-owned businesses

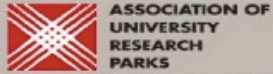


*jumpstart*  
VENTURES  
*jumpstart*  
INCLUSION  
ADVISORS

*jumpstart*  
ENTREPRENEURIAL  
NETWORK



# Partners in International Innovation



ASSOCIATION OF UNIVERSITY RESEARCH PARKS  
Creating Communities of Innovation

<http://www.aurp.net/>



ANGEL CAPITAL ASSOCIATION  
THE PROFESSIONAL ALLIANCE OF ANGEL GROUPS

<http://www.angelcapitalassociation.org/>

**Community Development  
Venture Capital Alliance**

<http://www.cdvca.org/>



NBIA  
NATIONAL BUSINESS INCUBATION ASSOCIATION

<http://www.nbia.org/>



[www.nvca.org](http://www.nvca.org)



<http://www.nasvf.org/>



The Association of  
University Technology  
Managers

<http://www.autm.net/>



<http://www.ssti.org/>



EDAC-ACDE



CANADA'S VENTURE CAPITAL & PRIVATE EQUITY ASSOCIATION  
ASSOCIATION CANADIENNE DU CAPITAL DE RISQUE ET D'INVESTISSEMENT



SUSTAINABLE DEVELOPMENT  
TECHNOLOGY CANADA™  
Partnering for real results.



intelligence innovation investissement international inspiration



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Développement  
économique Canada

Canada Economic  
Development

Canada



European Private Equity &  
Venture Capital  
Association

<http://www.evca.com/>



<http://www.eban.org/>



<http://www.astp.net/>



<http://spice-group.net/>

Québec



Canada



**THE TECHNOLOGY NETWORK**

Global Community for Regional Innovation Policy

THE  
BEST WAY TO  
**PREDICT**  
THE FUTURE  
IS TO **CREATE**  
**IT**



# Bill Gates - Microsoft

***“Never before in history has innovation offered promise of so much to so many in so short a time.”***



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Accelerating the growth of the GLOBAL entrepreneurial innovation economy

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## Innovation Across Borders | February 24-25, 2011 – MaRS Centre, Toronto, Canada (Bendis to Speak)

Sunday, 13 February 2011 00:00 |  

Innovation and trade are keys to growth and competitiveness for small and medium enterprises around the world. Yet many entrepreneurs are unfamiliar with the opportunities for innovation across borders and the good practices that mitigate the challenges of successful international business development.

Note: *Bendis to Speak at Event - Ed.*

To read the full, original article click on this link: [Innovation Across Borders | February 24-25, 2011 – MaRS Centre, Toronto, Canada](#)

### Top Innovation Bloggers



[Rich Bendis](#) voted as the **4th best Innovation Blogger in the World in 2010** by [BloggingInnovation Voters](#)

Thanks to all those who voted for Rich!



**INNOVATION ACROSS BORDERS**  
A Global Conference for Small & Medium Enterprises

Home Speakers Agenda

### A Global Conference for Small & Medium Enterprises

Innovation and trade are keys to growth and competitiveness for small and medium enterprises around the world. Yet many entrepreneurs are unfamiliar with the opportunities for innovation across borders and the good practices that mitigate the challenges of successful international business development.

The discussion will feature global insights, practical experiences, success stories and lessons learned from SMEs operating on over a dozen of the world's mature and

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