



NORTHWESTERN ONTARIO

INNOVATION NETWORK

NEWSLETTER

Network Newsletter

Issue No. 2

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Thunder Bay Idea Factory Challenge Winner Announced

On Thursday, February 21st, the Northwestern Ontario Technology Centre announced the Thunder Bay CMA winner of the **5th Idea Factory Challenge**. **Andy Locke**, the inventor of **Roto Cope**, was chosen as the winner. The patent protected, Roto Cope tool was developed to offer a solution to companies who must join two hollow pipes together at various angles. With a machining time of generally less than one minute and a long tool life, Roto cope is an "industrial strength" solution. The three most common applications are the manufacturing of hand railings, decorative iron work and commercial fencing. Andy will receive \$4,000 toward business development expenses and 12 months of support through the Innovation Centre's Innovator Member program.

Upcoming Events

Tech Tools to Boost Your Business - Thurs, March 20th - 7:45 to 12 noon

Use the INTERNET to find new customers and grow your business! Learn easy INTERNET techniques for reaching new customers and markets by attending this workshop and sharing the experiences of INTERNET experts including: the National Trade Marketing Manager for **Yahoo! Canada**, the eBay **Entrepreneur of the Year**, an expert on using low cost and FREE tools on the Web, as well as a local entrepreneur who as achieved over \$1M in sales through the INTERNET in his first year of business! If you recognize the need to market via the Web but lack the savvy to do so, then this workshop is for you!

Student Connection Workshops

Technology Trends - Tuesday, March 18th - 4:30 P.M. to 5:30 P.M

The Innovation Centre is proud to sponsor this Student Connections Seminar. Participants will be made aware of the new and cutting edge technologies and trends that influence their use and development. During this session, explore how these new technologies are impacting SMEs; learn how to stay "on-top" of the latest developments and how to use these new technologies to give your business a competitive edge.

Other Student Connections Seminars include:

E-Marketing, Tuesday, March 11 - 5 P.M. to 6 P.M.

Web based enterprise software for small business, Tuesday, March 25 - 5 P.M. to 6 P.M.

To register for these FREE sessions contact: Mark Riley, Student Connections Coordinator - Confederation College - mriley@confederationnc.on.ca (807) 475-6320.

Making Trade Shows Work

Making Trade Shows Work is a 1 day workshop on Monday, March 17th at the Victoria Inn, Thunder Bay. Taking place from 9am – 4pm, the Morning Session will deal with "Getting Ready", while the Afternoon Session will focus on "The Secrets of Working the Booth". Space is limited so please contact Michael Dunlop, GO North Advisor – Trade, Investment & Emerging Sectors Unit, Ministry of Northern Development & Mines, (807) 475-1773, mike.dunlop@ontario.ca

Business Success Event a Success!

The Northwestern Ontario Innovation Centre, in association with IRAP, hosted a well attended and highly inspirational Business Success seminar on February 21, 2008 at the Travelodge Airline. Featured guest speaker and renowned business technique expert Peter Giroux provided a host of valuable relationship building skills and motivational insights.

Advance - Innovation Support Program receives Excellent Uptake!

We are very pleased with the amount of interest and the quality projects being supported through the IRAP sponsored Advance Program. This program provides up to \$5,000 towards the appropriate expertise and resources to move an idea/innovation to the market place. The support can include prototype development, market research, technical feasibility, engineering and design. We currently have 16 approved projects in a wide variety of sectors and stages of development.

Innovator Member Profile - Andrew and Ian Mooney

Global Hydration was started in 2001 and up until recently was primarily involved with R&D and product development revolving around portable water treatment systems. After years in design, Global Hydration released the patent pending Can Pure™ Water Purification System (WPS) in 2005. The business is owned and operated by two brothers, Andrew and Ian Mooney..

Training Lab

Seeking a professional, comfortable environment to train your employees, customers or other stakeholders?

Tired of sending key employees out of town for Information Technology training and looking for a cost effective local solution?

The Northwestern Ontario Innovation Centre has developed their training lab, and it offers several new features.

E-Newsletter Tip Month

Does Your Web Site Suck?

If potential customers visiting your site can't find what they want, get a bad impression of your company or feel you're wasting their time, then click!, they're gone. Website experts say they see the same mistakes on B2B sites again and again. The good news is that it's easy to fix these classic blunders and turn your site into what it's supposed to be: a business-builder . Click here to explore the 5 key website blunders

Recommended Reading

The Federal Government's science and technology (S&T) strategy—**Mobilizing Science and Technology to Canada's Advantage**—sets out a comprehensive, multi-year science and technology agenda. The Government of Canada will foster three distinct Canadian S&T advantages: an Entrepreneurial Advantage, a Knowledge Advantage, and a People Advantage. A good read to obtain an understanding of where the government is heading regarding science, technology, and innovation and how they plan to get there. Click here for more information and to download a copy of the report

For further information about each of these topics please go to our website!
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