

***In This
Newsletter:***

Regional Idea
Factory Challenge
Winners

Upcoming Events

Advance Program

Business Success
Innovator Member
Profile

Training lab

Tip of the Month

Recommended
Reading

Workshop Series offered Online

We are very pleased to offer our High Caliber Marketing Series through web conferencing for regional participants. You can stay at your computer, listen to and view the speaker, the presentations, and participate as if you were in the room. These sessions require no additional software or hardware, simply internet access and a phone line. It is easy, accessible and affordable.

Upcoming Events

High Caliber Marketing Series - There is still room in the last session

Choosing the Right Ammunition - Professional Branding - Wed May 28th - :11:30 A.M. to 1:00 P.M

The final session in our High Caliber Marketing Series covers the important topic of branding your business, products and services. Remember that branding is not just a nice logo and catchy tag line. Listen to a panel that includes entrepreneurs who have successfully branded their businesses discuss what makes a great brand!

From Idea to Market - How to develop your Innovative Idea!

Terrace Bay - Thursday, May 29th - 1:30 P.M. to 3:30 P.M - Superior North CFDC

Key topic areas include: critical success factors for innovation, best practices for development, and resources for support. This workshop will provide real examples, proven concepts, and information on resources and tools that you can apply to your situation to achieve success. For existing or prospective entrepreneurs, business advisors, community innovators and economic development professionals. To register call Anne Marie at (807) 825-4505 or 1-888-445-9999.

Becoming an Investor-Ready Entrepreneur - Taking your business to the next level program

Tuesday June 17th, 2008 - Airline Travelodge, Thunder Bay

Is your business ready for take-off? Discover what it takes to become investor-ready and learn about the angel investing process. Get practical information and material that will help you determine if your business is right for private investment and help you become investor ready. More information on this full-day program and online registration at www.noeg.ca

Advance Early Stage Innovation Program back in 2008!

In May, we signed an agreement with the National Research Council - Industrial Research Assistance Program (IRAP) for delivery of the Advance Early Stage Innovation 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. All projects supported through the Advance Program must be completed by March 15th, 2009 and there is a limited amount of funding available. If you are interested please contact us.

Innovator Member Profile - Jordan Railian & Susan Durance - Hagen's Dressing

Hardly a new product, Hagen's Dressing has been sold in Dryden for more than 35 years. But why are they an innovator member? The owners are working to expand this business, market through the internet, and undertake product development. Rick Prior, Director of Development states "we see a company with a unique product looking to expand and wanting advice linkages and support".

Regional Idea Factory Challenge Winners Announced

On Monday, March 17th, the Northwestern Ontario Innovation Centre announced the winner of area **the Idea Factory Challenge for the Rainy River Futures Development Corp. Rick Pollard**, the inventor of the SpeedShield accepted the award. **SpeedShield** is a patent pending portable shelter that assembles in minute, is accessible from both ends and will protect everything from ATV and snowmobiles to equipment at a job site. For more information and to see this new product in action go to www.speedshield.net.

At the Dryden Chamber of Commerce Business Awards dinner, the winner of the **Patricia Area Community Endeavours Idea Factory Challenge** was announced. The winning idea was the **NCS 2056T Kit** invented by Gord Clink. The NCS 2056T is an Educational Breadboard Computer Kit that integrates computer history with the assembly of a working computer. The Kit is an excellent hands-on teaching tool and hobbyist product. More information at www.apatco.com

Each winner receives \$4,000 toward business development expenses and 12 months of support through the Innovation Centre's Innovator Member program.

E-Newsletter Tip

Do Customers want what you are selling?:

How can I research my idea without spending piles of money? Sarah Endline is a big believer in focus groups. The Harvard-MBA-toting, former Yahoo! product designer relied on these free-flowing gab sessions--and other forms of inexpensive fact-finding like trade shows, customer surveys and industry reports--to come up with the idea for a new candy called nibs: pebble-sized cacao beans smothered in premium chocolate. Armed with \$50,000 in savings and another \$300,000 from friends and family, Endline launched Sweetriot in Manhattan's trendy Soho district last fall. Sweetriot peddles its nibs online and through natural foods grocers Whole Foods and Wild Oats in six cities throughout the U.S. The company now has three full-time employees and hopes to hit \$500,000 in sales in the next 12 months. But it all started with a solid year's worth of market research. "I wanted to do as much research as possible," says Endline, 35. "I wanted to design this with consumers."

Recommended Reading:

This article from the Harvard Business Review explores the trade offs entrepreneurs make. Most entrepreneurs want to make a lot of money and to run the show. New research shows that it's tough to do both. If you don't figure out which matters more to you, you could end up being neither rich nor king.

For further information about each of these topics please go to our website!
www.nwoinnovation.ca

If you have information you would like to add to our monthly newsletter, please e-mail us at info@nwoinnovation.ca

If you would like to subscribe to this E-newsletter, please e-mail us at info@nwoinnovation.ca