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Growing Forest Value Forum

We are pleased to introduce the Growing Forest Value forum held at the Valhalla Inn October 15 and 16, 2008. The focus of the event is to bring those with a vested interest in the forest industry together with a means to grow ideas, develop partnerships, and explore opportunities in Northern Ontario. You will hear entrepreneurs share their success stories, engage in business-to-business networking, and attend breakout sessions with industry leaders covering everything from maximizing the value of the forest to marketing value-added products. If you wish to learn more about this wonderful opportunity please visit the Growing Forest Value.com website.

Upcoming Events

Small Business Week - Investigating Opportunities to Expand your Business: a practical approach to identifying new markets.

11:30 am to 1:00 pm, Tuesday October 21st, 2008 – NWO Innovation Centre, 1294 Balmoral Street, 2nd Floor

Once again we will be participating in Small Business Week by hosting an interactive lunch session aimed to help investigate opportunities that will enable you to expand your business and grow. This session will focus on the best practices for researching, quantifying, and qualifying business opportunities so you can make the right decisions for your company's future. Web conferencing is available for those that are regional participants. The event will include a lunch. To register please call Heather at 768-6682 or email heather@nwoinnovation.ca. For additional information please visit nwoinnovation.ca.

NOEG Thunder Bay Regional Investment Showcase - Opportunity to Present to Angel Investors!

September 23th, 24th, and 25th - 9:00 A.M. to 5:00 P.M - Located in our Training Lab

This three-day event takes selected entrepreneurs through an intensive, hands-on program culminating in the opportunity to pitch to potential investors to invest in your business. Registration now available. For additional information about this event please call 1-866-924-7600

Fueling Innovation: Re-igniting Entrepreneurship Conference

Dryden Ontario - Oct 2nd & 3rd 2008

Fueling Innovation:Re-igniting Entrepreneurship 2008 (FI:RE 2008) is a two-day conference on innovation and entrepreneurship that will feature knowledgeable, dynamic keynote speakers and workshop presenters.

New this year are two tracks. If you have an idea or a new business, Track 1 is for you. If you have an existing business and want to grow and expand, Track 2 is for you.

Seasoned entrepreneurs, both from within the region and beyond, will be part of this exciting event. They will take part in a discussion panel. Attendees will have the opportunity to network with resource people who have the expertise to assist individuals and small businesses to realize economic opportunities. The Exhibitors and the Financing Panel will provide information to grants/funding/credits/services available for both new and existing businesses. For additional information visit www.fire2008.ca.

Advance Early Stage Innovation Program has more funding!

New funding by the Industrial Research Assistance Program (IRAP) has been made available! 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 at 807-768-6682.

Innovator Member Profile - Dennis Wood - Cinevate

How does one man from Thunder Bay become successful in a city plagued by layoffs and heartbreak? He takes his passion for something he loves and puts it to work for him. Dennis Wood started out like many innovators in his basement with a love and an idea that would change the face of video recording. Now Cinevate is known worldwide and being sought out by industry professionals.

Export Market Access Program has Launched!

Don't limit your company to just the Canadian and American markets. THINK BIG! The Ontario Chamber of Commerce and Ontario Ministry of Economic Development and Trade have launched their Export Market Access Program. The Export Market Access Program is a cost-sharing program funded by the Ontario Government that will assist small and medium-sized firms in Ontario to expand into new export markets. In the 2008 budget, the Ontario government announced funding to the Ontario Chamber of Commerce for a Global Expansion Program to help SMEs. The assistance is available in four areas:

1. **Direct Contacts** - international trade shows, fairs, exhibitions, and incoming and outgoing trade missions.
2. **Marketing Tools** - development of electronic media, promotional materials, and generic branding material
3. **Market Research**; and
4. **Foreign Bidding Projects**

E-Newsletter Tip

Money Talks:

Doubt disease leads to failure by instilling fear of the future The disease is rampant in Canadian venture. It's highly infectious. It does not kill its host. Rather, it actively works to infect all who come in contact with the host. It does this when the host speaks. It works by corroding the fabric of ambition and accomplishment. If someone with the disease comes in contact with your start-up, quarantine, a perimeter and ultimately removal is absolutely necessary. It has killed many start-ups (but more on this later). The host, of course, is a human being. And the disease is projected doubt. Doubt about direction, decisions, delivery. Doubt about doing. Doubt about the future.

Recommended Reading:

In the modern age of business, corporations saturate our environment with monotonous advertisements that seemingly go unnoticed. This often results in wasting thousands of dollars in advertising. Companies now need to use creativity and ingenuity in the way they approach and design market their products and services. Here are a few companies that have done just that and more to capture the attention of their targeted market.

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

www.nwoinnovation.ca

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