



**In This  
Newsletter:**

## Network Newsletter - Issue No. 19

RBC Innovation  
Awards

### Nominate Someone for an RBC Innovation Award

The RBC Innovation Awards are fast approaching and so please take the opportunity to nominate an innovative individual, project or company. There are three categories: Innovative Company of the Year, Innovative Project of the Year and Innovation Hero of the Year. The due date for nomination forms is **March 23rd**, 2012. The RBC Innovation Awards will take place **April 10th**, 2012.

New Products

TEDxThunderBay

Upcoming Events

[Click here](#) to download the nomination form.

[Click here](#) to register.

Recommended

Reading

### Two New Innovative Products Launched

The Innovation Centre is pleased to celebrate the launch of two new innovative products!

#### Thin Film Material

[Meaglow LTD.](#) has launched two thin film materials to the Indium Nitride research community. These wafers, according to some scientists were impossible to create, however Meaglow has demonstrated its platform technology works. They head off to Silicon Valley this week to spread the word.

#### Echocheck

Want to know what's left in your tank in a safe manner without having to do any modifications or adjustments to plumbing? The [Echocheck](#) sensor may be the solution for you. New to the market this month, the product is now looking for beta customers. Visit their website for details.

### TEDxThunderBay was a Success

On February 16th Thunder Bay residents experienced an inspiring event like no other. TEDxThunderBay captivated its audience with thought-provoking talks on topics such as youth outmigration, embracing our imperfect selves and creating sustainable cities with biotechnology.

Video's from the event will be made available on [TEDxThunderBay.com](http://TEDxThunderBay.com)

[Click here](#) to "like" TEDxThunderBay's Facebook page and view photo's from the event

### Upcoming Events:

#### Growing your Business through Strategic Partnerships

Find out how to identify your strategic partnership opportunities and the accompanying risks and trade-offs by attending this interactive workshop featuring the dynamic Albert Behr (President of Behr and Associates) and a panel of "local partnering pioneers". Register now, the event is next week!

**Thursday, March 8th, 2012**

7:30 am to 10:30 am

[Click here](#) to read more and register.

#### RBC Innovation Awards

**Tuesday, April 10th, 2012**

11:30 a.m. to 1:00 p.m.

Valhalla Inn - Ballroom 2 and 3

[Click here](#) to read more and to register.

## Recommended Reading:

### Ideas Are Just a Multiplier of Execution

by Derek Sivers

It's so funny when I hear people being so protective of ideas. (People who want me to sign an NDA to tell me the simplest idea.) To me, ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions.

Explanation:

AWFUL IDEA = -1

WEAK IDEA = 1

SO-SO IDEA = 5

GOOD IDEA = 10

GREAT IDEA = 15

BRILLIANT IDEA = 20

NO EXECUTION = \$1

WEAK EXECUTION = \$1000

SO-SO EXECUTION = \$10,000

GOOD EXECUTION = \$100,000

GREAT EXECUTION = \$1,000,000

BRILLIANT EXECUTION = \$10,000,000

To make a business, you need to multiply the two. The most brilliant idea, with no execution, is worth \$20. The most brilliant idea takes great execution to be worth \$20,000,000. That's why I don't want to hear people's ideas. I'm not interested until I see their execution.

**If you have information you would like to add to our monthly newsletter, please e-mail us at [info@nwoinnovation.ca](mailto:info@nwoinnovation.ca).**

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