NORTHWESTERN ONTARIO INNOVATION NETWORK NEWSLETTER

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The Venture Vault Launches

The Northwestern Ontario Innovation Centre in partnership with Confederation College officially launched the opening of the Venture Vault on September 6th, 2012. The Venture Vault is a workplace and incubator designed for new entrepreneurs, infused with the energy and resources of the Thunder Bay innovation community. It's a place to innovate, collaborate and build successful ventures. The Innovation Centre is actively seeking innovative entrepreneurs who see the value of developing their company in a dynamic, supportive and collaborative environment.

To read more about the Venture Vault please click here.

Innovation Centre at a Glace: Our Survey Results

The Northwestern Ontario Innovation Centre is proud to release its first annual client survey results. In the past year, the Centre's clients created 48 full-time positions and 22 internships with a combined annual payroll of more than $7.3 million. These companies show considerable growth potential as 59% of these 'home grown' Northwestern Ontario firms expect to hire new employees and on average are projecting increasing revenues by 85% this coming year. They were granted 9 patents in the past year and launched 31 new products.

See our easy to read **inforgraphic** for more great statisics here

Congratulations To Yuley's For Making Their First Sale!

After a lot of hard work and dedication, Nicole Reid can be proud to say she launched her first product. Yuley's offers a unique work boot cover made from an industrial grade rubber compound allowing soiled workboots to enter premises without causing a mess. Great product for any electrician, plumper, carpenter, etc. that are required to keep their safety boots on while entering a clean environment.

If your interested to learn more about Yuley's and their great product visit their website at http://www.yuleysfootwear.com/

Sleeping Giant Brewing Co. is Brewing Up Business!

Special writer: Kerry Berlinquette of Sleeping Giant Brewing Co.

After a year of applying for licenses, renovating, ordering equipment and concocting recipes, Sleeping Giant Brewing Co. opened its doors for business in June 2012. We were fortunate enough to have beer cicerone, Mirella Amato, present for our grand opening which consisted of an "Ontario Ales and Cheese" party at the brewery. The event was a perfect mix of education and beer, and we knew right away that Thunder Bay was thirsty for some craft ale!

Click here to read the entire article.

Welcome BDC as a New Associate Member

We are please to introduce to you our newest Innovation Centre Associate Member, the BDC. They have partnered with us and supported our Advisory Meeting Room and three workshops.

If you are interested in becoming an Associate Member or partnering with us by supporting our programs and initiatives please call us 768-6682 or email Judy at judy@nwoinnovation.ca.

Arcori Breaks World Record

On May 14th, John McKenna President of Arcori, a property management software company, was part of a contingent that broke the Guinness World Record for the largest business networking event. He entered the record books in Toronto at the OCE Discovery conference where he received mentoring advice from past entrepreneurs, investors, and software industry experts to accelerate his company's growth. Over 328 mentors and protégés took part in the event.

Click here to read more.

The Innovation Centre Joins Microsoft's BizSpark Program

The BizSpark Program is a global program designed to accelerate the success of early stage startups by connecting them to Network Partners: active members of the global software ecosystem who can provide mentorship, guidance and resources to BizSpark Startups.

Click here to read the press release.

Upcoming Events:

Fundamentals of Business Strategy

During this crucial two day workshop your business' future direction and its positioning will become crystal clear. Realize your business' untapped potential by offering a unique value proposition to the market. Create or evaluate your business model with hands on training to solve specific problems and build essential components of your Business! Register today as space is limited.

Tuesday, September 25th and Wednesday, September 26th, 2012.
Click here to read more and to register.

Innovation Cafe

Introducing Northwestern Ontario's 1st Speed Mentoring event through the Innovation Cafe initiative. The Innovation Cafe is a monthly event hosted by the Northwestern Ontario Innovation Centre. The purpose of each monthly event is to provide a platform for Innovators to gather, share resources and network. The Speed Mentoring event will take place at the Innovation Centre, however future Innovation Cafe events could be held at other institutions and businesses. Speed Mentoring will give Innovators an opportunity to quickly receive expert advice in Business Development, Technology, Marketing, and Funding. There is no fee to attend. Light snacks & Beverages are provided!

Friday, September 28th *, 2012*
From 3:30 p.m. to 5:00 p.m.
If you are interested in taking part, please click here to email your RSVP!

Mobile Marketing Workshop

By 2015 it is predicted half of all Internet traffic is going to be over a mobile platform, is your

business planning or ready for this phenomenon? In this workshop, Rob Woodbridge of Untether.tv is going to present why it is imperative your business start thinking about engaging its customer base via a mobile platform and an introduction to the power of mobile and pervasive computing along with its impact on your sales, marketing, and customer service teams.

Monday, October 4th, 2012
Click here to read more and to register.

Show Me The $

Starting or expanding your business? This workshop is designed for new entrepreneurs and existing small businesses. Learn from a panel of funding program representatives what programs are available to help start or grow your business and understand what funders are looking for so you can present a persuasive request that will facilitate financing. There will be the opportunity to connect directly with funding representatives after the initial presentations.

Tuesday, October 16th, 2012
This event is free of charge
Click here to read more and to register.

Microsoft Office Lunch and Learns

Mail Merging in Word 07
Understand how mail merge works so that you can get the results you want. Set up a document for a mass mailing. Use the Mail Merge Wizard to perform a basic mail merge. We will also explore using other data sources for a mail merge, such as Excel, Outlook Contacts and text files.
Date: November 14th, 2012

10 Top Time Saving Excel 07 Formulas
Excel 2007 has a number of pretty powerful Excel formulas that if you can spend a little time getting to know, can save you a LOT of time in the long run. Learn ten great formulas to help you save time and get the most out of your data.
Date: November 21st, 2012

Organize Data into Tables with Excel 07 (filters and functions)
Office Excel 2003 included a structure called an Excel list that has evolved into the Excel table in Office Excel 2007. Learn to sort your data based on the values in one or more columns, limit the data displayed by using criteria, and create formulas that summarize the values and more.
Date: November 28th, 2012

Creating a Basic Presentation in Powerpoint 07
Have you been asked to put together a PowerPoint presentation, but you're not sure how to start? Take this course and learn the basics: Create slides, put content on them, and make them look good. Then prepare speaker notes and handouts, and get ready to present.
Date: December 5th, 2012

Cost:
Per Session – General $25, Innovator Members $15
Per Series – General $90, Innovator Members $50
Location: 96 High St. N. Suite 300

Click here to register for these events.

B2B Sales Process

In this intensive two day workshop you will learn the entire sales process from keeping the sales funnel full, generating quality leads and forecasting sales to effectively negotiating and closing a sale. Using your business model as a vehicle this three part series has the potential to be one of the best returns on investment you can make.

Thursday, November 22nd and Friday, November 23rd, 2012
Click here to read more and to register.

Moving Forward Together: Exploring Aboriginal/Non-Aboriginal Business Ventures

"Commerce" resides in every Northwestern Ontario community including the many Aboriginal communities. Critical to our economy's prosperous development is the awareness by aboriginal enterprises of business opportunities with non-aboriginal partners – and vice-versa. Join us for a luncheon workshop focused on Moving Forward Together: Exploring Aboriginal/Non-Aboriginal Business Ventures. Learn about mutual opportunities and some of the partnership structuring considerations involved.

Thursday, November 29th, 2012
Click here to read more and to register.

Advance Early Stage Innovation Program has Funding

Funding from the Industrial Research Assistance Program (IRAP) has once again been made available! This program provides up to $5,000 towards the appropriate expertise and resources required to move an idea/innovation to the market place.

Click here for more information.

Recommended Reading:

Let Mentors and Advisors Propel Your Startup

by Roger Pierce

Ever feel like a Jack of all trades and master of none? You're not alone. Unlike a traditional job where you get to concentrate on specific tasks each day, the skills demanded of entrepreneurs are wide and varied. From liquidity ratios to search engine optimization to employee contracts, entrepreneurs must know a little about a lot.

Click here to continue reading

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