



REGINA
RESEARCH
PARK

Public policy grad school now taking students

The new Graduate School of Public Policy is now open at the University of Regina and the administration office for the school is located at the Regina Research Park. Devon Anderson, administrator of the school, says it is Canada's newest grad school in the area of public administration and public policy.

A masters program had been offered in public administration as part of the Faculty of Administration. Due to growing popularity, the program was expanded into a stand alone graduate school.

Anderson says the province has a history of innovative public policy and since the program is located in the capital, students will have access to Deputy Ministers and other senior government officials during their courses.

The school is accepting students with any under graduate degree, and many of the students are professionals that are taking classes part-time. Two faculty members are assigned to the school full time with a number of sessional lecturers. For more information: www.uregina.ca/gssp.

newsletter

A publication for Saskatchewan's research parks

July/August 2005
www.innovationplace.com



Celebrating 5 years of growth at RRP: Technology Management Corporation

TMC has had 13 successful years of growth as a company and this year they are celebrating their first five years at the Regina Research Park. In addition to the Regina office, TMC has an office at Innovation Place in Saskatoon and downtown Calgary. Technology Management Corporation (TMC) is a full service IT provider with a number of operating divisions including: TMC Consulting, TMC Tech, TMC Visionpool (which includes its product offerings Mercury-CMS and Digital Flyer) and TMC Enterprise Services (which provides hosting and collocation services).

The company moved into the Regina Research Park as one of the private sector anchor tenants. TMC has grown with the Park and is now doing business with clients of both research parks in Saskatchewan. Recently, the company took over the \$27 million Data Centre at the Park which was built by Information Services Corporation (ISC). The Data Centre offers data and online services such as disaster recovery that are secure, supported and always available. TMC also offers server collocation and utility computing services. Server collocation allows customers to house their own Internet servers in a managed facility for superior security and bandwidth.

The TMC utility computing model is a fast, reliable and secure IT infrastructure outsourcing solution that reduces the overall costs associated with enterprise application hosting. Customers simply pay a monthly subscription for a pay-as-you-go service that is designed to scale up or down as the customer's computing requirements change.

Over the past five years, David Luterbach, President of TMC, says they have expanded in facilities, number of staff and number of customers. Most of their 65 staff are graduates from local universities and tech programs with expertise in IT business and technical operations. Luterbach says his focus is growing the industry inside and outside Saskatchewan, providing good opportunities for grads, and conducting further research and development to expand the market share of TMC products.

TMC prides itself on its professional partnerships with organizations such as Microsoft, which TMC is one of only two Gold Certified Partners in the province, HP, and IBM. Luterbach says the location and facilities at the Regina Research Park have been great for the company. In fact, he invites other tenants to approach TMC with their own products and services to see if there is an opportunity for partnership. For more information go to: www.tmctech.com or call: (306) 545-4344.

New book celebrates science achievements

The science and technology achievements of Saskatchewan people and organizations are celebrated in a new book produced and published by the provincial Department of Industry and Resources. The University of Regina's Canadian Plains Research Center (CPRC), located at Regina Research Park, helped to research and write the profiles of each scientific first for the book. Many of the achievements will be included in the Encyclopedia of Saskatchewan which CPRC will be publishing in September 2005.

The book, entitled *25 Saskatchewan Science and Technology Achievements*, was designed to encourage students to explore careers in science. It will be distributed to high schools and regional libraries throughout the province. A complementary website was launched at the same time and the content of the book can be viewed at www.sk25.ca.

Organizations such as the Veterinary and Infectious Diseases Organization, SED Systems and Droycon Bioconcepts are featured. The book includes information on Canada's first synchrotron, Dr. Herzberg's 1971 Nobel Prize in chemistry, the carbon dioxide storage project and using hydrogen as fuel for passenger vehicles.

The firsts fall into the categories of general research and development, agriculture and biotech, medical research, IT and telecommunications and energy. A selection committee made up of scientists, high school science teachers and students evaluated the scientific firsts according to specific criteria to determine which 25 would be profiled.

Celebrating 25 years of innovation profile: PCS Potash Technical Services Pilot Plant

Potash Corporation of Saskatchewan Inc. (PotashCorp) first got involved in research and development in the early days of the company in the 1970s. The company has always been committed to an innovation agenda. In fact, Rod McEachern, Director of Research and Development for PotashCorp says the corporation should be commended for keeping R & D funding stable through good times and bad, since with most mining companies R & D is the first thing to be cut during downturns.

What is now the PCS Potash Technical Services Pilot Plant moved to Innovation Place when the research park was getting started. PotashCorp found the location to be beneficial because the company is involved in a number of university projects and has a close relationship with the engineering department at the University of Saskatchewan. It is also a central location for the many mine sites PotashCorp has throughout the province.

The building is basically the same as it was 25 years ago, but for each process the interior is renovated and new steel structures are built within the plant, sometimes five to six stories high. These pilot sized apparatus can be refurbished for the next process.

The first big project the plant worked on was the production of potassium sulphate, which became a value added product for the province, as Saskatchewan has an abundance of both potash and sodium sulfate. It is used as a chlorine free fertilizer and as one ingredient in gyproc. The process was used to start a plant near Wynyard, which is now privately owned and successful.

The basic process in potash mining has remained the same over the years, but McEachern says they have made incremental improvements along the way. They will always be studying things like floatation to find the most efficient way to extract potash. They also continue to look at the form the potash is sold in and the quality of the product to ensure their standards are world class.

One thing that has not changed very much at the PotashCorp Pilot Plant is the staff. McEachern says they have very low turnover, with an efficient, qualified and knowledgeable staff. The group just achieved 25 years with no loss of time due to accidents. Of the eight people that work at the plant, five have been there for more than 20 years.

In the future, McEachern says the current trends will continue and the plant will work to improve product quality with the help of their suppliers. They have had a number of successes with the development of new instrumentation that can better automate mill processes and they are now using column floatation technology in the Rocanville mine - a first in Canada. They are also looking into using more environmentally friendly reagents and are testing the use of canola oil as a dust suppressant.

"...the corporation (PotashCorp) should be commended for keeping R & D funding stable through good times and bad..."

Canadian Innovation Centre Feature: Commercialization - Stage 3



Canadian Innovation Centre

The following article was submitted by the Canadian Innovation Centre, located in Waterloo, Ontario and is the third of four monthly articles that will address the research commercialization process.

By Gordon Varney

The Canadian Innovation Centre uses four stages to describe the early, pre-commercialization days of an innovation or technology. This is the time up to the second sale of the product. (We use the second sale because often the first sale has unique conditions, making it more of a beta customer.)

The third stage is tightly related to the second stage – which was all about determining your precise market entry point. The third stage, *What*, drills into your chosen entry market to understand the real size and the dynamics. The objective is to take virtually everything you and your team know, suspect, or hope for, in your target market and have a third party verify that data and extend it.

Consider having someone other than you or the people who are already passionately (and likely financially) committed to the innovation, test the strength of your data. More than just an audit, it will turn up data you didn't know about or lead you to consider what you knew differently. Usually, this study generates a whole series of new questions – which can be very powerful and enabling.

During the *What* study, the innovators are often hesitant to proceed. Surely money is better spent on developing more technology and the inevitable rationalization of not spending money on research. Some concerns include:

1. Why should I listen to anything you have to say? You aren't "qualified" to offer an opinion in my specialty. You have no technical competence.

These comments usually come from the inventor who has trouble separating the "technology" from gauging the business opportunity. We aren't evaluating the "technology". People often want to send prototypes, very detailed drawings, or algorithm descriptions. What you need is a half page description of what problem your innovation solves.

2. I know the market is there. I've talked to my colleagues - they agree. The market is huge – if I "only" get 1% we'll do great.

Quite different from the person who is very "technology" driven, this person is very "business" driven. They are compelled to build something bigger, faster, cheaper (or more expensive) and to go after the "whole market" even though they may have identified a market entry niche.

During a *What* stage, the work is driven to answer the question: *What is the real size of the market opportunity?* To answer this question for the market entry niche is usually quite enlightening. The first task is to get all the available information from the innovator – everything on hand that can be discussed in an hour or two. We then take that information and seek to validate it from various sources.

(continued on page 4)

SYPE Silver Spade Awards

Saskatchewan Young Professionals and Entrepreneurs (SYPE) held their Second Annual Silver Spade Awards in Regina on June 9th. A number of research park clients were honoured with nominations for their work. SYPE recently expanded to have a chapter in Regina and the gala was an opportunity to recognize the province's talented young people.

For the Young Entrepreneur of the Year Award Kelly McLellan of K.D. Welding, Robert Sauchyn and Andrew MacCorquodale of Loose Foot Computing Ltd., Shannon Clarke of Curves and Pamela Lynn Ait-Allaoua of Tot's Cafe were all nominated with Ait-Allaoua winning the award.

Nominees for Young Professional of the Year were Stacy Shiefner of Bayer CropScience, Merin Coutts from Shaw Cablesystems G.P., Craig Gates of McNair Business Development and Ryan Hangs from Western Ag Innovation Inc. Coutts was presented with the award. The Regina and District Chamber of Commerce was also recognized as Mentor of the Year.

The winners were chosen for their spirit, ambition and determination to lead the province to growth and success in the future. The panel of local business people that served as judges were looking for finalists and award winners that took on roles to pave the way for future entrepreneurs and professionals in Saskatchewan.

The Keynote Speaker for the evening was Murad Al-Katib who spoke about his experiences as President and CEO of Saskcan Pulse Trade Inc. Al-Katib was recently named as one of the Globe and Mail's Top 40 under 40.

Commercialization article continued

(continued from page 3)

While plenty of statistics are kept by the Canadian and US governments and the various associations, it is rare that the number we seek is available. This leads us to develop formulas to calculate the size of the entry market. Ideally, this will be the number of “units” that could reasonably be expected to be consumed if everyone who needs one (or already has something similar) buys.

At the conclusion of the *What* stage, you will either be able to seek out an Alpha Client or go back to your *Where* stage work and select a better market entry point. A discussion about the Alpha Client is an article all by itself. I’ll discuss that in an upcoming article.

You’re making progress! Being market driven isn’t all that different from developing technology – just a different view. Next month, the last of the pre-revenue stages – *How*.



Regina Innovation Challenge Award

The Regina Research Park partnered with the University of Regina – University Industry Liaison Office (UILO) to present its first Innovation Challenge Award. Engineering graduate student Craig Gelowitz received a trophy and \$200, which was recently presented to him by representatives from the Regina Research Park and the University of Regina. Craig will be nominated for the national competition in the fall for an opportunity to win the \$10,000 main prize or one of two \$5,000 additional prizes.

The Innovation Challenge Award was launched in 2004 by Natural Sciences and Engineering Research Council of Canada (NSERC) and the Canadian Science and Technology Growth Fund (CSTGF) to encourage students doing graduate studies in the Natural Sciences, Engineering or Computer Sciences to take a new look at their thesis work and identify potential commercial applications from the results of their research.

The Regina Research Park is committed to creating economic development by growing the technology sector. According to General Manager, Ken Loeppky, “We believe that by encouraging graduate students to pursue the NSERC Innovation Challenge Award, it will help students further their research and lead to potential opportunities for commercialization and innovation.”

Craig’s project consisted of two fundamental goals. The first goal was to create a real-time acoustic source localization resource on a general-purpose operating system (Microsoft Windows) with “off the shelf” hardware components. The second goal was to use the acoustic source localization PC as a resource for a mobile software agent system.

This research provides an opportunity for a marketable product line through enabling and enhancing current technologies (video conferencing, security) as well as providing a means to develop new personalized distributed services (voice, media, document retrieval and presentation interaction) through agent-based products.

Regina Research Park BBQ a success!

The Regina Research Park held its 4th Annual Client Barbecue on June 14th in celebration of the province’s centennial. With the generous support of nearly 400 people in attendance, almost \$1,200 was raised for the United Way of Regina; setting new records for this event.

Guests enjoyed good food and good weather while listening to Jack Semple and his band as part of Regina Research Park’s 5th Anniversary Concert Series. This year’s event also marks the first barbecue held in the recently completed Plaza at The Terrace. Regina Research Park would like to thank all of our clients for their continued support.

Share your latest business achievements, announcements or events of interest with the Innovation Place Newsletter.

Please contact Carey Robertson at Innovation Place, phone: (306) 933-7114 fax: (306) 933-8200 email: carey@innovationplace.com

Changes of address or other updates can be directed to Shelly Scheibe, Innovation Place, 114-15 Innovation Boulevard, Saskatoon, SK, S7N 2X8 phone: (306) 933-7113 email: shelly@innovationplace.com.