

# MIP Connection

April 2015

## Innovation Factory Client Lands Deal on CBC's 'Dragon's Den'



When a startup company makes it onto the nationally televised Dragons' Den stage it's a rare accomplishment to actually secure a deal, let alone to spur the dragons to fight for a deal.

However, that's exactly what happened when The Greenlid appeared on the show this February. Founders (and brothers) Morgan and Jackson Wyatt inspired heated competition amongst the dragons and ultimately signed a deal for \$85k for 20% of their company with Arlene Dickinson and David Chilton.

So, what is The Greenlid? It's the first completely compostable compost bin. No more leaking plastic bags or cleaning compost bins after every use – it's made from 100% end-of-life recycled pulp paper and is fully leak-proof.

The brothers are originally from Brockville, Ontario but have ties to Hamilton via McMaster University. Morgan earned his PhD in Chemical Biology from McMaster and brings an expertise in microbial metabolism, ideally suited for the development of compostable products, while Jackson graduated from

UofT as well as Humber College's Bachelor of Industrial Design program and brings a unique design experience to The Greenlid.

The company had some exciting successes prior to their Dragons' Den appearance; in 2014, they were finalists in the LiON'S LAIR competition put on by Innovation Factory and the Hamilton Chamber of Commerce, taking home the People's Choice Award along with second place which consisted of \$51,250 of in-kind services. The Greenlid also made the list of Grocery Innovations Canada's top 10 most innovative products of 2014

Their product is now available for purchase online as well as in Home Hardware and Home Depot stores across Canada.

Innovation Factory is incredibly proud of The Greenlid's success and continues to act as a hub of professional resources for the steadily growing startup. As a client of Innovation Factory (iF), The Greenlid has had access to valued resources such as mentoring, business coaching and pitch training.

To find out more about Greenlid, visit their website at [thegreenlid.ca](http://thegreenlid.ca).

## \$41.6 Million Boost for CLSA Aging Study

The Canadian Longitudinal Study on Aging (CLSA) has received a \$41.6 million grant through the Government of Canada to continue its work for the next five years.

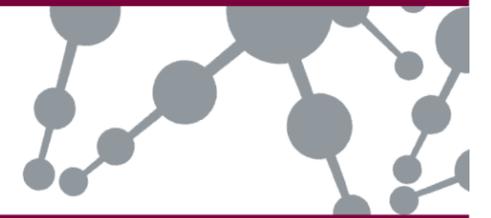
The most comprehensive study of aging ever undertaken in Canada began in 2010 and is led by researchers at McMaster, McGill and Dalhousie universities. It has data collection sites in St. John's, Halifax, Sherbrooke, Montreal, Ottawa, Hamilton, Winnipeg, Calgary, Vancouver, Victoria and Surrey.

The study is being led by Dr. Parminder Raina — a McMaster professor and holder of both the Canada Research Chair in Geroscience and the Raymond and Dr. Margaret Labarge Chair in Research and Knowledge Application for Optimal Aging — along with co-principal investigators Dr. Susan Kirkland of Dalhousie University in Halifax, and Dr. Christina Wolfson of McGill University in Montreal.

"This funding is a strong vote of confidence in the importance of improving Canadians' health through a better understanding of the aging process," said Raina. "We are gathering a broad range of information on biological, medical, psychological, social, lifestyle and economic aspects of people's lives."

A total of 50,000 Canadians are being followed over 20 years to provide information which can be used to improve understanding on subjects ranging from disease development to how social habits may affect how someone ages, and ultimately promote healthy aging.

# Co-Locate. Connect. Commercialize.



## Sound Options wins second annual Synapse Life Science Competition



On April 8, Hamilton's life science community gathered at McMaster Innovation Park to take part in the Synapse Life Science Competition final showcase.

The event showcased ten teams: seven through poster presentations while the top three teams presented their innovations live on stage to a panel of industry experts, competing for over \$35,000 in cash and professional resources.

The top three finalists – Avertus, Blue Orchid and Sound Options – each had 20 minutes to impress the judges, which included executives from Amgen Canada, ASK Solutions Inc., Trelis Capital and Johnson & Johnson.

Sound Options was named the grand prize winner for their effective, affordable and convenient sound therapy for people suffering from Tinnitus, a hearing condition that produces ringing in the ears. The company took home \$15,000 cash, a \$5,000 IP package, and a life science specific \$5,000 consulting package from SHI Consulting.

The company's cutting-edge software analyzes an individual's Tinnitus and hearing loss profile to develop a customized sound-therapy treatment that is clinically proven to be more effective than other solutions, and produces results in half the time of the leading competitor. Visit [www.innovation-factory.ca](http://www.innovation-factory.ca) for summaries of the other companies in the Synapse Life Science Competition.

## Weever Apps Signs Partnership with Xerox

Weever, the winner of the city's first Lion's Lair entrepreneurial competition, will soon move out of its home in the McMaster Innovation Park for bigger digs on James Street South. CEO Steve McBride says MIP was invaluable in their startup phase but it's time to move on and let the next generation move in. "Every company has one big break it waits for," said McBride in describing a new partnership with Xerox Canada.

Weever will develop mobile apps to automate and simplify how companies working with Xerox handle workflow, document sharing and data management between field staff and central offices.

To get a sense of how it works, take the case of Weever's work with the Canadian arm of a German boiler manufacturer. Weever created a platform to manage the work orders for 1,000 installers in North America. In the past, installers handled those documents manually, along with the paperwork for rebates and warranties. The documents were then scanned or faxed to head office to be handled again.

Weever's app allows the installer to process a work order on a tablet and then scan a bar code on the boiler to activate a rebate or warranty.

"An app allows a business to be more productive and cut costs," says McBride.

Digital data collection can incorporate pictures

and electronic signatures, create estimates using real-time pricing and geo-locate staff or equipment.

McBride says Xerox's national sales team will open doors for Weever's work. "They don't have a mobile development team and we don't have a sales force. So it's a perfect fit for both."

The partnership launched Feb. 4 and a sale has already been made. McBride expects Weever's staff of 15 — which includes all four founders — will grow to 20 by the end of the year. Xerox will greatly expand Weever App's reach through its extensive coast-to-coast world-class sales network. "Xerox has built an exceptional reputation in the business world by implementing document solutions for their customers. We are excited to align our solutions, with their customers challenges," says McBride.

Weever launched a little less than four years ago. The focus at the time was converting websites to mobile platforms. It offered free templates and customized solutions to create downloadable apps. But then Weever discovered its big customers struggled with managing documents and data collection from field workers carrying mobile devices. "When we refocused the company, the opportunities exploded." To follow the partnership's success, visit their website at [www.weeverapps.com](http://www.weeverapps.com).

## New at MIP: Business Analytics Consulting Group

In the current knowledge economy, it's now an indisputable fact that information is the key for organizations to gain a competitive advantage.

Today most organizations have systems in place that gather data about their sales, purchases, customers, products etc., but unfortunately owners or managers are still unable to use this data to understand their sales trends, impact their marketing strategies, effectively manage inventory, identify profitable products and services and many other aspects of their business.

Business Analytics Consulting Group (BACG) is a focused business intelligence service provider with its headquarters located at McMaster Innovation Park. BACG helps

organizations harness the power of business intelligence for their sustained growth. They extract data from your systems and transform it using cost effective tools, so that you can derive actionable insights that positively impact your company's top or bottom line.

BACG has announced their partnership with ORACLE as a Gold Partner and can now offer ORACLE's cost effective and enterprise class Business Intelligence Cloud Services to organizations of all sizes across various industry verticals. For more information on BACG, visit their website at [www.baconsulting.com](http://www.baconsulting.com).



## Global Water Expert to Lead at UNU-INWEH

Edmonton-based EPCOR Utilities Inc., a provider of water and electricity services to over a million North Americans, will endow research by the United Nations University (UNU) to define how people around the world can better manage water for our future.

Renowned water expert Robert Sandford of Canmore, Alberta will lead a four-year effort in his new post, "EPCOR Water Security Research Chair at UNU", based at the United Nations University Institute for Water, Environment and Health (UNU-INWEH), which is located at McMaster Innovation Park and supported by the Government of Canada.

The March 10 announcement in Hamilton coincides with the launch of a new UNU-INWEH report detailing "inextricable linkages" between water and energy and underlining the need to place those twin resources "at the heart" of sustainable development policy-making.

Energy production places extraordinary demands on freshwater supplies, constituting 15% world water use (second only to agriculture at 70%), the report says, while large amounts of energy are needed to draw, clean and deliver water to homes, industry and

farm fields, underpinning therefore virtually every aspect of human commerce and well-being.

In the next two decades, world energy consumption is forecast to rise 35%, requiring an 85% increase in the sector's water demand, further straining already stretched supplies of life's most essential resource.

Says Mr. Sandford: "My goal as EPCOR Water Security Research Chair at UNU is to translate the widest range of scientific research on water security into language the public can readily understand and that both public and private sector decision-makers can use to craft timely and durable policy."

UNU-INWEH welcomes Sandford's formal association with the institute in Hamilton, says Director Zafar Adeel.

"As a company, EPCOR manifests the connection between water and energy and symbolizes the need for a perspective that sees these resources as the two sides of a single coin," said Adeel. "At stake in this multifaceted research are problems that threaten the security of billions of people." For more information on UNU-INWEH, please visit their website at [www.inweh.unu.edu](http://www.inweh.unu.edu).

## McMaster University Given \$458 Million in Software by Siemens

A multi-million dollar software grant from Siemens Canada will give McMaster University students the opportunity to use the same technology that companies around the world employ to design some of today's most sophisticated products.

The grant announcement was made on April 9 during the McMaster Manufacturing Forum, a full-day event held at the McMaster Innovation Park, McMaster Automotive Resource Centre and a number University campus labs, which brought together industry experts, research staff, faculty, students and other stakeholders and included panel discussions, information sessions and an industry open house.

Engineering students and faculty will use the sophisticated software at the McMaster Manufacturing Research Institute, one of the largest institutes of its kind in Canada. The 15,000- square-foot facility is designed to meet the complex needs of leading manufacturers in the polymer, automotive and aerospace industries, as well as the tool, die and mold industry.

The software will help enable students to develop the advanced skills required by the more than 77,000 global customers who already use Siemens' PLM software and technology solutions.

To find out more about this deal, please visit [www.mcmaster.ca](http://www.mcmaster.ca).

## Art in the Workplace Featured Artist: Kam Nabi



"I have been painting and drawing for as long as I can remember. Having attended Sheridan College for both illustration and computer animation provided me with the opportunity to play with a vast array of materials and techniques. From acrylics to texture maps, I have attempted to integrate my fundamental artistic skills together with tradition and technology. After the dust cleared I have chosen oil paints as my primary medium (for now). My subject matter ranges from natural and urban environments, to people and the things they make, to the fantastic and conceptual.

Painting a portrait is one of my most frustrating yet rewarding aspects of art. My love of portraits began when I joined the Sunrise Painters, an art club that met on Thursdays to paint the portraits of a wonderful array of models. It is through this group and specifically to an accomplished painter, Jim Middleton, that I was introduced to the works of Richard Schmidt, whom I attribute as my primary recent influence. This style of Alla Prima (direct painting) is how I view my subjects and attempt to put it to canvas."

Art in the Workplace is a community initiative for local Hamilton art to be displayed at MIP. To see Kam Nabi's work on display, come to the Atrium@MIP Park Monday-Friday from 8:00am-5:30pm.

# MIP Fitness Spring Schedule

Times	Monday	Tuesday	Wednesday	Thursday	Friday
12:00 PM	<b>Pilates/ Resistance</b>	<b>Yoga</b>	<b>Body New Stretch</b>	<b>Yoga</b>	<b>Yoga</b>
12:30 PM					
1:00 PM	<b>High Intensity Interval Training</b>	<b>Circuit Training</b>	<b>Tabata, TRX, Spin Combo</b>	<b>Zumba</b>	<b>Step Class/ Cardio Kickbox</b>
1:30 PM					
4:00 PM		<b>Zumba</b>			
4:30 PM					
5:00 PM		<b>Spin Combo</b>			
5:30 PM					
6:00 PM			<b>Pilates</b>	<b>Kettlebell/ Boot Camp</b>	
6:30 PM					

**Body New Stretch:** Join this new class and experience a new and fun way to exercise. This class will encompass all muscle groups using light weights and finish with a total body stretch.

**Circuit Training:** This class consists of a series of exercises performed in a rotation with minimal rest in between. There are various stations set up and participants will move from station to station after a set amount of time or repetitions.

**H.I.I.T (High Intensity Interval Training):** This class is not for the faint of heart. It is a cardio based training workout which consists of short bursts of anaerobic exercise followed by a less intense recovery period. The class will consist of a series of short intense workouts, increasing endurance and stamina.

**Kettlebell/Boot Camp Specialty Class:** A blend of strength and cardio based on activity involving kettlebells in a boot camp format. The emphasis is placed on toning muscle, fat loss, and increased cardio. The class is a mixture of skill building and high intensity circuit training.

**Pilates/Resistance:** This class will help develop core strength, overall strength, flexibility, and co-ordination. Each week a new piece of resistance equipment is introduced to help gain confidence and strength.

**Spinning/Tabata/TRX Mix:** A circuit based workout, this class moves from the bike to a round of tabata ( eight rounds of a 20 second all out exercise, followed by a 10 second rest ) and a round of TRX workout (functional training, using body weight.) The time spent on each segment will vary from class to class.

**Step/Cardio Kick Box Class:** This class is designed for a complete body workout. The step class component uses on a raised platform with risers. The risers can be adjusted to either add height or lower. Cardio kick box moves will be incorporated throughout the class to provide variety and fun.

**Zumba:** A mix of low and high intensity moves which results in a calorie burning, dance fitness party. Zumba is a total workout encompassing cardio, muscle conditioning, balance, and flexibility.

## Coming up at MIP and Community

**The Escarpment Project on April 26.** This event offers the Hamilton Community a chance to help clean up the escarpment. Join Team MIP by contacting the MIP Head Office or by visiting [www.escarpmentproject.ca](http://www.escarpmentproject.ca).

**Doors Open Hamilton on May 2-3.** This event offers the community of Hamilton the chance to visit different company sites throughout the city who will have their doors open to the public.

**The Big Dif on May 7.** This free event, hosted by Innovation Factory, is an annual open house and celebration of entrepreneurship and innovation in Hamilton.

**Innovation Nation on May 31.** This event will provide a host of exciting speakers including scientists, researchers, engineers, artists and leaders from government, business and industry who are changing the way we work and play!

## ART IN THE WORKPLACE

Thanks to Our Sponsors



## Planning your next conference

MIP provides a variety of services designed to make your conference a success. Conference rooms, catering and additional services are available. To book your next conference go to [www.mcmasterinnovationpark.ca/meeting-and-conference-facilities](http://www.mcmasterinnovationpark.ca/meeting-and-conference-facilities) and click "Book Now". For more information contact:

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## What's your story?

Do you have a story that you would like to see in the MIP newsletter? Please send press releases, story ideas, information or pictures to: [marketing@mcmasterinnovationpark.ca](mailto:marketing@mcmasterinnovationpark.ca)

## Stay informed

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