

THE • CABI • NEWS

• Official newsletter of the *Canadian Association of Business Incubators* •

TORONTO BUSINESS DEVELOPMENT CENTRE

HOSTS IMPROMPTU GATHERING

by Ed Hobbs, Toronto Business Development Centre, Toronto ON

The Toronto Business Development Centre (TBDC) was the site of an impromptu gathering of delegates in Toronto for the Conference Board's 2001 Incubation and New Ventures Conference. One of those attending was Dinah Adkins, President and CEO of the National Business Incubators Association (NBIA).

Besides touring the incubation facility and hearing about its programs, the group discussed the growth and importance of incubation in Canada and the United States. Dinah Adkins congratulated Toronto (and TBDC) on its successful bid to host NBIA's 16th annual international conference. It will be an opportunity to showcase Canadian business incubation to the world in May 2002. This will be the first time NBIA's conference is held outside of the United States.

Among those in attendance were three board members of Thunder Bay's Northwestern Ontario Technology Centre: Marv Detweiler, President, Deborah Humphreys and Dr. George Macey. Also present at the impromptu networking session were CABI VP Marie Lussier, CABI Past President Jim Hughes, Jean Jacques

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2001 INCUBATION AND NEW VENTURES CONFERENCE, JANUARY 2001

by Dr. Laurence Hewick, Ontario Business Incubators, Hamilton ON

The 2001 Incubation and New Ventures Conference in Toronto was sponsored by IBM and the Conference Board of Canada. Support was also given by the National Research Council and the Ontario Ministries of Economic Development and Science and Technology.

The first morning's program examined the popularity of incubators, how they operate, how funding for incubation and new ventures can be strengthened in Canada, and techniques corporations can use to work within the incubation industry. The afternoon break-out sessions examined the relationships between incubators and venture capital firms, incubation policies, comparative economic impacts (Canada and the US) and the role of niche incubators.

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CABI folks enjoying Incubation and New Ventures Conference. From left to right: Dr. George Macey, Director, Northwestern Ontario Technology Centre; Deborah Humphreys, Director, Northwestern Ontario Technology Centre; Marie Lussier, Manager, CRC Innovation Centre; Jean Jacques Ledoux, Manager, Industry Partnership Facility Ottawa

NOTE FROM THE EDITORS

With the many conferences and activities of late, there is lots of information in this issue of *CABI News*. But we are also trying some new content.

We have created a regular column called *Board Updates*. This section will help open communication lines between CABI's board of directors and membership. It will highlight the important issues being discussed and provide an opportunity for each CABI member to respond to the information by sharing ideas, comments and concerns.

We are also test-driving a new initiative where CABI members can partner with *CABI News* to distribute material on their programs and facilities to the rest of the membership. This month we are pleased to be partnered with Miratech. You will find its insert with this issue. Please take the opportunity to learn more about the New Brunswick facility and its programs.

With all these changes, we are beginning to explore the pros and cons of a text-based e-mail version of *CABI News*. You can expect a short survey soon, asking for your opinion on *CABI News*, its value and a proposed new e-mail format. Benefits of a text-based newsletter would include an 80 percent drop in production costs, the opportunity to publish more frequently and the chance to distribute the publication to a wider stakeholder audience for the same cost as distributing it to membership only. It could certainly help position CABI among stakeholders as the voice of business incubation in Canada. Please take a few moments to complete the survey. Your feedback is important.

Enjoy this issue. Exciting times lie ahead for *CABI News*, for CABI itself and for the industry in general!

Yours truly,

Sarah Morris and Dawn House

FOOD FACTS

by Pamela Richardson, York Business Opportunities Centre, Toronto ON

The York Business Opportunities Centre has seen a rise in the number of clients wishing to start a business in the food-processing industry. The Centre has developed some observations, thoughts and helpful sources of information.

Self-employment in the food industry is a challenge. Restaurants are high risk and the food service industry is for large players. However, food processing offers the best opportunities for creative entrepreneurs. Most food processing operations start small with the owner acting as the operator. Often the product is a successful recipe scaled up to meet the needs of clients beyond just family and friends. Some companies provide customized prepared food with home delivery for busy professionals. Others sell convenience such as 'soup in a jar' that can provide a quick meal just by adding a baguette, a bottle of wine and some cheese.

What is common to all these businesses is the bureaucracy, regulations and production processes they need to address to operate. The following websites provide information to assist the budding food processing entrepreneur:

- ◆ Food in Canada (trends and economic data) www.foodincanada.com
- ◆ Canadian Restaurant & Food Service Association (CRFA) (trade shows, studies, directories) www.crfa.ca
- ◆ Canadian Food Inspection Agency (labelling) www.cfia-acia.agr.ca/english/ppc/label/home.html
- ◆ Purchasing Management Association (professional development seminars, costing, inventory control) www.pmac.ca
- ◆ Guelph Food Technology Centre (packaging, co-packers, testing, technical training, Technology Enhancement Fund) www.gftc.ca

Mountain! Get out of my way!

~ Montel Williams

BOARD UPDATE

- ◆ Since the November conference, CABI's Board of Directors has been having biweekly conference calls to ensure the association's momentum continues.
- ◆ The board has expanded and now has a minimum of nine and a maximum of 15 directors. CABI's board consists of President Lorne Ross (St. Albert), First Vice-President Normand de Montigny (Laval), Second Vice-President Marie Lussier (Ottawa) and Secretary-Treasurer Pamela Richardson (Toronto). Other directors are Ed Hobbs (Toronto), Jim Hughes (Calgary), Michel Fortier (Hull), David Jackson (London), Andre Lafreniere (Lindsay), Jean Jacques Ledoux (Ottawa), David McNamara (Halifax), John Parsons (Pasadena) and Paul Podstawka (Sudbury).
- ◆ CABI has launched its website with thanks to Ed Hobbs from the Toronto Business Development Centre. CABI's URL is www.cabi.ca.
- ◆ A committee has been struck to revisit CABI's mission and begin a visioning process for CABI's future direction. The Development Committee will be making recommendations to the board subsequent to a review process and communications with CABI membership. The committee is chaired by Sarah Morris (Truro) and includes Ed Hobbs (Toronto), Laurence Hewick (Hamilton), Judy Sander (Thunder Bay) and David Jackson (London). Members are invited to share ideas, comments and concerns with committee members.
- ◆ Andre Lafreniere, Jean Jacques Ledoux, Michel Fortier and Marie Lussier are organizing CABI Conference 2001. The conference is planned for mid-October. Members can provide committee organizers with topics they would like covered in plenary sessions and names of potential guest speakers.
- ◆ The NBIA 2002 conference will be held in Toronto. This will be first time it is held outside of the US. The Toronto Business Development Centre will be the host incubator. Congratulations Ed Hobbs and team!

ON THE SHELF

Publications that may be of interest to CABI members and their clients

Jensen, Bill. Simplicity: The New Competitive Advantage in a World of More, Better, Faster. Cambridge, Massachusetts: Perseus Books, 2000.

Business information doubles about every three years. This means in three years you'll have twice as much noise to sift through just to get your work done. People are already inundated with too much information, too many tasks, too many decisions and too little time to get it all done. In *Simplicity*, Bill Jensen offers a pragmatic approach to competing in the fast-paced information age. Drawing on a study of over 2500 people in 460 companies, Jensen presents new tools and strategies for applying common sense and critical thinking to any business situation - from running more effective meetings to leading large-scale change programs. Using a combination of stories, hands-on exercises and models that have worked in all types of organizations, Jensen helps us cut through the clutter to work smarter.

MANAGEMENT TIP

Tell people what you want, not how to do it. You will find people more responsive and less defensive if you can give them guidance, not instructions. You will also see more initiative, more innovation and more of an ownership attitude develop over time.

*Source: Management Tips
www.management.about.com*

PRESIDENT'S CORNER

The Challenge...

It's a new year and there are some exciting opportunities on the horizon for CABI and the Canadian incubation industry.

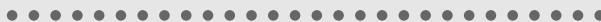
Every day I seem to hear of some new business incubation initiative. It seems incubation as an economic development strategy has once again caught the attention of all levels of government and a wide variety of institutes. As the industry grows, it is important that mistakes of the past are not repeated and that we can build on our successes.

To do this effectively we must, of course, have a strong national organization that can lend guidance and assistance to both new and established incubation facilities and organizations. I believe CABI is coming of age and, with many initiatives underway, will be equipped to meet the needs of the industry. I am convinced the new expanded board of directors has the talent and the will to grow the organization and programs our members need.

To reach our goals we must expand membership and insure the group includes all of the stakeholders in our growing industry. We need to recruit like-minded individuals and organizations that want to see CABI grow and prosper. We want to bring in those groups and individuals who can help incubation take its place as a leading economic development tool in Canada.

My challenge to all our readers is to help us grow our membership. If you are not a member, I urge you to become one. If you are a member, please insure you renew this year and that you share the names of potential members with board members so we can follow up. There are many organizations out there that would benefit from CABI. If each existing member brings one new member to the organization we will exceed our membership goal for this year.

Membership enrollment forms are on CABI's website (www.cabi.ca). Help CABI fulfil its role in Canadian economic development and help develop a member roster with value – today!



FORMER INNOVATION CENTRE CLIENT FINDS MEXICAN PARTNER

by Marie Lussier, CRC Innovation Centre, Ottawa ON

With the colder weather, you might be thinking about heading south for a little sun. It worked for former Innovation Centre client Callisto Media Systems (www.callisto.ca).

The company struck a deal with a Mexico-based university, Universidad Des Las Americas, to co-develop a Unix workstation solution that will operate on the Sun Microsystems Sunray platform. This solution will allow universities to use their Unix workstations, PCs and Macs for accessing video and audio content seamlessly through Calisto's network.

2001 Conference continued from page 1

Sessions on the second day included benchmarking the success of incubators and determining future directions for incubation. These sessions were predominately led by Canadian corporations (IBM and Nortel), venture capital firms (Capital Alliance, Yorkton Securities) and academics.

Although CABI was not directly involved in organizing the conference, a strong CABI contingent attended and continued positioning our organization as a leader in Canadian business incubation. CABI will continue its efforts to raise awareness of our association and its members.

Our lives begin to end the day we are silent about things that matter.

~ Martin Luther King

WE NEED *SPECIAL* CONTRIBUTORS!!!

Let's make *CABI News* more of a professional development tool for incubator managers and related agencies!

Send us articles on you and your clients. But also send us your suggestions on management tips, websites you've found helpful, marketing and promotional ideas, even new legislative information we should all know! Send whatever information you think your peers need to know and we'll work it into the format.

Let's make the most of this opportunity!

GRAPPLE-A-DAY

Give your brain a workout. Write down a four digit number. Repeat it backwards out loud without looking at it. Do it with a five digit number. Repeat the process, increasing the number of digits until you miss. When you're finished, you'll be able to think more clearly.

Source: A Grapple a Day, SkillPath Publications, 6900 Squibb Road, Mission KS

Impromptu Gathering continued from page 1

Ledoux, Manager, Industry Partnership Facility Ottawa (National Research Council Canada), Andre Lafreniere, Business Development Officer, City of Kawartha Lakes, Penny Gardiner, Facilities Manager, Greater Hamilton Technology Enterprise Centre, Laurence Hewick, President, Ontario Business Incubators, Glenn Pincombe, TBDC Board Member, Peter Thompson, TBDC Entrepreneurial Programs Manager, Ruby Calpito, TBDC Administration Manager, and Cheryl Mulgrave, TBDC Customer Service Representative (and coordinator of this warm gathering).

WEBSITE GREAT RESOURCE FOR MEMBERS

by Sarah Morris, InNOVAcorp, Truro NS

CABI's website continues to develop as a useful tool for CABI members.

The site includes a number of sections to help members and non-members alike understand business incubation and the association itself. It gives a strong description of CABI and its role in the business development industry and an *Activities* section outlines CABI's efforts in advancing the practice and reputation of incubation in Canada.

CABI's website is also a clearinghouse of information for visitors. It has information on related conferences and events happening across the country. It has a Links page that directs visitors to a number of important business development and incubation resources. An up-to-date members' list is also included with contact information and hotlinks to e-mail addresses.

The site can be an important reach-out tool for the association since it includes membership information and application forms. CABI members can refer membership prospects to the information and a membership application is available for download. Existing members can get in touch with others to share information, make requests and keep the communications lines open.

By visiting the site regularly and providing feedback and content, each CABI member can have an impact on the public face of CABI. Members with comments or questions may contact Ed Hobbs at the Toronto Business Development Centre by e-mail at ed.hobbs@pathcom.com or by phone at 416-345-9437.

Genius makes its observations in short-hand; talent writes them out long-hand.

~ Christian Nevell Bovee

INCUBATION MARKETING TIP

Your electronic signature can be a powerful marketing tool. When designing your e-mail signature, include the following:

- ♦ Your full name and title
- ♦ Complete company name and address
- ♦ Telephone and fax numbers (including area codes)
- ♦ E-mail address and URL in hyperlink format
- ♦ A precise description of your products and services
- ♦ Stated benefit to the client
- ♦ Inducement to contact you further (offer something for free that relates to your business)

ZUCOTTO NABS \$54M IN FINANCING

by Marie Lussier, CRC Innovation Centre, Ottawa ON

Former Innovation Centre client Zucotto Wireless Inc. (www.zucotto.com) has acquired \$53.9 million in venture capital.

This marks the second round of financing for the semiconductor firm and the company plans to use it to enter global markets with its products. The financing involves a number of US and Canadian venture capital firms.

The company's major product is the Xpresso microprocessor, a chip to supply wireless devices with data using Java. The microchip allows processing at an exponentially greater speed than silicon chips. Zucotto is aiming for revenues of about \$40 million US in 2001. The company employs about 130 workers in the Ottawa area.

DIRECTORY OF INCUBATORS IN CANADA

by Sarah Morris, InNOVAcorp, Truro NS

The Information Technology Association of Canada (ITAC) is compiling a directory of technology incubators in Canada. This will be an important resource for high tech entrepreneurs and will help CABI in its continued efforts to position incubation as a relevant business development tool in Canada.

The directory will be available on ITAC's website at www.itac.ca and will include a hotlink to CABI's website. In return, CABI will provide a link to the directory on its website at www.cabi.ca.

ITAC is the voice of the Canadian information technology industry. Through research, national and international networking and its role as an advocate, ITAC is a leader in identifying issues that affect the industry and developing alternatives which will enable its continued growth.

According to ITAC sources, the directory will be completed and linked to the ITAC website by early spring.

ITAC recently issued a call for information from CABI members interested in being included in the directory.

If you have not yet registered your information with ITAC, there is still time. Please contact Barbara Caldwell at channelview@attglobal.net or by phone at 613-531-9282.

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BEYOND SURVIVAL

by Dawn House, InNOVAcorp, Halifax NS

“Surviving” is definitely an understatement when describing one graduate from InNOVAcorp’s Technology Innovation Centre (TIC).

Survival Systems Limited was created in 1982 by former Canadian Armed Forces pilot Albert Bohemier after he survived a serious helicopter crash. In the beginning the company focussed on basic sea survival training for people working in the offshore industry.

Today, with about 60 employees, Survival Systems provides realistic safety survival training programs and high-fidelity training simulation devices to marine, military, offshore and industrial sectors. The company has gained international recognition for its mobile and fixed-base emergency training simulators, including the Mobile Industrial Rescue Trainer (M.I.R.T.TM) and the Modular Egress Training Simulators (METSTM). METSTM is recognized as the most realistic underwater escape trainer in the world, while the M.I.R.T.TM is used to train workers in confined-space entry procedures and emergency techniques such as high-angle rescue.

The company’s international recognition has been coupled with international sales. Over 50 percent of today’s sales are generated from exports, with its training simulation systems being used successfully to train workers in more than 13 countries, spanning five continents. In fact, Survival Systems recently won a prestigious 2000 Canada Export Award for expanding its business beyond Canadian borders. The Malaysian Air Force and Korean Navy are just two of the firm’s many international clients.

Survival Systems Limited spent four years as a client at TIC while growing into the worldwide success it is today, with its ingenious engineers doing research and development on site at the Centre. The company’s headquarters is still in TIC’s neighbourhood in Dartmouth, and stands as evidence of both incubation’s positive impact and Nova Scotia’s innovative business community.

WAVING GOODBYE TO SKYWAVE

by Marie Lussier, CRC Innovation Centre, Ottawa ON

SkyWave Mobile left the CRC Innovation Centre in December 2000. The company grew from five to 25 employees during its nearly three years at CRC.

While at CRC, SkyWave developed a family of small mobile satellite communication terminals used to track commercial vehicles, fishing boats, marine buoys and sports vehicles anywhere in the world through the Inmarsat satellite network.

SkyWave has progressed from a startup to the leading supplier of Inmarsat D terminals in the world.

The company is moving to 30 Edgewater Street in Kanata’s hi-tech corridor. Its immediate plans include raising a second round of financing early in 2001 and planning for an Initial Public Offering within 18 months.

Company president Peter Rossiter says, “Our time at CRC has been of immense benefit to SkyWave. While developing our satellite terminal products we have had ready access to the many facilities and services available on site. These have ranged from expert research in antenna design, to machine shop support for the development of our prototype equipment, to world class environmental test facilities.” Rossiter also applauds the Centre’s team. “The staff made us feel really welcome. We are certainly looking forward to moving into our new premises in Kanata, but we will always have fond memories of our days at CRC.”

SkyWave Mobile’s website address is www.skywavemobile.com.



CABI Membership Application

Yes! I want to become a member of the Canadian Association of Business Incubators!

Prospective Member, please complete either column A or B below plus the shaded fees box. Complete Column A if you are the main contact person for a business incubation facility. Complete Column B if you are an affiliate individual/organization interested in encouraging the business incubation industry.

COLUMN A: INCUBATOR MAIN CONTACT

Incubator Name _____
Address _____
_____ Code _____
Tel. () _____ Fax () _____
E-mail _____
Contact Person _____
Title _____
Year Incubator Opened _____
Gross Square Footage _____
Current Number of Clients _____
Number of Graduates _____

Sponsorship Type (Circle primary sponsor, check all that apply)

- ☐ University or College ☐ Local Government
- ☐ For-Profit Firm ☐ Technical School or College
- ☐ Community Economic Development Organization
- ☐ Hybrid of Above
- ☐ Other (Specify) _____

Incubator Type (Check all that apply)

- ☐ High Tech Products ☐ Sales/Marketing Firms
- ☐ Research & Development ☐ Service Businesses
- ☐ Light Manufacturing ☐ Retailers
- ☐ Wholesale/Distributing ☐ Not-for-Profit
- ☐ Mail Order ☐ Commercial/Fine Arts
- ☐ Other ☐ Construction Related

COLUMN B: AFFILIATE ORGANIZATION OR INDIVIDUAL

Name _____
Title _____
Agency/Business Name _____
Address _____
_____ Code _____
Tel. () _____ Fax () _____

Organization Type (Check all that apply)

- ☐ Incubator Staff ☐ Consultant
- ☐ Government Agency ☐ Education/Institution
- ☐ Venture Capitalist ☐ Vendor
- ☐ Joint Venture Partner ☐ Private Developer
- ☐ Incubator Without Walls
- ☐ Community Economic Development Agency
- ☐ Other _____

If Vendor, indicate product/service _____

If Venture Capitalist, indicate areas of concentration _____

If Joint Venture Partner, describe products of interest _____

MEMBERSHIP FEES

\$ 95 per year for incubator members (organization or individual). One vote per incubator.

\$ 95 per year for affiliate organizations or individuals. Non voting.

\$ 25 per year for additional persons (membership from either of above

I am/my organization is a member of NBIA

Please return payment and this form to:

Canadian Association of Business Incubators
C/O Pamela Richardson, Manager
York Business Opportunities Centre
116 Industry Street, Toronto, ON M6M 4L8

