



# Towards a Made-in-Canada Innovation Strategy: Mapping the Innovation Ecosystem in Eastern Ontario

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# BACKGROUND

This study aims at understanding the innovation ecosystem in Eastern Ontario in order to better understand how services, supports and local assets contribute to

- Attracting businesses and investors
- Retaining and expanding existing businesses
- Stimulating and nurturing startups

The study uses models of innovation systems, data on features of Eastern Ontario and interviews with key stakeholders

Draft has been submitted, revisions in progress with some additional interviews

# WHAT IS INNOVATION?

## Doing differently

- New products and services
- New initiatives or organizations
- New processes

*Innovation  
is “**new  
ideas that  
add value**”*

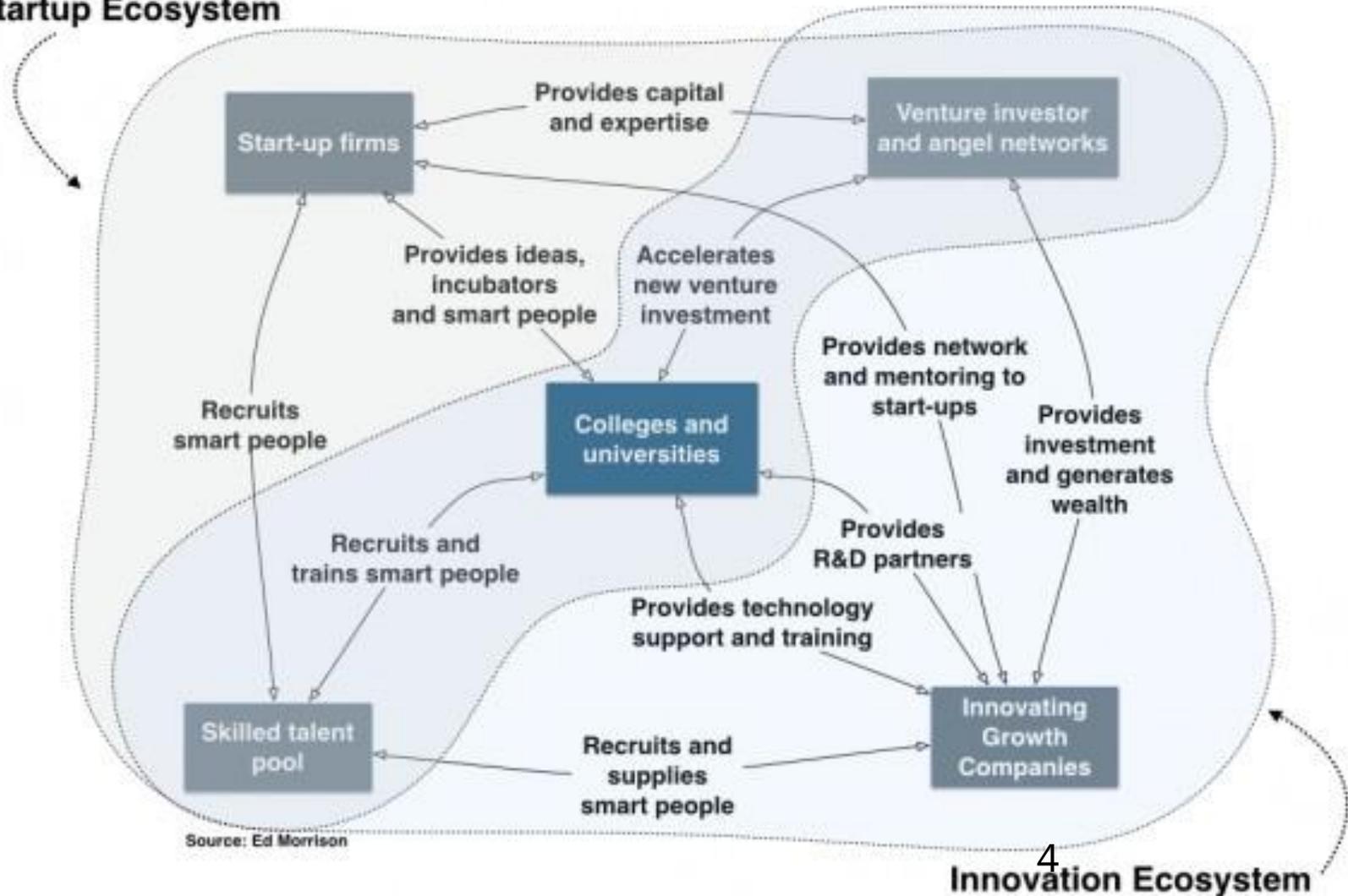
*“Creativity is thinking up new things.*

*Innovation is **doing** new things.” - Theodore Levitt*

- Innovation  Invention
- Innovation  Consultation/consensus
- Innovation  Talk about innovation
- Innovation  Start ups

# COMPONENTS OF THE INNOVATION ECOSYSTEM

## Startup Ecosystem



# ASSESSMENT

## Elements ARE in Eastern Ontario

- **R&D and post secondary institutions**
- **Startups** commercialization of IP
- **Established businesses** innovate, help fund startups
- **Financial institutions and investors**
- **Talent**
- **Intermediaries** incubators, accelerators, business advising services etc.
- **Government agencies** have policies which may enable or constrain innovation,
- **“Culture”** beliefs re. entrepreneurship

# RECOMMENDATIONS

1. Leverage technology infrastructure and create coordinating mechanism or team to leverage network effects.
2. Share best practices and assets for the benefit of the entire region – access to financing, mentoring
3. Look beyond incubating information and communications technology startups. Strengthen opportunities for food processing, green tech etc. as well as shared spaces
4. Drive ICT enabled innovation across sectors: use value chain mapping to create added value in existing sectors including nuclear, mining, tourism, forestry, etc
5. Develop a strategy to leverage post-secondary assets to advance the region

# RECOMMENDATIONS

6. Succession planning and investment in family based businesses.
7. Align with strategy to develop and retain talent and leverage diversity.
8. Lobby for “made in Canada” inclusive innovation strategy beyond the Toronto-Waterloo corridor.
9. Develop a stronger regional brand identity that clearly differentiates the region, is memorable, positions the region strategically with access to larger markets.
10. Leverage technology to improve information and resource sharing (eg. Innovation Portal). There are many services, programs and sources of funding available but navigating the range of programs and services is a challenge.

# CONCLUSIONS

To move the region's innovation strategy forward requires a combination of pragmatism and foresight.

- The strategy must include leveraging, exploiting, expanding and adding value to existing assets; focus on initiatives to ensure that Eastern Ontario is playing “where the puck is going to be”
- Finding a new way to work together, to build the collaboration needed
- The whole must be more than the sum of the parts
- Opportunity to leverage technology infrastructure as well as to create network to build critical mass and impact