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GREATER SASKATOON CHAMBER OF COMMERCE

COMMITTEE MEETING

Committee: Business of Science & Technology

Meeting Date: May 28, 2015

Time: 9:00am

Location: Fuddruckers, 8th Street

Meeting Chair: Raj Nayak

In Attendance: Raj Nayak, Sandra, Ribeiro, Kelly Martin, Colton Wieggers

Staff: Kent Smith-Windsor, Czarina Catambing

Introductions

Reversing SR&ED Credits

- Ministry of Finance changed it this tax year
- Concerns for SMEs since they rely on credits to come back to reinvest
 - Instead of paying taxes, you don't have to
- Changed it so they wouldn't give too much money
- Need to ask Kent about it
- Very important for startups
- Impact:
 - Technology industry will have a hard time
 - Can take advantage of Alberta credits and come back to SK as a larger
 - Exact numbers of impacts not yet available, but maybe at the end of the year
 - No cashback
- Clayton Sparks, Tax credit accounting would be the possible person to have figures on this, will be contacted by Raj
- Possible investor: Sandra
- Lobbying: Engineering groups (i.e. SaskInvent) have funding for lobbying

"Tell Your Story" Campaign

- Three questions: Who are you, why should we care/what do you do that affects everyone, why are you here
- Prospective interviewees
 - Lisa Van Loon, CLS
 - Greg Sutton, Tiny Eye
 - Bit Strata
 - One Story, Katrina German
 - Zu

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- Vendasta
 - Contango Consulting
 - John Hyshka, Phenomenome Discoveries
 - Rylan Graystone, Peachy Printer
 - Dan Robinson and Chad Fischl, Shutout Solution
 - Dragon Fly - unmanned drones
 - NoodleCake
 - Dallas Howe, BDM
 - IRD
 - SED Systems
 - Vecima
- DEADLINE: End of next week

Direction for Linked In Page

- **Purpose:**
 - Raising the economic reputation/profile of innovation sector in Saskatoon..they understand \$\$ and jobs (SOCIETAL BENEFITS)
 - Chance to educate them
 - Turn awareness into something more tangible (e.g. getting people to move to Saskatoon)
- Colton: It is not enough that followers are engaged, they need to add value for us
 - How do we make our followers engaged and also add value?
 - How to get something back from them?
 - What would be the exchange of value?
- Approaches
 - Whiteboard animation
 - Infographics and other visuals
 - Science Map – a genealogical map
- Should be 90 seconds or shorter
- **Tagline: “Innovation belongs here”**
- Needs to have samples
 - Raj will check with Arts School (Re: Whiteboard animation)
 - Kelly will check with Square One (Re: Whiteboard animation)

ICT Sub-committee

- Raj will have a replacement ready by July

To do list:

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1. Raj will get stats and figures about SR&ED
2. Czarina will circulate white paper on “Using Flow-through Shares to Stimulate Innovation Companies in Canada,” “The Cost of Saying No to Opportunity,” and Resources about Angel Tax Credit to BST committee and Curtis Hemming of Saskatchewan Chamber
3. Kelly will forward resources about Angel Tax Credit to Czarina for circulation