



COMMITTEE MEETING ACTION SUMMARY

Committee: Future Opportunities Committee

Meeting Date: January 13, 2014

Time: 7:30-9:20am

Location: Chamber of Commerce

Meeting Chair: Bill Brooks

In Attendance: Bill Brooks, Justin Lutzko, Eric Tetland

Staff: Kent Smith-Windsor, Kevin Meldrum, Czarina Catambing

Discussion:

Kristy Rempel should be included to the mailing list*

- How does JCC will transition for the Emerging Agriculture
 - Eric still unsure, but sure that there will be a plan

Social Entrepreneurship

- Kristy is not in attendance to discuss

LEAN Start-up

- Bill still looking for capital network
- Marisse (?) has the process, but needs to break it down to flow better
- Kent: Riley has session in the next few weeks for the Equity Fund Education, Women Entrepreneurs to get them in one room. Can we do education and in service for all supporters of entrepreneurship? Make it open to everyone. What can lean start-up do? Riley is against Futurepreneur's idea (need specific requirements to start business (needs conventional toolbox) ,while lean start-up only goes for minimal acceptable standards, if there is. Fail early.
 - Don't spend so much before you get to market.
 - First-entry bias
 - Completely different pieces, but they are aware of it
 - Intent was to raise it with that group. If 3 say yes, we'll run.
 - "Lean start-up" is branded, but concept of "get to market to quicker" is what we're going for.
 - Aspiring entrepreneurs are not part of our network but they can possibly be. JCC are classic people who says "I got an idea" and approaches the chamber.
 - targeted to established businesses (Square One, Women Entrepreneurs)

Greater Saskatoon Chamber of Commerce
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- Challenge: how to get him on board? Riley doesn't have the resources, and it's contra to his approach. Find possible members out there who don't know about it. How to know how much equity they need (lean start-up uses minimal resources)?
- How to do it via lean start-up: push it out through websites and partners. Brand it as lean start-up toolkit.
- Webpage needs some content (Bill) Kent plans to revamp website
- People don't want to plan too much. Testing is the most important thing (Bill)
- Czarina: Ladies Learning to Code. Talk to Eric.
 - Like a bubble
 - It will be the future process to use
 - TBD

Additional Business:

- Target audience: Future Opportunities Committee and possibly add larger constituents
- Lunchtime Tours at SRC (c/o Leslie), 45 minutes
- Leslie (SRC) we can do tours at SRC. Lunch time tour (45 minutes)
- Kent: It should be storytelling around it because there are cool things going on in Saskatoon that will tell the story of its economy.
 - Problem: Branding element of Saskatoon as innovators is not well understood (Kent)
 - Challenge:
 - How do we tell stories about POS, Cyclotron, Pipeline Flow Centre? How do we help Saskatoon understand its personality as an innovator?
 - If we bring past innovations, is that still future opportunities? (Retrospective approach)
 - How do we tie history piece to future opportunities?
 - Will people care?
 - It will help private sector find venture capital, but what will public get?
 - Bill: Some people don't like the publicity and want to remain anonymous
 - Criteria:
 - Bill: Project should be 6 or 8 events. It's one of those things that you need a few first bites before you plunge
 - Suggestions:

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- Kent: Saskatoon Trivia Contest
- Kevin: Saskatoon Discovery Tour
 - Problems: (1) most companies wouldn't let people tour facilities. There are also dangers in their site. Proprietary knowledge may also be at risk, Kevin.
- Kent: Genealogical map of genesis of projects in Saskatoon
- Justin: Unofficial TED talk
- Kent: Innovation Poster Board where people can post their innovations retrospectively
- Czarina: Series of short clips that show Saskatchewan's innovation
 - Similar to Nick's Saskatchewan Global Players Project
- Bill: Committee will ask the question and combines common companies? Initiate partnerships? Will that spark people interest? Mill together and move forward. Future opps will not know how to do it, but we have the pieces and environment.
- Kent: If we're doing this approach, we can do a bash promotion of Saskatoon as innovation centre. It's more of community positioning.
- Possible focus questions:
 - Bill: Here's why they're here, why aren't you here?
 - Kevin: What resources are here that you can take advantage?
 - Kent: How will Saskatoon help you grow?
 - Part of the story is I'm here because of the resources. And that is a way of giving companies a snapshot of opportunities in Saskatoon. What can companies spin out of the fish tank based on what was spun before?
 - Example: Techworks moved from Yorkton to Saskatoon because of the people and resources
- Target audience: Industry and education (internal and external)
- Suggestions:
 - Czarina: make it an innovator's landing pad in collaboration with the university (attract from other provinces)
 - Kent: Use an interdisciplinary approach. Nick Fleming, in a tech business, is in every business. So that is incentive for tech companies to be here. There is market acceptance, self-image, validity, encouragement to think differently (diversification).
 - NOW, how do we resource it? Try to keep it under the wraps from Innovation Saskatchewan.

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- Possible means of financing: crowd funding, crowdsourcing, sponsors

Next Meeting:

Tuesday February 3, 2015

7:30 a.m.

Saskatoon Chamber of Commerce

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