- Sourcing and obtaining quotes on production tooling and parts
- Feasibility and state of the practice studies
- Project planning and management

Education Programs

The Innovation Centre offers seminars and conferences for inventors and entrepreneurs. The Workshop for Inventors and Entrepreneurs covers intellectual property protection, idea assessment, marketing issues, licensing issues and features real-life inventors as speakers. Specialized workshops include: prototype development, financing, licensing your invention, toys & games, creative thinking and more.

The Innovation Centre coordinates the Teaching Entrepreneurship Conference to help educators develop entrepreneurship courses. Expansion workshops covering topics like student evaluation, creative thinking and venture assessment are also available.

Information for Innovation

Over 220 titles of books, tapes and software are highlighted in this handpicked catalogue covering topics like business, invention, entrepreneurship and education.

Eureka! The Canadian Invention and Innovation Newsletter

A quarterly publication which goes out free to over 15,000 readers, Eureka! is Canada's only national newsletter dedicated to invention and innovation.

The World Bank of Licensable Technology (WBLT)

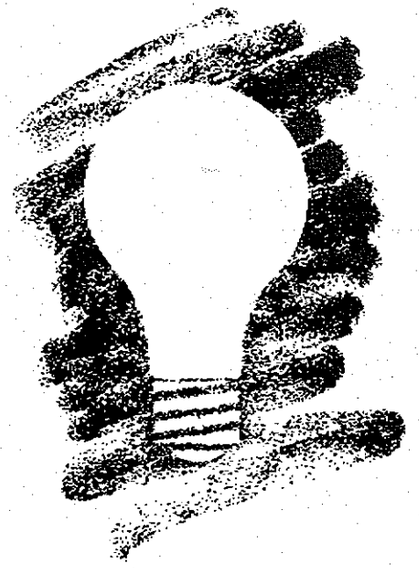
The World Bank of Licensable Technology is an international database of technologies available for license. There are over 25,000 listings from around the world that have been sorted into over 50 categories, from pharmaceuticals, to fibre optics and computers.

You can list your products and technologies on the WBLT database free of charge to help you sell or license out your new technologies, and/or find a joint venture partner. You can also search the database to investigate your competition, or bring new business opportunities into your organization by finding technologies, products or processes to expand your product line. The WBLT is online around the world through DIALOG, Strategis and other distribution channels.

For further information
on any of the Innovation Centre's
services call toll-free
1-800-265-4559

The Canadian Industrial Innovation Centre
156 Columbia Street West
Waterloo, Ontario
N2L 3L3

Toll-free 1-800-265-4559
Tel: 519-885-5870
Fax: 519-885-5729
Internet: http://www.innovationcentre.ca
E-mail: info@innovationcentre.ca



services of the Innovation Centre

Canadian Industrial **Innovation Centre** Waterloo

JUN 25 '96 14:23 INNOVATION CENTRE 519-885-5729 P.2/5

JUN 26 '96 14:24 INNOVATION CENTRE 519-885-5729 P.5/5

h·e·l·p·i·n·g i·n·n·o·v·a·t·o·r·s

The Canadian Industrial Innovation Centre is Canada's leading organization dedicated to assisting inventors, entrepreneurs and innovative companies.

Beginning with the founding of the University of Waterloo's Inventor's Assistance Program in 1976 and a growing need for an organization dedicated to Canadian innovator support, the Innovation Centre was established in 1981 as an independent, not-for-profit organization.

With continued funding support from Industry Canada, the Innovation Centre has assisted over 50,000 innovative Canadians and evaluated over 10,000 new product ideas. The Innovation Centre continues to provide an expanding range of programs to assist innovators across the country.

For those with ideas for products, services or processes, we:

- Assess technical strength
- Conduct market research
- Evaluate commercial potential
- Provide product and process engineering
- Assist in venture planning
- Deliver training, educational programs and materials
- Promote international technologies available for license

"The (IAP) assessment gave me a pass on product viability ... the Innovation Centre was always there to point me in the right direction. The staff were genuinely interested in my success, and it's rare to find that kind of support."

Dr. Dennis Colonello, Inventor
Abdomenizer exercise device

Inventor's Assistance Program (IAP)

If you have an idea for a new product, the Inventor's Assistance Program answers critical questions proven to effect the success of your invention. The resulting 20-25 page report highlights the strengths and potential weaknesses of the invention and offers recommendations on how you should proceed.

Issues covered in the report include technical feasibility, manufacturing, intellectual property options, questions about the market, potential competition and possible business objectives.

Market Preview Services

Market Preview Services will provide you with a broad market overview or an unbiased independent evaluation of the market opportunity for your product or service. Market Preview provides you with general market information on topics such as market size and trends, competition, distribution and price.

Market Preview Plus goes a step further to evaluate the market opportunity for your product or service. Market information for Market Preview Services is gathered from online information databases, the Internet, libraries and interviews with industry contacts.

Market Research

For clients requiring more comprehensive market research assistance, the Innovation Centre offers industrial and consumer Market Research services. Work often includes:

- A search of computer databases and the Internet
- A search of secondary information
- Collection of primary data through direct mail, personal/telephone interviews with industry experts, customers, distributors and competitors
- Focus group facilitation
- A complete analysis of all information collected including conclusions and recommendations.

Licensing Consulting Service

The Innovation Centre provides businesses with a licensing consulting service. This service draws on the Innovation Centre's experience in the field of licensing and includes the evaluation of licensing as a business strategy and the development and implementation of a licensing business plan.

Research Services

The Research Services group is comprised of Innovation Centre research analysts and key academic consultants with substantial health research experience. The group undertakes projects in diversified health research areas including: general epidemiology, pharmacoepidemiology, clinical trials, scientific writing and other health-related research. The group also specializes in behavioural health care outcomes assessments.

Product Engineering

An accredited engineering firm, the Innovation Centre offers design assistance and technology assessment. Services include:

- Generation of mechanical concepts
- Mechanical design evaluation and analysis including Finite Element Analysis (FEA)
- Material selections
- Parts consolidation/minimization
- Supervision or coordination of prototype fabrication and product testing