

# Driving Innovation, Commercialization & Impact

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Presented to Ted Rogers  
School of Management by:

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Cultivating **collaborations** that benefit both academics and industries for maximum **real-world impact**.

# Meet the Team



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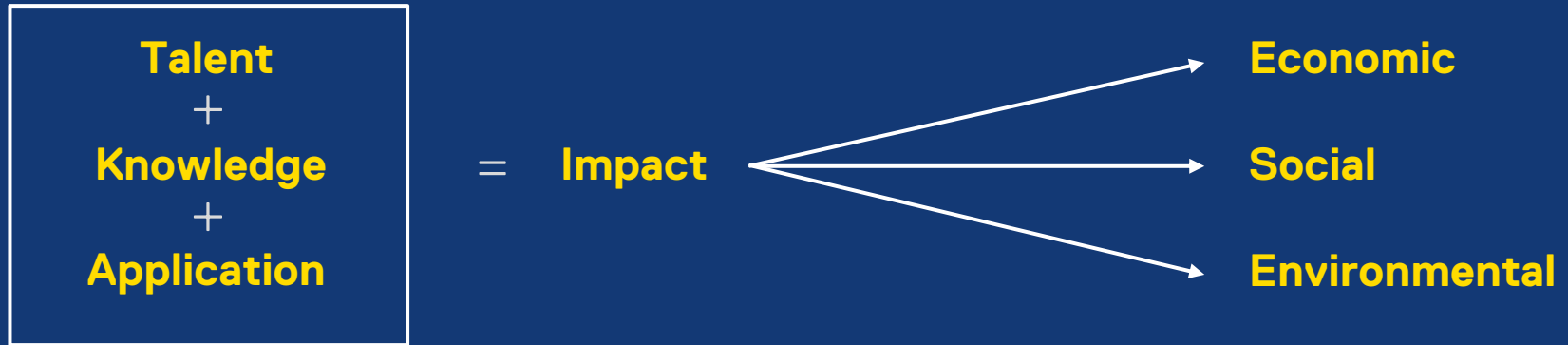
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## **Part 1: Academic Collaboration 101**

# Making Impact with Ryerson

**Drivers:** knowledge economy and paradigm shifting technologies, such as AI/ML, blockchain, cybersecurity, synthetic biology, gene-editing.



Data on more than **2.5 million EPO patent applications** for 35 OECD countries and China over 1992-2014 show that **50%** of all **inventive activity** by industry occurred within a **30-kilometre distance** of a research university (OECD, 2019).

# Why Academic-Organization Collaborations Are Important

## For Organizations

- Enhance value proposition through access to state-of-the-art (knowledge, ideas, information, insights, perspectives)
- Access to new technology (know-how, IP)
- Public funding
- Access to resources (data, materials and equipment)
- De-risking R&D
- Access to talent
- Development of internal research capacity



# Why Academic-Organization Collaborations Are Important

## For Academics

- Identification and understanding of real-life challenges
- New perspectives and ideas
- Funding
- Access to insights, data and equipment
- Opportunities for student skills development and employment
- Knowledge dissemination
- Commercialization of IP

# Why Academic-Organization Collaborations Are Important

## Common Drivers

- Brain circulation and learning
- Knowledge exchange
- Identification of new applications and opportunities
- Access to talent and technology
- Impact – economic, societal and environmental

# Navigating, Facilitating and Accelerating Collaboration

For Organizations	For Academics
Identifying suitable partners	Identifying suitable partners
Aligning timelines for academic led applied research may not match the needs of industry	Industry timelines for R&D commonly do not match the needs of academics
Translate and help understanding of academic motivations	Translate and help understanding of industry motivations
Leverage public funding & resources	Provide funding and resource structure
IP uncertainty and risk	Evaluate and manage IP
Navigate complex organizations and mobilize capacity to evaluate and support collaborations	Help to translate and understand how to work with industry

# General Types of Engagement

Ryerson works with all stakeholders to overcome barriers and identify resources required. The more you collaborate the easier and more impactful it becomes.

**As experience and relationships grow more sophisticated collaborations are possible.**



# General Types of Engagement



## Academic Consultancy

- Such technology assessments, Career Services
- Advisory and management services provided to organizations
- Typically funded by the organization
- Limited academic outputs



## Contract Research

- 6-12 month project
- Generally involves the creation of new knowledge
- Meets the short term specifications or goals of a client organization
- Frequently leverages public funding but not always.

# General Types of Engagement



## Collaborative Research

- 12-24 month project
- Fully or partly funded by one or more external organizations
- Typically medium-scale projects to create new knowledge
- Less connected to immediate needs of an organization



# General Types of Engagement

## Collaborative Partnerships

- 3-5 year engagement
- Typically includes funding for research projects/programs and student recruitment
- Fully or partly funded by one or more external organizations
- Large scale partnerships ranging from a single partner to a strategic partnership with multiple stakeholders
- Generally includes multiple types of engagement



A woman with long dark hair is standing in a meeting room, pointing at a wall covered in colorful sticky notes. She is wearing a white top. In the foreground, several people are seated around a table with laptops open, looking towards the woman. The room has a white wall and a window with blinds. The entire image has a blue tint.

## **Part 2: How Can We Provide Support?**



# Industry and Community Partners

Ryerson contributes to the vitality and well-being of the community by working with great partners in over 180 active, joint applied research projects with industry partners.

<p><b>Healthcare</b></p>  <p>camh SickKids GE Healthcare St. Michael's Inspired Care. Inspiring Science.</p>	<p><b>Aerospace</b></p>  <p>BOMBARDIER AEROSPACE CAE MDA Pratt &amp; Whitney A United Technologies Company</p>	<p><b>Energy</b></p>  <p>TORONTO HYDRO ONTARIO POWER AUTHORITY hydro one ENBRIDGE Candu</p>	<p><b>Media &amp; Creative Industries</b></p>  <p>corus ENTERTAINMENT Breakthrough ENTERTAINMENT WaveDNA xenophile media tiff.</p>
<p><b>Engineering</b></p>  <p>LAFARGE Building better cities™ TELEDYNE DALSA Everywhere you look Microsoft BASF The Chemical Company</p>	<p><b>Communication Technology &amp; Big Data</b></p>  <p>one eleven ERICSSON Bell BSE Google CISCO</p>	<p><b>Municipalities &amp; Service Providers</b></p>  <p>The Law Society of Upper Canada RBC TORONTO MAYTREE For Leaders. For Change.</p>	

# Leveraging Industry Investments

- Active support to leverage industry research investments (typically 2:1 or better)
- Collaborative research programs (NSERC, Ontario Centre of Innovation)
- Internship placements (Mitacs, Ontario Centres of Excellence)



# Business Development & Strategic Initiatives (BDSI)

**BDSI consists of three main groups:**

- 1 Institutional Projects
- 2 Innovation and Commercialization
- 3 Collaboration, Programs and Initiatives

Each group works to develop institutional capacity and offers specialized services for organizations to further **your** impact on economic, social and environmental prosperity.

Additionally, every Faculty has staff to support collaborations.

# Business Development & Strategic Initiatives (BDSI)

1

## Institutional Projects

Assists in the co-creation of large-scale funding through CRC, CFI and other related major opportunities from concept to post-award support.

2

## Innovation and Commercialization

Assists in the development and commercialization of emerging venture ideas, technologies and intellectual property towards attractive solutions.

3

## Collaboration, Programs and Initiatives

Assists in the co-creation of large-scale, high-profile collaboration projects, internal and external programs and initiatives.

# Introduction to AIMday™ (Academic Industry Meeting day)

- A multidisciplinary exchange of knowledge and ideas
- Industry questions around a single theme form the meeting day agenda
- The AIMday team matches these questions to diverse academic expertise to create research collaborations

**AIMday brings understanding and new perspectives to real-world problems.**



# Introduction to AIMday™ (Academic Industry Meeting day)

- Initiated and developed by Uppsala University, Sweden, in 2008
- Adopted by internationally renowned institutions:
  - University of Oxford
  - University of Edinburgh
  - University of Cambridge
  - Other universities in Sweden, Brazil, South Africa and Canada
- Sector agnostic
- Highly effective – strong results
- Highly efficient – low in costs, time, energy

# How Does the AIMday™ Meeting Work?

## Each meeting is:

One  
question

One  
hour

Experts  
only

## Attendees Include

- 1 or 2 company representatives who submitted the question(s)
- Researchers (max. 8-9) who signed up for that question
- Facilitator/moderator from AIMday partners
- Observers (occasionally) – reps from funders or other supporting organizations

## Exploring Potential Solutions

- Participants work together to find a solution to the question
- Industry reps and researchers get to know each other

# AIMday™ Future of Liveable Cities

**Thursday, November 25, 2021**

Register for AIMday: Future of Liveable Cities by submitting your research question on the registration page.

**Location:** Virtual Conference

**Cost:** Free

## Industry registration:

Opens: September 7-9, 2021

Closed: October 12, 2021

## Researcher registration:

Opens: October 12, 2021

Closes: November 16, 2021





# Get in Touch With Us



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**Thank you.**

