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2017

INNOVATION IN CONTEXT²: SCALING UP

Continuing the conversation we started last year, this second installment of our workshop series will focus on how to scale up innovation. It will look at how individuals, companies, firms, and the ecosystem itself can turn the success of a single popular idea or product into a larger environment cultivating sustained innovation. But how does this happen? How do we harness the true diversity of our communities to scale up innovation? How do we build sufficient capacity for these ecosystems? In short, how do we unleash the true innovation potential of our society?

Saturday, November 18, 2017

09:00 – 09:15

Scaling Up to Cheat Chaos

Richard Gold (James McGill Professor, Faculty of Law, McGill University)

In this talk, Richard Gold will outline the theme of this year's conference: scaling up innovation. While Canada has a counterproductive intellectual property legal regime, there is much it can do to reverse the negative balance this regime creates for Canadian companies. He will examine how the idea of scale applies to the firm, the city, across communities, and the innovation ecosystem itself.

09:20 – 10:35

The Social Context of Scale

Dan Breznitz (Chair of Innovation Studies, Munk School of Global Affairs), Olena Ivus (Associate Professor of Business Economics, Queen's University), Kelley Packalen (Associate Professor, Smith School of Business, Queen's University) - Moderator: David Lametti, MP (Parliamentary Secretary to the Minister of Innovation, Science and Economic Development)

This panel will discuss the nature of scale—the notion that, as firms, cities, and innovation ecosystems grow, it becomes less expensive for them to supply services. This process not only pertains to the economy; it has cultural, social, and diversity implications. Invoking different social and theoretical perspectives, this panels will ask what are the challenges, advantages, and underlying rationales of scaling up innovation?

10:30 – 11:00

Coffee Break

11:00 – 12:15

Scaling Access for Women and Minorities

A. Sévrine Labelle (CEO, Femmessor), Lauren Robinson (COO, Highline BETA), Preston Hardison (Policy Analyst, Tulalip Tribes) – Moderator: Andrew Popliger (Partner, Pricewaterhouse Coopers)

This panel will look at what it takes for diverse communities to enter the innovation ecosystem. By looking at investments that help women and minorities to develop innovative firms, this panel will examine the entry points created by diverse forms of capital. It will also attend to the role of immigration policy.

12:15 – 13:30

Lunch

13:30 – 13:45

Entrepreneurial Keynote

Natacha Mainville (Chief Innovation Officer at TandemLaunch)

13:45 – 15:00

Scaling the Firm

Michelle Ash (Chief Innovation Officer, Barrick), Tami Zuckerman (Co-Founder and CCO, VarageSale), Audry Larocque (Entrepreneur-in-Residence, PricewaterhouseCoopers, Montreal) - Moderator: Mike Ross (Founder, Juniper Innovation Consulting)

This panel will look at the transformation of firms, both small and large, from within. Firms operating in different countries have different needs; for example, US patent law is friendlier to American firms than Canadian ones—and the reverse is not true for American firms in Canada. This panel will examine the growth process of firms by providing insiders' perspectives.

15:00 – 15:30

Coffee Break

15:30 – 16:45

Policy for Scaling Up

Iain Gillespie (Pro-Vice-Chancellor, Research and Enterprise, University of Leicester), Roni Zehavi (CEO, Cyperspark), Leah Lawrence (CEO, Sustainable Development Technology Canada) - Moderator: Bassem Awad (Director of International Property Law and Innovation, CIGI)

In the Canadian context, the current approach to innovation policy is characterized by a hands-off attitude to Canadian innovations, swelling intellectual property protections for foreign companies, a patent regime that is too generous, and strained publicly-funded research universities. This panel will look at what policies finance firms going global. It examines how to build capacity through education, direct government interventions, superclusters, accelerators, standard setting, and international trade negotiations.

16:45 – 17:00

Final Remarks

Richard Gold (James McGill Professor, Faculty of Law, McGill University)



The **Centre for Intellectual Property Policy (CIPP)** was founded as part of McGill University's Faculty of Law in 2003. Its goal is to increase Montreal's attractiveness and competitiveness by facilitating intellectual property research, technology transfer, commercialization and knowledge mobilization. The CIPP carries out interdisciplinary research to understand the role of intellectual property policies and rules in contributing to creativity and innovation. CIPP researchers broadly examine innovation systems.

The **Office of Innovation** is a new unit focused on building McGill's innovation and entrepreneurship ecosystem through supporting services and strategic partnerships within Canada and abroad. The team includes technology transfer managers and patent and licensing specialists, innovation associates, and entrepreneurial leaders focused on partnerships and program development for students and researchers.



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